MAC112: Writing for the Mass Media 1 (2 Units)

Department of Mass Communication

Covenant University
1. MAC112

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This course examines the requisites of mass media writing from the principles and process of writing, through the elements of composition, to an examination of common errors of writing. It involves practical writing exercises and error detection clinics. Beside primary competence in language use, it emphasizes development of the journalistic style. This Part One shall focus on writing for Print and Broadcast journalism as well as explain some basic characteristics associated with such writing styles.