

Course discipline/number/title: MCOM 1245: Writing for Mass Media

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Other requirements: College-level reading and writing
5. MnTC Goals (if any): Goal 1/Communication

B. COURSE DESCRIPTION: This course will introduce students to writing copy for a range of mass media, including print and broadcast journalism, public relations, advertising, social media, and web publications. Students will learn to gather information and become proficient in conventions and style for publishing/broadcasting for each medium. College level reading and writing.

C. DATE LAST REVISED (Month, year): November, 2022

D. OUTLINE OF MAJOR CONTENT AREAS:

1. Basic writing techniques and conventions
  - a) Proper grammar
  - b) Parts of speech
  - c) Punctuation
  - d) Journalistic style
2. Reporting techniques
  - a) Structure of new stories
  - b) Sourcing and interviewing
  - c) Video
  - d) Broadcasting
  - e) Social media
  - f) Advertising
  - g) Public relations
3. Regulations and ethics

E. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Demonstrate the ability to write clearly and concisely.
2. Identify, explain and demonstrate what constitutes a professional media story.
3. Identify, obtain and evaluate credible and diverse sources of information.
4. Demonstrate the ability to tell stories across various media platforms and audiences.

F. LEARNING OUTCOMES (MNTC):

Goal 1/Written and Oral Communication: The student will be able to:

1. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
2. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
3. Select appropriate communication choices for specific audiences.
4. Employ syntax and usage appropriate to academic disciplines and the professional world.

G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:

1. Quizzes/Exams
2. Journals
3. Application Papers
4. Case Studies
5. Group Assignments
6. Experiential Activities
7. Discussion Boards
8. Film analysis
9. Presentations

- H. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:  
Continued. . .
  - 10. Research Papers
  - 11. Portfolios
  
- I. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s):  
Communication. Students will communicate appropriately for their respective audiences.
  
- J. SPECIAL INFORMATION (if any): None