

MODULE: WRITING AND PUBLIC PRESENTATION SKILLS

CODE	BAJH-1-2-10
Number of Credits	4 semester credits / 6 quarter units
Stage:	I
Theme :	Media Skills
Assessment Weighting:	Exam (40%) Assignment (60%)

Overview and Aims

This module aims to enable student to:

- Develop confident and competent essay writing, press release writing and letter writing skills.
- Develop a familiarity with news agenda of the day.
- Learn the basic requirements for making successful presentations.

On successful completion of this module, the student should be able to:

- Demonstrate a comprehensive grasp of the syntax, writing and referencing skills required for essays and other written forms.
- Display a detailed knowledge and understanding of the guidelines for making successful presentations.
- Engage with contemporary news agendas to the extent that they can write about, and discuss, media agenda topics in front of their peers in an informed manner.

Module Content

- Syntax, rules of grammar, punctuation and sentence structure.
- Structuring, writing and referencing academic essays.
- Writing letters of introduction to editors and production managers.
- The art of writing good press releases and conducting press conferences.

- Developing effective communication skills.
- Using your voice.
- Making effective presentations on contemporary media agenda content.
- Participating effectively in debates.