



Course Syllabus

COMM 2311 – Media Writing

Revision Date: **8/22/2016**

Catalog Description: Fundamentals of writing for the mass media. Includes instruction in professional methods and techniques for gathering, processing, and delivering content.

Lecture hours 3, Lab hours = 3

Prerequisites: None

Semester Credit Hours: 3

Lecture Hours per Week: 3

Lab Hours per Week: 3

Contact Hours per Semester: 96

State Approval Code: 0904015706

Core Components and Related College Student Learning Outcomes

This course counts as part of the academic requirements of the Panola College Core Curriculum and an Associate of Arts or Associate of Science degree. Yes No: If no, skip to Instructional Goals.

The items below marked with an X reflect the state-mandated outcomes for this course **IF this is a CORE course:**

- Critical Thinking Skills – to include creative thinking, innovation, inquiry and analysis, evaluation and syntheses of information
 - CT1: Generate and communicate ideas by combining, changing, or reapplying existing information
 - CT2: Gather and assess information relevant to a question
 - CT3: Analyze, evaluate, and synthesize information
- Communication Skills – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
 - CS1: Develop, interpret, and express ideas through written communication
 - CS2: Develop, interpret, and express ideas through oral communication
 - CS3: Develop, interpret, and express ideas through visual communication
- Empirical and Quantitative Skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
 - EQS1: Manipulate and analyze numerical data and arrive at an informed conclusion
 - EQS2: Manipulate and analyze observable facts and arrive at an informed conclusion
- Teamwork – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
 - TW1: Integrate different viewpoints as a member of a team

- TW2: Work with others to support and accomplish a shared goal
- Personal Responsibility – to include the ability to connect choices, actions, and consequences to ethical decision-making
 - PR1: Evaluate choices and actions and relate consequences to decision-making
- Social Responsibility – to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
 - SR1: Demonstrate intercultural competence
 - SR2: Identify civic responsibility
 - SR3: Engage in regional, national, and global communities

Instructional Goals and Purposes:

The purpose of this course is to fulfill the academic requirements necessary to earn an associate degree or transfer degree, or to provide personal enrichment opportunities for Panola College students seeking an interdisciplinary course emphasizing the structure and influence of mass communication. The purpose of the course is also to help students learn to use language correctly, to be accurate, to work under and respect deadlines, and to recognize, gather and assemble news into readable form.

Learning Outcomes:

After studying all materials and resources presented in the course, the student will be able to:

- Demonstrate proper media writing and editing styles.
- Modify writing styles to fit various media platforms.
- Demonstrate effective information gathering skills and techniques.
- Demonstrate understanding of laws, ethics, and responsibilities of media writing.

Course Content:

A general description of lecture/discussion topics included in this course are listed in the Learning Objectives section of this syllabus.

Students in all sections of this course will learn the following content:

1. Multi-Media Mindset
2. Newsgathering for Print, Broadcast and Multimedia
3. Storytelling Essentials
4. Ethics in Writing for Media
5. Packaging Content

Methods of Instruction/Course Format/Delivery:

This course is offered in Canvas LMS online platform, and in face-to-face traditional classroom setting. Instructor utilizes open online resources and current events.

Major Assignments / Assessments:

The following items will be assigned and assessed during the semester and used to calculate the student's final grade.

Assignments

1. News story
2. News feature
3. Feature story – generic
4. Feature story – personality
5. Personal essay
6. Sports story
7. Editorial
8. Blog post

Assessment(s):

1. Peer review
2. Instructor graded assignments

Course Grade:

The grading scale for this course is as follows:

- Writing assignments - 75%
- AP Stylebook exercises - 25%

Texts, Materials, and Supplies:

- “Advancing the Story, Third Edition,” by Debora Halpern Wenger and Deborah Potter.

Required Readings:

- Textbook assignments

Recommended Readings:

- AP Stylebook
- Online and print news and commentary

Other:

- For current texts and materials, use the following link to access bookstore listings: <http://www.panolacollegestore.com>
- For testing services, use the following link: <http://www.panola.edu/elearning/testing.html>
- If any student in this class has special classroom or testing needs because of a physical learning or emotional condition, please contact the ADA Student Coordinator in Support Services located in the Administration Building or go to <http://www.panola.edu/student-success/disability-support-services/> for more information.
- Withdrawing from a course is the student’s responsibility. Students who do not attend class and who do not withdraw will receive the grade earned for the course.
- Student Handbook, *The Pathfinder*: <http://www.panola.edu/student-success/documents/pathfinder.pdf>