

I. Catalog Description

Principles and techniques used to compose effective written content for print and electronic news dissemination. Lab/production work required. (3)

II. Prerequisites

Completion of 30 credit hours, including a “C” or higher in MC 101 and MC 221.

III. Objectives

The Department of Mass Media at Southeast Missouri State University holds accreditation in mass communication from the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC). We embrace the values and competencies of ACEJMC.

The five key values are (1) freedom of speech and press; (2) history of communications; (3) diversity in a global society; (4) application of theories in communications; and (5) legal and ethical issues in pursuit of truth, accuracy, fairness and diversity.

The six key competencies are (1) critical, creative and independent thinking; (2) correct and clear writing; (3) appropriate use of research and evaluation; (4) application of basic numerical and statistical concepts; (5) appropriate application of tools and technologies for the communications professions; and (6) critical evaluation of work for accuracy, fairness and clarity.

MC320 places a heavy emphasis throughout the semester on the ACEJMC’s core values of freedom of speech and press; legal and ethnical issues in pursuit of truth, accuracy, fairness and diversity; and diversity in a global society. Additionally, this course emphasizes the key competencies of teaching students: To conduct research and to evaluate information by methods appropriate to the communications professions in which they work, to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve; and to critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

- A. To provide instruction in gathering and reporting news for print, broadcast and online journalism
- B. To provide instruction on finding news sources and writing for new beats

- C. To give students instruction in understanding news judgment
- D. To teach students the principles of writing for the ear, eye and moving images
- E. To give students basic instruction in creating online news sites

IV. Expectations of Students

- A. Students will be expected to satisfactorily complete all in-class and out-of-class assignments for print, broadcast and online media by the designated deadlines. Out-of class assignments include finding news interviewing sources, scheduling interviews with sources, gathering information for news stories, and writing news stories for the student newspaper. In-class assignments will include written exercises and class discussion.
- B. Students will be expected to complete two written exams (midterm and final) and several quizzes on Associated Press style.
- C. Students are expected to attend each class session.
- D. Students are expected to read all text and supplemental materials and to participate in class discussions and activities.

V. Course Outline

- A. Creating Online News Sites (2 weeks)
 - 1. Wordpress
 - 2. Google Sites
 - 3. Blogger.com
- B. Writing for print (4 weeks)
 - 1. Basic Tools of Writing
 - 2. Elements of News
 - 3. Associated Press Style
 - 4. Developing and Interviewing Sources
 - 5. Writing Leads
 - 6. Story Structures
 - 7. Developing the Story
- C. Writing News Stories Online (3 weeks)

1. Elements of Multimedia Writing
 2. Writing News Stories Online
 3. Blogs
 4. Social Media
- D. Writing for TV (3 weeks)
1. Broadcast Writing Style
 2. Writing News Scripts
 3. Story Structure
 4. Projects
- E. Writing for Radio (2 weeks)
1. News formats
 2. News scripts
- F. Mass Media (1 week)
1. Ethics
 2. Multiculturalism and Diversity

VI. Textbook:

- A. *Writing and Reporting News: A Coaching Method*, Sixth Edition, by Carole Rich. Wadsworth: Cengage Learning (2010)
- B. The Associated Press Stylebook and Libel Manual (2010)

VII. Basis for Student Evaluation (690 possible points)

- A. Tests (midterm, final) (100 points each)
- B. Associated Press Style Quiz (two at 20 points each, total 40 points)
- C. In-class and out-of-class assignments (10 at 10 points each, total 100 points)
- D. Class participation (50 points)
- E. Web Page Project (100 points)
- F. News Stories (four at 50 points each, total 200 points)

Grading Scale: The following grading scale will be used for this class:

90-100% = A

80-89% = B

70-79% = C

60-69% = D

59-0% = F