

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

COMM150: Writing for the Media

I. Basic Course Information

- A. Course Number and Title: COMM150: Writing for the Media
- B. New or Modified Course: Modified
- C. Date of Proposal: Semester: Fall Year: 2018
- D. Effective Term: Fall 2019**
- E. Sponsoring Department: Communication & Languages
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3 Lecture: 3
 Laboratory: 0
 Out of class student work per week: 6
- H. Prerequisites: ENGL111 English Composition I
- I. Laboratory Fees: Yes
- J. Name and Telephone Number or E-Mail Address of Department Chair and Divisional Dean at time of approval: **Sara Banfield, ext. 8967, Sara.Banfield@raritanval.edu; Dean Patrice Marks, ext. 8002, Patrice.Marks@raritanval.edu**

II. Catalog Description

Prerequisite: ENGL111 English Composition I. Writing for the Media exposes film, digital media, communication students and others to a variety of public writing styles. The course will prepare them for more specialized courses in Screenwriting, Public Relations, and/ or Journalism.

III. Statement of Course Need

- A. This course provides an introduction to public writing, an in-demand skill in many fields. This course meets a program requirement for Communication Studies A.A., Digital Media/Film Studies A.S, and Digital Video Production Certificate.

B. This course can transfer as:

1. This course generally transfers as a communication or journalism elective course.

IV. Place of Course in College Curriculum

- A. Free Elective.
- B. This course meets a program requirement for Digital Media/Film Studies, AS and Digital Video Production Certificate.
- C. This course meets a program elective for Communication Studies, AA.
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. History of Journalism in the United States
- B. Associated Press-Style Newswriting
- C. Press Releases and Public Relations
- D. Media Ethics
- E. Opinion and Editorializing
- F. Blogging and Lateral Reporting
- G. Screenwriting
 - a. Character Development
 - b. Plot Structure
 - c. Poetics

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

Upon completion of the course, students will be able to:

1. Communicate clearly, coherently and convincingly, in writing (G.E. 1)
2. Write media presentations that reflect critical and creative thought (G.E. 1)
3. Demonstrate effective interpersonal communication skills (G.E. 1)
4. Use the Internet to acquire reliable information and data for and about writing for the media (G.E. 1, 4)
5. Recognize ethical issues in media, opinion making, and script-writing (G.E. 5).

B. Course Learning Outcomes:

1. Demonstrate an awareness of the need for freedom of press and speech
2. Demonstrate an awareness of news values
3. Write effective and accurate news stories and releases
4. Express in writing their opinion on social issues
5. Demonstrate ability to analyze, evaluate and critique examples of each type of

writing.

C. Assessment Instruments

1. lecture/discussion
2. small-group work
3. in-class writing workshops
4. written works
5. readings
6. tests

VII. Grade Determinants

- A. lecture/discussion
- B. small-group work
- C. in-class participation
- D. in-class writing workshops
- E. student oral presentations
- F. tests and/or quizzes
- G. other (fieldtrips)

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. computer-assisted instruction
- D. guest speakers
- E. laboratory
- F. student oral presentations
- G. simulation/role playing
- H. student collaboration
- I. independent study
- J. other (fieldtrips)

VIII. Texts and Materials

- A. Stoval, James G. (2016). *Writing for the Mass Media*. Pearson, Boston.
- B. primary sources
- C. interviews
- D. student writing samples
- E. film and video
- F. Newspapers and news web sources

- G. Associated Press Stylebooks
- H. Open Educational Resources

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

Not applicable.

X. Honors Option

Not applicable.