

**THE NEW SCHOOL** × *RollingStone*  
**MEDIA WRITING ESSENTIALS**



### MEDIA WRITING ESSENTIALS:

The Media Writing Essentials program provides a unique and practical take on writing as a profession in today's media world. This course concentrates on the practice and skills for new media and digital channels, including the professional opportunities that students often don't associate with the craft of writing: advertising copy, press releases, proposals, direct mail, blogs, social journalism, arts and culture, and other features genres.

The New School faculty, alongside industry experts, walk students through the landscape of traditional publishing and its gatekeepers while guiding students through the democratized opportunities to (self-)publish in the digital age. Media Writing Essentials teaches students rhetorical structures and strategies best suited to writing for the web as they learn to compose documents for social community and commercial audiences. Media Writing Essentials responds to the need for clear, effective, and detail-oriented writing for aspiring professionals in existing genres and developing platforms. Students will build the essential skills to write concise and compelling messages for all media.

### MEDIA WRITING ESSENTIALS CONSISTS OF FIVE COURSE MODULES:

- THE LANDSCAPE OF LETTERS: AN INTRODUCTION
- PREWRITING: BEFORE YOU WRITE A WORD
- WRITING IN PRACTICE
- WRITING FOR THE WEB
- THE PROFESSIONAL WRITER TODAY

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

### STUDENT BENEFITS:

1. Competence in basic composition skills and understanding of additional skills that fuel careers in an expansive conception of "writerly" pursuits
2. Insight from today's most established professional writers, and editors
3. Certificate of completion (non-credit) from The New School
4. Direct learning from leading academic and industry experts
5. Assignments from real professional scenarios
6. 100% online and self-paced

MODULE 1:

THE LANDSCAPE OF LETTERS: AN INTRODUCTION

What is the state of the professional writing fields? Like all facets of contemporary life, writing itself is in flux in the digital age. As outlets for the aspiring writer grow and expand into social media, newsletter subscriptions, self-publishing platforms — writers need to continually reassess what makes a good story, the ways to become a professional writer, and today's writer's market. This module gives you an overview of the evolving history of writing for popular media and maps the digital era's professional landscape.

KEY CONCEPTS:

- THE PUBLISHING INDUSTRY: FROM LEGACY TO DIGITAL
- WHAT CONSTITUTES A GOOD STORY, A GOOD WRITER, AND GOOD WRITING?
- WRITING AS CRITICISM: IF A TWEET WILL DO, WHY DO WE HAVE CRITICS?
- A SELECTED OVERVIEW OF WRITING-CENTERED CAREERS (ARTS & CULTURE WRITING, SERVICE JOURNALISM, MARKETING, ADVERTISING COPYWRITING, LIFESTYLE WRITING, PR / PUBLICITY, ENTERTAINMENT WRITING, NEWS WRITING, DOCUMENTARY FILM, COLUMN WRITING)
- WHAT IS THE STATE OF WRITING AS A PROFESSIONAL?
- CAREER TRENDS IN MEDIA PROFESSIONS
- WHAT SKILLS SHOULD A WRITER HAVE TODAY?

MODULE 2:

**PREWRITING: BEFORE YOU WRITE A WORD**

You begin your story well before you begin to write. Prewriting refers to all the crucial preliminary work put into your writing project. It includes coming up with and organizing your ideas, researching your topic, interviewing sources, finding funding, developing the story, deciding on a format, and planning the piece's structure. The goal of prewriting is the focus, but you are constrained by your subject knowledge and access to information — so understanding your audience, research, and interviewing is crucial. This module focuses on the processes that give the story its form and direction and ultimately produce better work.

KEY CONCEPTS:

- HOW DOES A PROJECT GET STARTED?
- PREWRITING PROCESSES AND STRATEGIES
- DEVELOPING IDEAS
- WRITING FOR GRANTS AND PROPOSALS
- WHO'S YOUR AUDIENCE AND WHAT'S YOUR OUTLET?
- RESEARCH TYPES AND METHODS
- INTERVIEWING: PREPARATION, TECHNIQUES, AND ETHICS
- "ON THE RECORD," "OFF THE RECORD," AND "ON BACKGROUND"

**MODULE 3:**

**WRITING IN PRACTICE**

What does a writer need to know about word choice, sentences, paragraphs, punctuation, grammar, structure, or argumentation? Of course, the writer's toolkit is expansive, and proficiency in the basics is only the first step in writing the first draft of your story. But, as the old saw keeps reminding us, writing is rewriting. So before you can get a piece of writing in front of an editor or publisher, you have to learn how to self-edit, polish, and format your work. This module walks you through the writing process from the first draft, revision, and final draft. Students will also understand how to write pitches and proposals and how to work with an editor. Moreover, students learn the ins and outs of specific kinds of writing, from lifestyle writing to culture and art criticism, and what it's like in "the newsroom."

