COURSE SYLLABUS

Syllabus for: COMM 1020 Media Writing

Discipline    Number    Course Name

Former Course: COM 1120, Former Quarter Course(s): COM 111

Catalog Description: This course is an introduction to print and broadcast journalism with an emphasis on newsgathering methods and the writing of news for print and electronic media.

Credit Hours: 3    Contact Hours: 3    Lab Hours: 0

Prerequisite(s): NONE

Required Text(s): (1) Stylebook Associated Press 2009 Basic Books
(Fully Rev & Upd)

Title          Author(s)       Edition/Date    Publisher

& Writing

Title          Author(s)       Edition/Date    Publisher

(3)

Title          Author(s)       Edition/Date    Publisher

Required Supplies/Material(s): Notebook, Flash drive

Recommended Supplementary Material(s): Journal

Student Group for Whom Course is Required/Intended:

The course is a requirement for students enrolled in the TTP/Mass Communications A.A. Program of Study.

Academic Year 2012-2013
GOALS

GOALS: These should be broadly stated, measurable learner outcomes expected with the completion of the course; use additional sheet(s) if necessary.

1. To acquaint students with the basic style of writing objective, impersonal news stories.
2. To give students experience in interviewing and note-taking as tools in gathering news.
3. To familiarize students with editing, copy reading and headline-writing techniques.
4. To introduce students to the art of rewriting news stories.
5. To inform students of the responsibilities of a journalist.
6. To give students experience in covering speeches and/or news conference.
7. To introduce feature writing to students.
8. To introduce editorials to students.
9. To impress on students the necessity of accuracy, fairness, and objectivity in writing news stories.
10. To provide guidance to students in the organization of facts into a news story.
11. To acquaint students with guidelines to help determine the newsworthiness of an event or set of facts.
12. To introduce students to photojournalism.
13. To make students aware of the necessity of attribution (identifying sources) in news stories.
14. To introduce writing for broadcast.
15. To introduce writing for internet.

OBJECTIVES: These should be specifically stated, measurable learner outcomes to be met throughout the course; use additional sheet(s) if necessary.

1. The student demonstrates an ability to ask questions and to take notes in order to gather information necessary for the writing of a news story by participating in class activities.
2. The student organizes facts into simple, interesting, informative, objective and impersonal news stories by writing stories in and out of class for critiquing by the instructor.
3. The student demonstrates a proficiency in spelling, grammar, attribution, and summarization of facts by writing news stories.
4. The student encounters elements which are useful in determining the relative newsworthiness of events and facts by reading local newspapers and attending class lectures.
5. The student gains experience in the rewriting of news stories to freshen leads and to give more prominence to previously understated facts by attending class lectures, and rewriting newspaper stories.
6. The student evaluates ethics in journalism by attending class lectures, and reading newspapers.
7. Students will write a feature story.
8. Students will write an editorial.
9. Students will write an article for broadcast.
10. Students will write an article for internet.
11. Students will write a public relations piece.
12. Students will write an obituary.

Academic Year 2012-2013
SUGGESTED EVALUATION PLAN

<table>
<thead>
<tr>
<th>Task</th>
<th>Weight</th>
<th>Objectives</th>
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</thead>
<tbody>
<tr>
<td>Assignments</td>
<td></td>
<td></td>
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<tr>
<td>Journal Entries</td>
<td>100 points</td>
<td>1,2,3</td>
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<tr>
<td>Two news articles</td>
<td>100 points each</td>
<td>1,2,3,5,8,12</td>
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<tr>
<td>Two feature stories</td>
<td>100 points each</td>
<td>1,2,3,7</td>
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<tr>
<td>AP style quizzes</td>
<td>100 points each</td>
<td>3</td>
</tr>
<tr>
<td>Two Web articles</td>
<td>100 points each</td>
<td>1,2,3,5,10</td>
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<tr>
<td>Radio copy</td>
<td>100 points</td>
<td>1,2,3,9</td>
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<tr>
<td>Public relations article</td>
<td>100 points</td>
<td>1,2,3,11</td>
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<tr>
<td>Mid-term exam</td>
<td>200 points</td>
<td>3,4,6</td>
</tr>
<tr>
<td>Final exam</td>
<td>200 points</td>
<td>3,4,6</td>
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FINAL GRADING PLAN
Based Upon Percentages

A = 90-100%
B = 80-89%
C = 70-79%
D = 60-69%
F = 0-59%

Additional Comments: * Will be determined by the instructor