

JOU 216 Writing for Mass Media

COURSE DESCRIPTION:

Prerequisites: ENG 111

Corequisites: None

This course is an introduction to news writing for newspapers and other print media including the techniques of news gathering, reporting, and interviewing. Emphasis is placed on basic methods of gathering information, conducting interviews, organizing a story, writing leads, writing clear, concise copy, and upon developing research skills. Upon completion, students should be able to write clear, concise, accurate, complete, balanced and readable news stories according to guidelines set by industry standards.

This course has been approved for transfer under the CAA as a premajor and/or elective course requirement.

Course Hours per Week: Class, 2; Lab, 2. Semester Hours Credit, 3.

LEARNING OUTCOMES:

Upon completing requirements for this course, the student will be able to:

1. Learn and apply the standards of practice for writing press releases, white papers, and advertising copy.
2. Learn the similarities and differences in the process of writing for television, film, and theater
3. Develop skills in writing long form and investigative journalism
4. Demonstrate quantitative media literacy (e.g., ability to understand and write about scientific experiments and surveys)
5. Demonstrate the ability to adapt tone and style to different audiences
6. Gain a deeper understanding of mass media law (e.g., privacy, libel, access to information, copyright)

OUTLINE OF INSTRUCTION:

- I. Introduction to News Writing
 - A. Role in Newspapers and Print Media
 - B. Importance of Industry Standards
 - C. Techniques of News Writing
- II. Basic Methods in News Writing
 - A. Information Gathering
 - B. Conducting Interviews
 - C. Organizing a Story
 - D. Writing Leads
 - E. Writing Clear, Concise Copy
 - F. Research Skills Development
- III. Writing Guidelines and Industry Standards
 - A. Characteristics of Quality News Stories
 - B. Industry Standards in News Writing
- IV. Culmination and Practical Application
 - A. Application of Skills

- B. Assessment of Learning
- C. Future Applications

REQUIRED TEXTBOOK AND MATERIAL:

The textbook and other instructional material will be determined by the instructor to ensure that current, relevant concepts and theories are present.