

CMS 239 Broadcast News Writing

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab:

Other:

Catalog Course Description: Broadcast Journalism is concerned with HOW meaning is created through pictures and/or sound. Broadcast Journalism is a medium for the ear and/or the eye. Whereas as a print journalist writes for the eye, to be read, the broadcast journalist writes for the ear, to be heard and in television, for the eye, to be seen. This course will enable you as developing journalists to acquire the necessary critical thinking skills you will need to best convey broadcast messages to diverse audiences.

Pre-requisites: NA

Co-requisites: NA

Course Learning Outcomes:

At the conclusion of the course, students should be able to:

1. Gather information and report the news using images, sound, and effective broadcast news writing.
2. Research stories and learn how to gather facts and statistics and apply them to your stories.
3. Understand and apply "news judgment skills" when selecting stories.
4. Apply ethical decision making when reporting.
5. Construct a narrative in the proper format for television news.
6. Learn interviewing techniques.
7. Understand the importance of writing to video, "Say it. See it."
8. Understand the importance of visuals and natural sound in television news.
9. Use your voice to communicate the meaning and tone of the story.
10. Learn how on camera presentation can strengthen the story. This includes dress.
11. Understand the importance of being able to work as part of a professional team.

Topics to be studied:

At the conclusion of the course, students will have a basic understanding of the following:

- How to gather and report news for radio and television
- Building upon the basic reporting and writing skills
- Determining what is a news story
- Researching and developing story ideas
- Cultivating and interviewing sources
- Writing for a mass audience.
- How to write news stories in conversational broadcast style
- How to incorporate audio into your storytelling
- Observation of professional models (watching, listening to, and analyzing broadcast news stories)
- Journalism ethics

Relationship of Course to Discipline Learning Outcomes	
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.	x
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.	x
Students will competently analyze an audience to create effective messages.	x
Students will articulate the role of ethics in media and communication.	x

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric 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
Science & Technology 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.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	x
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	x
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	

Special requirements of the course:

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

Additional information:

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