

# **COM355 Multimedia Public Affairs Reporting**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

This course is designed to apply skills learned in introductory media writing and communication courses to the coverage of public affairs using a range of digital online resources, social media and storytelling tools. It acquaints students with processes of the government and introduces them to emerging media skills needed in covering public affairs on digital media platforms.

Through hands-on experiences, readings, discussions, seminar activities and project work, students learn reporting techniques that show how the government functions and how it affects the lives of citizens. At the end of the course, students will apply reporting skills and principles to produce a digital multimedia report on a compelling public issue.

## **Topics:**

- Basic News Concepts
- Media Convergence & Other Journalism Trends
- Scope of Public Affairs Reporting
- Gathering Information for Public Affairs Reporting
- Doing a Photo Essay
- Doing an audio report
- Pre-Production
- Production
- Generating story ideas for features
- Choosing a story angle
- Editing
- Ethics

## **Textbooks:**

Andy Bull: Multimedia Journalism (Second Edition)  
ISBN-13: 9781317646099

**Learning Outcome:**

- Critique how media convergence is reshaping the news industry and the work of a journalist.
- Discuss the scope of public affairs news and how it is different from general news and feature stories.
- Write newsworthy, engaging news content with strong story angles.
- Examine the differences between writing for online news sites, social media platforms and videos.
- Develop quality of news content based on newsworthiness and ethical/legal issues within journalism.
- Apply theoretical journalism concepts to the coverage of public affairs issues.
- Plan information-gathering process for multimedia news stories (e.g. interviews, storyboarding).
- Prepare relevant information and media footage for multimedia news stories.
- Formulate a set of best practices for constructing stories using sounds, videos, still images/graphics and text on online platforms.
- Create multimedia public affairs news content.

**Assessment Strategies - Regular Semester (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
	DISCUSSION BOARD 1	10
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>

\*The information listed is subject to review and change.