CMS 215: Media Writing
Credit Hours: 3
Scheduled hours per week
Lecture: 3 Lab:0
Other: N/A

Catalog Course Description: Introduction to the fundamental writing and fact-gathering skills of journalism for print and electronic media.

Pre-requisites: N/A

Co-requisites: N/A

Course Learning Outcomes:
At the conclusion of Media Writing, students will be able to:
1. Write in a professional environment
2. Understand the general principles of writing for the mass media
3. Apply media writing skills
4. Incorporate news ethics and responsibility into their reporting
5. Think critically about writing for the news media and the related fields of advertising and public relations

Topics to be studied:
- Writing for print
- Stylebooks
- Interview and research techniques
- Newsworthiness
- Newsroom operations
- Objectivity and fairness
- Journalism ethics and the law
- Advertising and public relations

<table>
<thead>
<tr>
<th>Relationship of Course to Discipline Learning Outcomes</th>
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<tbody>
<tr>
<td>Students will demonstrate an ability to select the appropriate channels to communicate effective messages.</td>
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<td>Students will demonstrate an ability to evaluate and critique their own and others’ communication.</td>
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<td>Students will exhibit strong listening skills.</td>
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<td>Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.</td>
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<td>Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.</td>
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<td>Students will exhibit creativity and innovation in the delivery of messages.</td>
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<td>Students will competently analyze an audience to create effective messages.</td>
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<td>Students will articulate the role of ethics in media and communication.</td>
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Relationship of Course to General Education Learning Outcomes:

<table>
<thead>
<tr>
<th>Learning Category</th>
<th>Description</th>
<th>X</th>
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<tbody>
<tr>
<td>Composition and Rhetoric</td>
<td>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.</td>
<td>X</td>
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<tr>
<td>Science &amp; Technology</td>
<td>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.</td>
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<tr>
<td>Mathematics &amp; Quantitative Skills</td>
<td>Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.</td>
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<td>Society, Diversity, &amp; Connections</td>
<td>Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.</td>
<td>X</td>
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<tr>
<td>Human Inquiry &amp; the Past</td>
<td>Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.</td>
<td>X</td>
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<tr>
<td>The Arts &amp; Creativity</td>
<td>Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.</td>
<td>X</td>
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Special requirements of the course:

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

Additional information:

N/A

Prepared by: Olivia Reeder

Date: 10/15/17

Course Schedule:

<table>
<thead>
<tr>
<th>Week of Class</th>
<th>Topics to be Covered</th>
<th>(Proposed Assessment Measures)</th>
<th>More details provided as the course progresses</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Syllabi Discussion, Newsroom Policy, Editorial Authority, Budgeting Conduct Interviews, Write Stories, Research Stories</td>
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<tr>
<td>Week 2</td>
<td>Conduct Interviews, Write Stories, Research Stories Stories Due (Editing Commences)</td>
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<tr>
<td>Week 3</td>
<td>Finish Stories for Final Publication Story Budget Conduct Interviews, Write Stories, Research Stories</td>
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<td>Week 4</td>
<td>Stories Due (Editing Commences)</td>
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<tr>
<td>Week 5</td>
<td>Finish Stories for Final Publication Story Budget Conduct Interviews, Write Stories, Research Stories</td>
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<tr>
<td>Week</td>
<td>Tasks</td>
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| Week 6  | Stories Due  
(Editing Commences)  
Finish Stories for Final Publication  
Story Budget |
| Week 7  | Conduct Interviews, Write Stories, Research Stories  
Stories Due  
(Editing Commences) |
| Week 8  | Finish Stories for Final Publication  
Story Budget  
Conduct Interviews, Write Stories, Research Stories |
| Week 9  | Stories Due  
(Editing Commences)  
Finish Stories for Final Publication  
Story Budget |
| Week 10 | Conduct Interviews, Write Stories, Research Stories  
Stories Due  
(Editing Commences) |
| Week 11 | Finish Stories for Final Publication  
Story Budget  
Conduct Interviews, Write Stories, Research Stories |
| Week 12 | Stories Due  
(Editing Commences)  
Finish Stories for Final Publication  
Story Budget |
| Week 13 | Conduct Interviews, Write Stories, Research Stories  
Stories Due  
(Editing Commences) |
| Week 14 | Finish Stories for Final Publication  
Story Budget  
Conduct Interviews, Write Stories, Research Stories |
| Week 15 | Stories Due  
(Editing Commences)  
Finish Stories for Final Publication  
Story Budget |
| Week 16 | Final Deadline for All Remaining Stories  
Turn in Completed String Book |