

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: JN1213- Media Writing II

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

Development of journalistic style and practice in the objective handling of news events. This course will emphasize the application of skills in current media trends, Associated Press news style, organizing and developing the news story, gathering information, writing to an assignment style, practicing media ethics and basic media law.

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: JN1203 Media Writing I

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:

Harrower, Tim. Inside Reporting: A Practical Guide to the Craft of Journalism. 3rd ed. New York: McGraw-Hill, Inc., 2013.

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 show an ability to apply media news treatment, elements of newsworthiness, ethics, and basic media law in news writing examples.

2. Students will show an ability to apply news writing skills through story leads, story organization, and use of quotations/attribution.

3. Students will show an ability to apply interview skills and access information sources relative to writing assignments.
4. Students will demonstrate a working understanding of Associated Press style.

VII. COURSE OUTLINE:

1. Associated Press/Grammar/Spelling
2. Review elements of newsworthiness, lead writing, story organization, quotations/attributions, media law and ethics.
3. Quotations and attributions
4. Gathering information
5. Assignments for basic news and specialty writing (editorials, feature writing, profiles, online reporting.)

VIII. INSTRUCTIONAL METHODS:

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

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

1. Associated Press Stylebook or APStylebook.com
2. Course Text
3. Industry texts, magazines, newspapers, and websites as discussed in class.
4. Copy editing resources
5. Online exercises (Canvas)

X. METHODS OF ASSESSMENT:

Outcome 2:

Outcome 5:

1. Writing assignments and story critiques
2. Critical thinking exercises
3. Online quizzes and exercises
4. Midterm and final exams

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.