ROSE STATE COLLEGE

Division Course Syllabus

Division: Humanities
Course Prefix and Number: MCOM 1203

Course Title: Media Writing
Semester and Year Submitted: Fall 2017
Credit Hours: 3
Prepared by: Darcy Delaney

Hours Per Week: Class 2, Lab 2

Course Description (as it appears in Catalog)
Introduction to various writing styles and techniques used by media professionals, with a focus on gathering, organizing and presenting information to audiences. Prerequisite: C or better in ENGL 1113 or concurrent enrollment. Lab fee: $10.00.

Prerequisites
Prerequisite: C or better in ENGL 1113 or concurrent enrollment.

Text(s):
Title: News Reporting and Writing (Text/Workbook) 11th edition
Author: The Missouri Group
Publisher: Bedford/St. Martin's Press
Copyright Date: 2014
ISBN #: 9781457653544 / 978-1-4576-6374-1

Supplemental Materials:
(Other books, audio visual aids, etc.)
Required: The Associated Press Stylebook and Briefing on Media Law by the Associated Press (Basic Books) 2017
978-0-917360-66-4
Outline for Remainder of Syllabus:

Rationale: This course is the gateway to upper-division coursework, covering writing styles for print, broadcast, web, and public relations. Students will practice the basic writing and style skills needed by all journalists, regardless of which specific major they choose to pursue as upperclassmen.

Expected Outcomes: At the end of the semester, successful students will be able to:
1) Effectively acquire, evaluate, organize, and record facts in a coherently written news story;
2) Be able to write a basic news story for print, broadcast, and online media;
3) Have working knowledge and practice of Associated Press style;
4) Be able to write a basic press release;
5) Understand the role of a reporter in U.S. society; and
6) Demonstrate a basic understanding of media law.

Methods of Instruction: Class periods will blend discussion, lecture, in-class assignments and audio-visual materials with individual reporting and writing. Students will be required to spend a minimum of two hours outside regular class periods in lab, during which they will complete workbook exercises and spend time on a computer writing stories. Workbook assignments and other news stories will be individually critiqued, both by the instructor and through peer feedback. Also, students will take weekly Associated Press Stylebook quizzes.

Assessment (Including Critical Thinking measurements):
Students will be assessed using quizzes, homework assignments, participation inside and outside of class, and examinations.

Grade scale: A’s are earned for clear and concise writing that is free of grammar, spelling, punctuation, and AP style errors. Work will show good information-gathering skills, organization, and flow. B work meets the assignment criteria by the deadline with minimal, minor errors (NO misspelled names, fact errors, quote inaccuracies, etc.) C work reflects minimum criteria but needs editing and/or work on organization, structure and clarity. D’s are earned for work that has poor grammar, spelling, punctuation, and/or AP style, and/or major problems with structure, research, and/or presentation. F’s are for work that has major fact errors, misspelled names, and/or libel, are poorly written, and/or show no thought for AP style. Missing deadlines and being absent will also affect students' grades.

Learning Objectives:
Unit 1: Researching, Interviewing, and Reporting for Print
a) Interview subjects, perform related research, evaluate newsworthiness of information, and organize all data collected. (Outcome 1)
b) Based on the information gathered, write a coherent, accurate, and fair print story that conforms to AP Style and features good spelling, grammar, punctuation, and sentence structure. (Outcomes 1, 2, 3)

Unit 2: Researching, Interviewing, and Reporting for Broadcast
a) Interview subjects, perform research, evaluate newsworthiness of information, and organize all data collected. (Outcome 1)
b) Based on the information gathered, write a coherent, accurate, and fair broadcast story that conforms to broadcast style. (Outcomes 1, 2)

Unit 3: Researching, Interviewing, and Reporting for the Web
a) Interview subjects, perform research, evaluate newsworthiness of information, and organize all data collected. (Outcome 1)
b) Based on the information gathered, write a coherent, accurate, and fair online story that conforms to online style. (Outcomes 1, 2)

Unit 4: Researching, Interviewing, and Reporting for a Press Release
a) Interview subjects, perform research, evaluate newsworthiness of information, and organize all data collected. (Outcome 1)
b) Based on the information gathered, write a coherent, engaging press release that conforms to AP Style and features good spelling, grammar, punctuation, and sentence structure. (Outcomes 3, 4)

Unit 5: Reporting in the United States
Discuss the role and value of reporters in U.S. society, utilizing journalism terminology. (Outcome 5)

Unit 6: Media Law
Discuss how media law guides and affects journalists, utilizing appropriate terminology. (Outcome 6)