



College Document # _____

UCC Document # 109

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CATALOG YEAR 2006-2007

(Please use separate form for each add/change)

COLLEGE/SCHOOL :

ARTS AND SCIENCES

Current Catalog Page(s) Affected _____ pg. 265 _____

Course: Add: _____

Delete: _____

(check all that apply)

Change: +

Number 3327 Title Media Writing SCH 3

Description _____ Prerequisite _____

COMM 3327

Media Writing

Three semester hours. (FL-SP)

This course introduces students to some of the different writing techniques and styles used by the print, broadcast and new media. Students will develop skills in information gathering, interviewing, and organizing. Each semester the course focus will rotate topics including: 1) writing for news in broadcast, print, and new media; 2) writing for public relations in broadcast, print, and new media; 3) script writing including copy writing, story boarding, and writing for documentaries and TV pilots. May be taken up to three times.

Justification: this is a prerequisite for more advanced professional project-oriented classes.

Program: Add: _____ Change: _____ Attach new/changed Program of Study description and 4-year plan. If in current catalog, copy and paste the text from the [on-line catalog](#) and indicate changes in red.

Minor: Add: _____ Delete: _____ Change: _____ Attach new/changed minor. If in current catalog, copy and paste the text from the [on-line catalog](#) and indicate changes in red.

Faculty: Add: _____ Delete: _____ Change: _____ Attach new/changed faculty entry. If in current catalog, copy and paste the text from the [on-line catalog](#) and indicate changes in red.

College Introductory Pages: Add information: _____ Change information: _____ Attach new/changed information. If in current catalog, copy and paste the text from the [on-line catalog](#) and indicate changes in red.

Approvals:	Signature	Date
Chair Department Curriculum Committee	_____	_____
Chair Department	_____	_____
Chair College Curriculum Committee	_____	_____
Dean	_____	_____

COMM 3327

Media Writing

Credit: 3 semester credit hours

Course Description: This course introduces students to some of the different writing techniques and styles used by the print, broadcast, and new media. Students will develop skills in information gathering, interviewing, and organizing. Each semester the course focus will rotate topics including: 1) writing for news in broadcast, print, and new media; 2) writing for public relations in broadcast, print, and new media; 3) script writing including copy writing, storyboarding, and writing for documentaries and TV pilots. May be taken up to three times.

Prerequisite/corequisite: none

Student Learning Outcomes:

1. Students will be able to exercise news judgment and journalistic attribution.
2. Students will be able to write writing messages for different mass mediums and professions.
3. Students will be able edit their own stories and messages to eliminate errors and produce clean copy using proper editing symbols.
4. Students will be able to understand professional workplace demands and requirements.
5. Students will be able to consider their audiences in the writing process.

Topics covered during this course will range from writing style appropriate for individual mediums, grammar, story structure, script copy, storyboarding and broadcast style to issues such as libel, ethics, interviewing, reporting and more.