

**PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS**

**MEDIA WRITING  
COMM 1020**

**Class Hours: 3.0**  
**Laboratory Hours: 1.0**

**Credit Hours: 3.0**  
**Date Revised: Spring 2017**

**Catalog Course Description**

Writing for print and electronic media under deadline. Gathering information by using records, documents, observation and interviewing. Emphasis on library resources and current events. Basic style and editing based on AP Stylebook and Libel Manual.

**Prerequisites**

COMM 1010 and ENGL 1020 and keyboarding skills

**Textbook(s) and Other Course Materials**

The latest edition of the AP Stylebook & Libel Manual.

**Week/Unit/Topic Basis**

Week	Topic
1	Introduction to course; changing concepts of news
2	Leads
3	The basic news story
4	Getting familiar with the <i>AP Stylebook</i> .
5	The elements of good writing. Clarity.
6	Rewriting, editing, copyediting.
7	Selection of news "beats"
8	Interviewing techniques
9	Storytelling and features
10	Broadcast news writing
11	Online Journalism
12	Speeches, news conferences, and meetings
13	Public relations writing chapter 12
14	Laws and codes; libel, privacy, ethics, and taste
15	Review and Evaluation-Final Exam

**Course Goals**

Note: Roman numerals after course objectives reference TBR's general education goals.

The course will

- A. Help students understand the news industry. III, IV
- B. Give students a background in the history of the news industry. IV
- C. Enhance students' understanding of the psychology of the reader/viewer. III. 2,3,4
- D. Train student in methods of gathering news. I. 1,4,6,7

- E. Develop students' skills for writing news stories and feature stories for print, broadcast and the Web. I. 1, 2,3,4,5,6,7
- F. Enhance students' skills for writing copy for public relations use. I. 1,2,3,4,5,6,7
- G. Expand students' understanding of legal and ethical considerations of writing for the news media. III. 1,2,3,4,6

### **Expected Student Learning Outcomes**

Note: Letters after performance expectations reference the course objectives listed below.

The student will

1. Explain the nature and structure of the news industry. A
2. Describe the historical background of the news media. B
3. Identify special interest newspapers. A
4. Explain the role of the reader/viewer in shaping the news industry. C
5. Explain the importance of news values in shaping story selection, focus, and organization. C
6. Demonstrate news gathering skills. D
7. Interview story sources with confidence. D
8. Write stories that are clear, concise, and concrete. E
9. Write news copy according to accepted journalistic conventions as exemplified in the *AP Stylebook*. E
10. Demonstrate basic editing skills. A, E
11. Adapt newswriting skills and formats to produce news releases. F
12. Write a standard news release. F
13. Research, write, and present a news broadcast. A, E
14. Explain the Freedom of Information Act. G
15. Describe defenses against libel actions. A, G

### **Evaluation**

#### **Testing Procedures: 40-50% of grade**

There will be a comprehensive final exam constituting 20 to 30 percent of the student's final grade.

Grammar, style, and current events quizzes and quizzes on the reading assignments constitute 20 percent of the student's final grade.

#### **Laboratory Expectations: 40-50% of grade**

Writing assignments constitute 40 to 50 percent of the student's final grade.

The instructor will designate at least one writing assignment per month to be submitted to the school's student newspaper for consideration for publication.

#### **Field Work: 10% of grade**

Participation in class, including discussion groups and teams, constitutes 10 percent of the student's final grade.

**Grading scale:**

<b>A</b>	<b>= 90-100</b>
<b>B +</b>	<b>=87-89</b>
<b>B</b>	<b>=80-86</b>
<b>C+</b>	<b>=77-79</b>
<b>C</b>	<b>=70-76</b>
<b>D</b>	<b>=60-69</b>
<b>F</b>	<b>= 0-59</b>

**Policies****Attendance Policy**

Pellissippi State Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

Because the communication discipline and this course are built on interaction, and media studies involve skill development, the attendance requirements are more stringent. The equivalent of two weeks of unexcused absences are permitted without a grade penalty. One more absence will reduce the final grade by one letter. More than three weeks of absences for any reason will result in a failing grade. A tardy counts as half of an absence; leaving early counts as an absence.

**Academic Dishonesty**

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the

complete policy.

### **Accommodations for disabilities**

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to [disabilityservices@pstcc.edu](mailto:disabilityservices@pstcc.edu), or visiting Goins 127, 132, 134, 135, 131. More information is available at the [Disability Services website](http://www.pstcc.edu/sswd/). (<http://www.pstcc.edu/sswd/>).