



COMM 1130

Division: Humanities

Department: Communication

Course: COMM 1130

Title: Media Writing

Catalog Description:

This course will focus on the purposes, format, traditions, and expectations of writing for the news media. It includes practice in reporting, writing and critiquing news, features and editorials.

General Education Requirements: N/A

Semesters Offered: Fall, Spring

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Justification:

This course is designed to introduce students to career options in journalism, to help them become better writers, and to prepare them to meet transfer requirements as journalism majors. The course is comparable to beginning media writing courses offered at all other Utah state colleges and universities, and is a prerequisite to Communication major courses at those schools. It will also provide training for the students who will be producing the Snow College school newspaper.

Student Learning Outcomes:

Students will know the basics of media writing. They will acquire the skills necessary to write for a newspaper, magazine, broadcast, or online news source. Students will gain proficiency in Associated Press Style and journalistic writing mechanics.

Students will acquire experience writing local news that could be used in the student newspaper.

Content:

The following topics will be covered in this course:

- Understanding news: changing concepts of news, basic news stories
- Collecting information: sources, reporting, interviewing
- Constructing stories: leads, story structure, writing for different media
- Understanding media issues: libel, ethics, etc.
- Applying various techniques to different story types

- Following Associated Press Style
- Writing for public relations
- Writing for tv, radio and online sources

General Education Outcomes:

2) Write clearly, informatively, and persuasively.

Students will write at least twelve news stories using Associated Press (AP) style. The papers will demonstrate their comprehension and utilization of ethics, AP style, and will incorporate suggestions for improvement as the course progresses. Each paper will be returned with suggestions for improvement of the student's written, organizational and contextual skills.

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will research information for news stories through interviewing, data mining, and accessing printed and electronic data. Then they will measure the validity, accuracy, and applicability of information for inclusion in news stories. Related writing assignments and testing will provide feedback to the student.

8) Apply ethical reasoning to a variety of contexts.

Students will understand ethical issues facing journalists including plagiarism, libel, slander, and protecting sources. Student understanding will be assessed through class assignments and testing.

Key Performance Indicators:

Percentages are approximate

Classroom assignments and participation: 10% of the final grade

12 (minimum) weekly writing assignments: 40% of the final grade

2 tests and 6 Associated Press (AP) style quizzes: 30% of the final grade

Final Exam: 20% of the final grade

Representative Text and/or Supplies:

The Missouri Group. *Telling the Story: The Convergence of Print, Broadcast and Online Media*. Current edition. Bedford's St. Martins.

Optimum Class Size: 18

Maximum Class Size: 20

Signatures:

I hereby submit this course syllabus:

Elaine Compton, MS, Assistant Professor

I hereby find this course consistent with the goals and resources of the Communication Department:

Elaine Compton, MS, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Humanities Division:

Sheryl James Bodrero, PhD, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)