

**CMS 110: Basic News Writing**

**Credit Hours:** 3

**Scheduled hours per week**

Lecture: 3 Lab:0

Other: N/A

**Catalog Course Description:** Introduction to the fundamentals of covering and writing news. Reporters must acquire skills to identify a story and its essential elements, gather information efficiently, place it in a meaningful context, and write concise and compelling accounts, as well as learning the basics of design and layout.

**Pre-requisites:** N/A

**Co-requisites:** N/A

**Course Learning Outcomes:**

At the conclusion of Media Writing, students will be able to:

1. Build an understanding of the role news plays in American democracy.
2. Discuss basic journalistic principles such as accuracy, integrity and fairness.
3. Analyze what kinds of information make news and why.
4. Evaluate the elements of news by deconstructing award-winning stories.
5. Gain competence in building basic news stories, from lead through their close.
6. Gain confidence and competence in writing under deadline pressure.
7. Report and write basic stories about news events on deadline.

**Topics to be studied:**

- Grammar and punctuation
- Writing for a general audience
- How to interview properly
- How to take interview notes and develop a story
- Leads/Endings
- Writing styles
- Originating story ideas
- Researching stories
- Focusing writing
- Crafting clear, compelling and contextual accounts

<b>Relationship of Course to Discipline Learning Outcomes</b>	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	X
Students will demonstrate an ability to evaluate and critique their own and others' communication.	X
Students will exhibit strong listening skills.	

Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	X
Students will exhibit creativity and innovation in the delivery of messages.	
Students will competently analyze an audience to create effective messages.	
Students will articulate the role of ethics in media and communication.	X

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X

**Special requirements of the course:**

Students must maintain a portfolio/string book of all work throughout the semester.

**Additional information:**

N/A

**Prepared by:** Olivia Reeder

**Date:** 10/15/17

**Class Calendar and Course Schedule:**

Week of Class	Topics to be Covered (Proposed Assessment Measures) More details provided as the course progresses
Week 1	Syllabi Discussion, Newsroom Policy, Fake News (Editorial Writing)
Week 2	Editorial Completion and Lead Writing (Assignment) (Assignment)
Week 3	Lead and Structure Discussions (Assignment)

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Week 4	Story Dissection (Assignment)
Week 5	Media and Communication History (Assignment and Presentation)
Week 6	Radio Exploration (Assignment)
Week 7	Web Writing and Budget (Assignment)
Week 8	Editorial Structure and Writing (Assignment)
Week 9	Feature Structure and Writing (Assignment)
Week 10	Review Structure and Writing (Assignment)
Week 11	News Structure and Writing (Assignment)
Week 12	Newsroom Budgeting for Paper (Assignment)
Week 13	InDesign Overview (In-Class Project)
Week 14	InDesign Project (Assignment)
Week 15	Newspaper Design Structure and Flow (Assignment)
Week 16	Newspaper Design Structure and Flow (Assignment)

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