MAC122: Writing for the Mass Media 11

Department of Mass Communication

Covenant University
1. MAC122
1.1. MAC122: Writing for the Mass Media 11

(2 Units)

The course delves into greater details of writing with emphasis on grammar, rhetoric and logic. Involves practice in writing for specific media of mass communication. This Part Two shall focus on writing for Marketing Communications advertising, direct marketing, sales promotion, publicity, and public relations. Students will learn writing formats for advertising, copy, newspaper, magazine, radio, television, transit and outdoor, and online.