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.

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


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