

**SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES**

English

Revision Date: 07-01-23

I. CATALOG DESCRIPTION

Course Number: JOUR1820
Course Title: Media Writing
Prerequisite(s): Eligible for ENGL1010
Catalog Description: Study of basic newsgathering and news writing techniques for a multimedia environment with an emphasis on publishing in campus and other digital and social media outlets.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will:*

- A. Introduce the various phases of news writing and reporting for new media.
- B. Provide practice in basic and advanced writing techniques.
- C. Emphasize workplace competencies and reporting ethics.
- D. Offer experience of what a news reporter's work involves, including newswriting and multimedia.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Acquire and demonstrate basic news writing and reporting skills.
 - 2. Apply news values and Associated Press style to writing assignments.
 - 3. Structure stories for new media.
 - 4. Compose multimedia for story assignments.
- B. General Education Learning Outcomes
 - 1. GELO #2: Written Communication
 - Outcome: Comprehend, analyze, and evaluate a given text
 - Outcome: Identify and evaluate evidence from a variety of printed, visual, and electronic sources.
 - 2. GELO #3: Critical Thinking & Problem Solving
 - Outcome: Collect, identify, interpret, and analyze data
 - Outcome: Synthesize information to arrive at reasoned solutions to problems.
 - Outcome: Evaluate ideas presented in writing, medial, speech, or artistic presentations.
 - Outcome: Evaluate the validity of arguments, alternatives, data, outcomes, and/or impacts of actions.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

- A. Journalism Today
- B. The Basics: Format, Copy Editing and AP Style
- C. Grammar and Spelling
- D. Newswriting Style
- E. Language of News
- F. Selecting and Reporting the News

- G. Basic News Leads
- H. Alternative Leads
- I. The Body of a News Story
- J. Quotations and Attribution
- K. Interviews
- L. Obituaries
- M. Speeches and Meetings
- N. Specialized Types of Stories
- O. Feature Stories
- P. Public Affairs Reporting
- Q. Advanced Reporting
- R. Writing For New Media: Radio, Television, Blogs, etc.
- S. The News Media and PR Practitioners
- T. Media Law
- U. Ethics
- V. Becoming a Professional

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s):
 1. Bender, John R., et al., *Reporting for the Media*, 10th edition, Oxford University Press, 2012, 978-0-19-984641-2.

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
 1. Lecture, classroom discussion.
 2. Small-group participation.

VII. METHODS OF EVALUATION

- A. Methods of evaluation typically include a combination of the following:
 1. Daily assignments based on text – Daily assignments are the means for students to apply concepts taught in the course and in the text and are critical to acquiring the ability to discuss, analyze, interpret, and evaluate the mass media.
 2. Exams based on the text reading material.
 3. Stories assigned for the campus news source. Correct grammar and spelling are essential in news writing. All written work should be edited for errors before submission.
 4. At least one news story published in a non-campus news source.

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Achieve passing grade of 70% or higher, based on SCC grading scale.
- B. Participate in writing assignments for the campus news source.
- C. Complete and submit all assignments.