

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

English

Revision Date: 07-01-19

I. CATALOG DESCRIPTION

Course Number: JOUR1840
Course Title: Advanced Media Writing
Prerequisite(s): Grade of C or higher in JOUR1820
Catalog Description: Study of advanced techniques of newsgathering and newswriting in a new media environment with an emphasis on investigative reporting to be published in the campus news source and/or other publications as assigned. Emphasis on publishable work. Includes assigned work in newswriting, photography, audio production, video production, and page design and make up.

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

II. COURSE OBJECTIVES: *Course will:*

- A. Develop news writing and reporting skills.
- B. Introduce skills and techniques related to freelance journalism.
- C. Provide practice in basic and advanced writing techniques.
- D. Provide practice in multimedia production.
- E. Offer experience of what a news reporter's work involves.
- F. Introduce print and online page composition skills.
- G. Emphasize workplace competencies and reporting ethics.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

A. Student Learning Outcomes: Student will be able to:

- 1. Acquire and demonstrate advanced news writing and reporting skills.
- 2. Apply news values and Associated Press style to writing assignments.
- 3. Research and compose in-depth news stories.
- 4. Structure news stories for new media channels.

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. Overview of Feature Writing
- B. Developing Ideas
- C. Researching for Feature Stories

- D. Interview Techniques
- E. Writing the Feature Story
- F. Writing the Specialized Feature Story
- G. Revision for New Media Channels
- H. Marketing News Stories to New Media Channels
- I. Legal and Ethical Considerations

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s):
 - 1. Friedlander, Edward J. and John Lee, *Feature Writing: The Pursuit of Excellence*, Seventh edition, Pearson Prentice Hall, 2011, 9780205747801
- C. Recommended Resource:
 - 1. Houston, Brant, *The Investigative Reporter's Handbook*, Fifth edition, Bedford St. Martin's, 2009, 978-0-312-58997-4.

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.

B. SCC GRADING SCALE

A+	95-100	C+	75-79	F	59 or less
A	90-94	C	70-74		
B+	85-89	D+	65-69		
B	80-84	D	60-64		

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.