

College Document # COAS 060

UCC Document # 100  
Review Type:    Edit    Exp    Full

**CATALOG YEAR 2013-2014**

COLLEGE/SCHOOL/SECTION: Arts and Sciences/Psychology and  
Communication/Communication

**Course:** Add:    Delete:     
(check all that apply) Change: Number    Title     SCH    Description     Prerequisite

**Response Required:**    New course will be part of major    minor    as a required     
or elective    course

**Response Required:** New course will introduce   , reinforce   , or apply    concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

**Program:** Delete:    Add:    Change:    Attach new/changed Program of Study description and 4-year plan. If in current online catalog, provide change and attach text with changes in red.

**Program Learning Outcomes:** Add:    Change:    Attach listing of program learning outcomes.

**Minor:** Add:    Delete:    Change:    Attach new/changed minor. If in current online catalog, provide change and attach text with changes in red.

**College Introductory Pages:** Add information:    Change information:     
Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

**Other:** Add information:    Change information:     Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Requested Changes:

COMM 3327

~~Writing for Broadcast News~~ **Media Writing**

Three semester hours. (FL)

~~This course introduces students to some of the different writing techniques and styles used by broadcast and new media. Students will develop skills in information gathering, interviewing, organizing, and writing for broadcast news.~~

This course introduces students to some of the different writing techniques and styles used by print, broadcast and other forms of mass media. Students will develop a multiple range of skills including but not limited to skills in information gathering, interviewing, and organizing data. Course instruction allows for multiple focal points of discussion including but not limited to: ~~New~~ **Writing, Broadcast Writing, Print Writing, Copy Writing and Script Writing.** May be taken up to three times. **Should be News**

Justification: Changing the title of this course to Media Writing (the previous title) will allow topics to vary and students to repeat course. Change of topic and emphasis of media writing will allow Communication faculty to rotate teaching this course offering (Screenwriting, Journalism Writing, New Media, Advertising, Public Relations and Broadcast).

#### Student Learning Outcomes

1. Students will develop knowledge of and competence in the use of writing styles, techniques, form, and voice in one of the following disciplines: screenwriting, writing for television, writing for Advertising, writing for Public Relations.
2. Successful students will learn to give and receive constructive feedback during workshop discussions, gaining an understanding of this process as an essential part of the revision process and the process of communicating effectively with an audience/reader.
3. Successful students will learn to read sample readings in creative and critical ways in order to learn from other writers about strategies and techniques that are useful for their own writing and development as writers, articulating what they are learning through \ note- taking while reading, participating during class discussions, and taking the final exam.
4. Successful students will compose texts that effectively employ the features of a given genre.

Approvals:

Chair  
Department Curriculum Committee

Signature

Joquina Reed

Date

11/05/12

Chair  
Department

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Chair  
College Curriculum Committee

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02/2012