

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: JN1203- Media Writing I

II. COURSE DESCRIPTION: Three **credit hours**
Three **credit hours of lecture and Zero credit hours of lab per week.**

Development of media writing styles and practice in the objective handling of news events. The course will emphasize current media trends, Associated Press news style, organizing and developing the news story, gathering information, various writing and assignment styles, and basic legal and ethical responsibilities.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

Pre-requisite: None

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

Department Statement: The mission of the Humanities and Social Sciences is to foster an appreciation of the role that the humanities and social sciences has played in the evolution of civilized society and to explore the ways that an understanding of theory and practice in philosophy, the social and behavioral sciences, the fine arts, and written and oral expression will enable students to participate thoughtfully in a global society.

Program Statement: The journalism program of SCCC is dedicated to teaching students to competently and fairly report news in the student newspaper and online newspaper forums while learning life and career skills. The journalism program will present opportunities to learn skills in news writing, Social media, design, mass media, and photography, marketing, social media, web sites and design. The journalism program will emphasize that ethics, accountability, and integrity are intrinsically tied to a responsible citizenry.

IV. TEXTBOOK AND MATERIALS:

Associated Press Stylebook & Briefing on Media Law 2017. 8th ed., New York: Basic Books. 2017

Falk, Vincent., Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age. Thousand Oaks: CQ Press Sage Publishing. 2019

V. SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

II: Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

V: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information

VI. COURSE OUTCOMES:

1. Students will gain an understanding of today's media and of news elements, principles, and ethics.

2. Students will show practical understanding of the rudiments of news writing by understanding and writing story leads, organizing and developing news stories, using and attributing quotations, and studying the qualities of good writing.
3. Students will learn how to do interviews and how to use electronic and written sources.
4. Students will learn to apply various writing styles for different media outlets as required by basic assignments.
5. Students will demonstrate an understanding of how to use an Associated Stylebook or AP Stylebook.com and how to apply Associated Press Style rules.
6. Students will show a rudimentary understanding of media ethics and media law.

VII. COURSE OUTLINE:

1. Associated Press Style/grammar/spelling
2. Today's media and ingredients of news
3. Summary leads
4. Special leads
5. Organizing a news story
6. Quotations and attribution
7. Online and broadcast media
8. Gathering information
9. Basic assignments
10. Beats
11. Media law and ethics

VIII. INSTRUCTIONAL METHODS:

1. Class lectures.
2. Written and practical assignments.
3. Online course management system (Canvas).
4. Ongoing tests on grammar, spelling, and AP news style.
5. Examinations.

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

1. Associated Press Stylebook
2. Course Text
3. Online exercises (Canvas)
4. Industry texts, magazines, newspapers and materials
5. Copy editing resources (AP Stylebook.com and others)

X. METHODS OF ASSESSMENT:

Outcome 2:

1. Students will be required to communicate with others using interviewing and fact-finding techniques; they must then communicate findings in correct news writing style. The student should learn to use news judgment and be cognizant of demographic audience differences.
2. AP Style/grammar/spelling quizzes
3. News writing assignments, requiring recognition of elements of newsworthiness in story selection, interview skills, news

writing style and organization, and copy editing.)

4. Story critique forms completed by students for each writing assignment.

Outcome 5:

1. Students will be required to show critical thinking skills through the determination of news elements and principles, gathering facts, arrangement of information through evaluation and prioritization, and practical use of Associated Press news style.

2. Classroom exercises on ranking information, lead writing, and story organization.

3. Critical thinking exercise in response to ethics case studies.

XI. ADA STATEMENT:

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobbie Academic building, room 149 A.

Syllabus Reviewed: 10/15/2018 14:04:12