

REVISED COURSE PROPOSAL

Prefix, Number and Name of Course:

COM 210 Converged Media Writing

Credit Hours: 3 credits

In-Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite. CWP 101 and CWP 102

Writing lab with practice in organizing and writing for print and digital media; introduction to news, feature and advocacy writing; application to journalism, public relations and advertising.

Reasons for Revision:

(Fall 2010). This revision represents a modification of the prior course with the addition of three components: (1) CWP 102 is added as a second prerequisite. (2) It adds social media to the curriculum.

Student Learning Outcomes:	Course Content References:	Assessment:
At the completion of this course, students will be able to:		
1. Demonstrate understanding of fundamentals of journalistic writing and editing skills for print and broadcast media, for social media, and for public relations and advertising	I, II, III, IV, V	1. Writing assignments; applied projects; standardized exam
2. Apply standards of grammar, spelling, punctuation and style in writing	I, II	2. Writing assignments; standardized exam
3. Explain the nature of news, role of journalism in a democratic society, and ethical and legal restrictions on news writing	I, VII	3. Writing; exams; applied projects
4. Demonstrate an understanding of statistical data as used in writing.	VI	4. Applied projects
5. Write effectively using statistical data	V, VI, VIII	5. Writing assignments
6. Write effectively about specializations such as science, business, religion or arts	V, VIII	6. Writing assignments
7. Demonstrate basic ability in using internet for online research and computer-generated presentation of information	VIII	7. Exams, writing assignments, applied projects

Course Content:

I. Media writing

- A. Varieties of media writing
- B. Editing for content and style
- C. Definitions of news
- D. Inverted pyramid
- E. Associated Press Stylebook

II. Fundamentals of print journalism writing

- A. Writing traditional news stories
 - 1. Interviews and speeches
 - 2. Accidents and police reports
 - 3. Legal and governmental proceedings
- B. Feature and other story structures
 - 1. Personal and organizational profiles (biographies and histories)
 - 2. Backgrounders and position papers

III. Fundamentals of electronic journalism writing

- A. Radio
 - 1. The soft lead
 - 2. Writing a news story
 - 3. Actualities and wraparounds
- B. Television
 - 1. Words and visuals
 - 2. Writing the news story
 - 3. Field reporting and packages

IV. Fundamentals of writing for new media

- A. Digital Media
- B. Social Media

V. Fundamentals of public relations writing

- A. Relationship to journalistic writing
 - 1. News basis and organizational focus
 - 2. Source credibility and message strategies
- B. News formats
 - 1. News releases
 - 2. Fact sheets
 - 3. Media advisories
- C. Promotional formats
 - 1. Writing advertising copy
 - 2. Promotional announcements

VI. Statistical literacy

- A. Computation
- B. Implication of statistical/financial reports
- C. Ethical use of statistics

VII. Legal and ethical issues

- A. Libel, defamation and privacy
- B. Editorial judgment

VIII. Journalistic research

- A. Interviewing

- B. Computer-based information gathering
- C. Surveys and other formal methodologies
- D. Evaluation of research

Resources:

Scholarship in the Field

- Arnold, G. (2008). *Media writer's handbook: A guide to common writing and editing problems*. New York: McGraw Hill.
- Brooks, B.S., Pinson, J., & Wilson, J.G. (2010). *Working with words: A handbook for media writers and editors* (7th ed.). New York: Bedford/St. Martin's.
- Garrison, B. (2009). *Professional feature writing* (4th ed.). Mahwah NJ: Erlbaum.
- Goldstein, N. (2010). *The Associate Press stylebook and briefing on media law*. Cambridge MA: Perseus.
- Hilliard, R.L. (2007). *Writing for television, radio and web media* (9th ed.). Belmont CA: Wadsworth.
- Kessler, L., & McDonald, D. (2007). *When words collide: A media writer's guide to grammar and style*. Belmont CA: Wadsworth.
- Luneman, R. (2005). *Developing online content: The principles of writing and editing for the web*. Fairfax, VA: Society for Technical Communication.
- Hicks, W., Adams, S., & Gilbert, H. (2008). *Writing for journalists* (2nd ed.). London: Routledge.
- Kolodzy J. (2006). *Convergence journalism: Writing and reporting across the news media*. Lanham MD: Rowman & Littlefield.
- Missouri Group (2009). *Telling the Story: The convergence of print, broadcast and online media* (4th ed.). New York: Bedford/St. Martin's.
- Papper, R. A. (2009). *Broadcast news writing stylebook* (4th ed.). New York: Longman.
- Rich, C. (2009). *Writing and reporting news: A coaching method* 6th ed.). Belmont CA: Wadsworth.
- Schwartz, J. (2001). *Associated Press reporting handbook*. New York: McGraw-Hill.
- Stoval, J.G. (2008). *Writing for the Mass Media* (7th ed.). Boston: Allyn & Bacon.
- Whitaker, W.R., Ramsey, J.E., & Smith, R.D. (2009). *MediaWriting: Print, broadcast and public relations* (3rd ed.). Mahwah NJ: Erlbaum.
- Zinsser, W. (2006). *On writing well: The classic guide to writing nonfiction* (30th Anniversary Edition). New York: Harper Resource.

Periodicals:

American Journalism Review

Buffalo News

Columbia Journalism Review

Editor and Publisher

Journal of Broadcasting and Electronic Media

Journalism and Mass Communication Quarterly

Public Relations Review

Electronic and/or Audiovisual Resources.

Annenberg Learner

www.learner.org/index.html

Associated Press

www.ap.org

United Press International

www.upi.com

Journalism Educator

www.jea.org

Public Relations Strategist

www.prsa.org