

**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

<b>Relationship of Course to Discipline Learning Outcomes</b>	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	
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.	X
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.	X
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:**

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:**

Week of Class	Topics to be Covered (Proposed Assessment Measures) More details provided as the course progresses
Week 1	Syllabi Discussion, Newsroom Policy, Editorial Authority, Budgeting Conduct Interviews, Write Stories, Research Stories
Week 2	Conduct Interviews, Write Stories, Research Stories Stories Due (Editing Commences)
Week 3	Finish Stories for Final Publication Story Budget Conduct Interviews, Write Stories, Research Stories
Week 4	Stories Due (Editing Commences)
Week 5	Finish Stories for Final Publication Story Budget Conduct Interviews, Write Stories, Research Stories

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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

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