

Course unit title:	CREATIVE WRITING FOR THE MEDIA		
Course unit code:	AAVC333		
Type of course unit:	Art Elective		
Level of course unit:	Bachelor		
Year of study:	4		
Semester when the unit is delivered:			
Number of ECTS credits allocated :	6		
Name of lecturer(s):			
Learning outcomes of the course unit:	<p>Upon the completion of the course, students will be able:</p> <ol style="list-style-type: none"> 1. to develop an understanding on the major areas of mass media communication — print, broadcast and online writing, public relations and advertising. 2. to develop information-gathering skills, and become acquaint with basic elements of journalistic style, meeting deadlines and becoming computer literate. 3. to develop skills in writing for different media and different forms of journalistic products. 4. to utilize writing skills on their work concerning print, electronic and online media. 5. to exhibit personal responsibility as well as teamwork skills on the basis of creating a new media product. 6. to be able to understand the specific differences in writing for different species of media content. 7. to produce innovative writing ideas and styles for different species of media content 		
Mode of delivery:	Face-to-face		
Prerequisites:		Co-requisites:	None
Course contents:	<ul style="list-style-type: none"> • Media differences and target audiences. • Language use in broadcasting and online media. • Developing an idea online Vs broadcasting an idea. • Writing techniques for the radio, for TV and the web: Transition and cross media techniques. • Spots: public service announcements, digital news writing, Teasers for TV, Headlines for Online products. • Writing for advertising. The language of advertising. • Writing for documentary and the news. • Differences between media news products and media consumer products. • Writing Techniques in the different types of journalism: political issues, economy, sports, social issues, events, environmental policy, health, education, foreign affairs. • Give me something to write: Audiovisual techniques for productions aiming people with special needs • Creative writing for the New Media: uses and gratification theories for the New Media. 		
Recommended and/or required reading:	<ul style="list-style-type: none"> - Lambert, J. (2002). <i>Digital Story-telling: Capturing lives creating communities</i>. USA:Arizona Press - Tsilimeni, T. & Paparousi, M. (ed.) (2010). <i>Η τέχνη της μυθοπλασίας και της δημιουργικής γραφής</i>. Θεσσαλονίκη: ΕΠΙΚΕΝΤΡΟ (in Greek) - Barnstone, T. & Chow, P. (2003). <i>The art of writing</i>. Athens: KEDROS (in Greek) - Fiske, J. & Hartley, J. (2009). <i>The language of TV</i>. Athens: AIGOKEROS (translated into Greek). 		
References:	Maniου, Th. (2018). Creative Writing for the Media.		

Planned learning activities and teaching methods:	<ul style="list-style-type: none"> - Workshops, presentation of specific examples from the media industry (local and international). - Lectures, demonstrations and practical examples together with detailed critical analysis at each stage, in order to engage students in the practice of creative writing. Lectures address the theory of creative writing and are supported by practical demonstrations in which the information imparted is put into practice. - Practical examples of Cypriot media and media from abroad, are used to critically analyse student projects and to provide examples of good practice. This process is supported by individual student research throughout independent learning. - At the same time, student workshops are taking place, in order to familiarise them with the concept of individual and co-operative creative writing 						
Assessment methods and criteria:	<table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Final Project</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Intermediate Exam</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Assessments</td> <td style="text-align: right;">20%</td> </tr> </table> <p>For project work, students are assessed on the following:</p> <p>Project competency, specific selection of media content and unique idea - 40% Understanding and application of subject specific knowledge and principles is examined. Experimentation and process of ideas in the realization of concepts is appreciated as well as successful tested examples from the global media environment.</p> <p>Research and Analytical Skills - 30% Identification and investigation of a range of cultural, academic, discipline specific sources for different types of media are important. Examination, identification and interpretation of resources is also crucial.</p> <p>Writing and Technical Competence - 10% Skills of execution and practical application of theoretical knowledge for relevant media is important in order to materialize ideas.</p> <p>Overall written presentation and Innovation - 20% Synopsis of all process stages into a coherent conclusion to verify concept, design solution and innovation are taken into consideration. Written presentation considering the specific medium, terminology and target audience is very important.</p>	Final Project	40%	Intermediate Exam	30%	Final Assessments	20%
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Language of instruction:	English						
Work placement(s):	None						