**KEY CONCEPTS:**

- PUNCTUATION, GRAMMAR, AND TECHNIQUE
- STORY STRUCTURE
- STYLE GUIDES
- THE EDITOR'S EYE: WHAT IS AN EDITOR LOOKING FOR IN WRITERS AND PROJECTS
- WORKING WITH EDITORS AND COLLABORATING WITH OTHER WRITERS
- SELF-EDITING
- CRAFTING PITCHES AND BOOK PROPOSALS
- FEATURE ON: THE NEWSROOM (FACT CHECKERS & LAWYERS, WRITING THE LEDE, HARD NEWS STORIES & LOCAL EVENT COVERAGE, BACKPACK JOURNALISTS)
- SELF-EDITING
- CRAFTING PITCHES AND BOOK PROPOSALS
- FEATURE ON: THE NEWSROOM (FACT CHECKERS & LAWYERS, WRITING THE LEDE, HARD NEWS STORIES & LOCAL EVENT COVERAGE, BACKPACK JOURNALISTS)
- BRANDING IN THE DIGITAL AGE AND INTO THE FUTURE

MODULE 4:

WRITING FOR THE WEB

The question has always been with writers: how do our tools affect the things we write? In this module, we examine what makes a blog paragraph different from one in print and how the demands of Google can influence what you write. This module also covers the evolving multimedia elements' role in writing and other facets of writing for the "Web." Students will outline all the ways a changing media-technological landscape affects writing and the ways a writer needs to keep up with evolving demands on storytelling.

KEY CONCEPTS:

- WRITING FOR THE WEB
- HOW DO DIFFERENT DIGITAL FORMATS AFFECT STYLE AND STRUCTURE?
- GRAPHIC AND MULTIMEDIA ELEMENTS TO A STORY
- WRITING AND DESIGNING WITH HTML
- PODCASTS: WRITING FOR AUDIO
- CONSIDERING ROI AND KPI IN YOUR WRITING
- SEARCH ENGINE OPTIMIZATION (SEO) AND YOUR WORK

MODULE 5:

THE PROFESSIONAL WRITER TODAY

The question of what it means these days to be a 'professional writer' is crucial. Still, the professional writing field evolves with the world it serves, striving to meet ever-changing demands for information and storytelling. Those who are successful in the contemporary publishing ecosystem study how the industry changes, embrace new entrants to the field, and find opportunities within an evolving jigsaw puzzle of the practice of writing. Writers today face a spectrum of possibilities — from starting a company that creates a space for writers-for-hire, growing a personal brand with newsletters or other self-published enterprises, to maximizing freelance and gig opportunities. This module outlines a conception of 'professional' that focuses on a writer's work and remains in constant flux.

KEY CONCEPTS:

- GETTING READ: THE DIFFERENT OPTIONS TO PUBLISH YOUR STORIES
- PROFESSIONAL PRESENTATION
- NETWORKING AND PROFESSIONAL NETWORKS
- THE LIFE OF A STAFF WRITER
- THE LIFE OF A FREELANCER (BUSINESS PLANS, INCORPORATING YOUR BUSINESS, CONTRACTS, INVOICING, & TAXES; BENEFITS, PERKS, & UNIONS)
- GIG WORK AND MARKETPLACES
- INDUSTRY GATEKEEPERS
- SELF-PUBLISHING: PERSONAL WEBSITES, BLOGS, SOCIAL PUBLISHING PLATFORMS, ETC.
- WEBSITE MONETIZATION
- FINDING AN AGENT AND PUBLISHER

## **ENROLLMENT DETAILS**

### **How do I apply for Media Writing Essentials?**

The application for Media Writing Essentials is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=media-writing>

### **How much does the program cost?**

The entire program's cost, including all five course modules, related activities, and a Certificate of Completion from The New School is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your Certificate of Completion from The New School, you'll need to have all installments paid in full and have completed all program requirements.

### **What payment methods and currencies do you accept?**

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

### **Is there financial aid available?**

No, financial aid is not offered for Media Writing Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

### **What is your cancellation policy?**

You can withdraw from a course hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

### **How do I begin the program?**

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.



## **THE PROGRAM**

### **Are there any prerequisites, age requirements, or restrictions?**

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for media writing and learning.

### **What do I get when I complete the program?**

Students who successfully complete the program will earn a Certificate of Completion in Media Writing Essentials from The New School. Media Writing Essentials is a non-credit program.

### **How long do I have to complete the program?**

With your enrollment, you will have unlimited access to the full program for one year from the date you enroll. For almost all of our students, one year is more than enough time to work through the programs and fully absorb the content.

### **What if I need more time?**

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

### **Can I download course videos or materials?**

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

### **What can I expect to accomplish by the end of this course?**

Media Writing Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of writing-based related careers and the skills needed for them. Second, with a Certificate of Completion from The New School on their resume, they differentiate themselves from the rest of the pack.

### **What type of people enroll in Media Writing Essentials?**

People with all levels of experience, and in all stages of their career, benefit from enrolling in Media Writing Essentials. But you will have something in common with all of our students — a passion for writing and a desire to build a successful career doing what you love! Our students might already be working in a writing-based field and looking to get ahead, or working in a different industry looking to switch careers. They might be your future professional and personal network in the writing world. They might be like you — a leading voice in the industry!

**Where do I find the program materials?**

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

**Which devices can I use to watch the class videos and access other program materials?**

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

**When and where do the classes meet?**

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the internet.

**How much time do I need to dedicate to the program?**

It varies from person to person, but be prepared to work hard and dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

**After I complete the certificate in Media Writing Essentials, what comes next?**

This certificate lays the groundwork for you to pursue your goals in whatever path in the writing fields you feel passionate about. If you find that you want to learn even more about a specific area, Yellowbrick offers a number of courses to help you get to where you want in your career.

**Who is Yellowbrick and why are they involved?**

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.