MJS-2000: DIGITAL MEDIA WRITING

Cuyahoga Community College

Viewing: MJS-2000 : Digital Media Writing

Board of Trustees:

September 2023

Academic Term:

Fall 2024

Subject Code

MJS - Media and Journalism Studies

Course Number:

2000

Title:

Digital Media Writing

Catalog Description:

Good writing is a key in many careers. Develop your writing, rewriting and editing skills for news, public relations, advertising, business and other careers, as well as for your college writing projects. Focus on the process of writing – not just composing but planning, revising, proofreading and editing. Emphasis on writing for digital media, developing media literacy, elements of covering and writing news, and writing for specific audiences.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

2

Requisites

Prerequisite and Corequisite

ENG-1020 College Composition II, or concurrent enrollment; or ENG-102H Honors College Composition, or concurrent enrollment.

Outcomes

Course Outcome(s):

Utilize the process of writing to create news stories targeted to specific media and audiences, that follow the basic tenets of journalism.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.
Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Discuss the process of writing: planning, revising, proofreading, and editing.
2. Post a news story onto a blog.
3. Develop critical thinking, reading, and writing skills.
4. Discuss the importance of meeting deadlines.
5. Demonstrate basic multimedia/multi platform storytelling skills.
6. Identify and explain why a specific topic is newsworthy.
7. Plan and write stories for maximum impact.
8. Define the basic tenets of journalism.
9. Research a topic for a news story.
10. Outline news stories to be published in a digital environment.
11. Develop drafts of news stories based on an outline to be published in a digital environment.

12. Review and revise drafts of a news stories for publication in a digital environment.
13. Proofread and edit final drafts of a news stories for publication in a digital environment.
14. Utilize proper mechanics (grammar, punctuation, syntax, structure, tone, format and documentation/attribution) in all writing assignments.
15. Develop tweets for the lead in a news story.

Course Outcome(s):

Utilize the elements of covering and writing news, including timeliness, context, and newsworthiness, to perform basic reporting skills.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Analyze the newsworthiness of current events.
2. Discuss the importance of accuracy, balance, credibility, fairness, objectivity, and ethics when covering and writing news stories.
3. Practice interviewing and notetaking skills for a news story.

Course Outcome(s):

Discern credible, reputable journalistic sources and differentiate them from those that are less credible.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Describe what makes a source credible.
2. Compare and contrast credible, reputable journalistic sources with less credible sources.
3. Correctly utilize and attribute quotes to a source, within a news story.
4. Discuss fundamentals of journalistic law and ethics.
5. Discuss the use of online sources.

Course Outcome(s):

Differentiate tones and styles associated with writing for different audiences and for different purposes.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Identify the writing style of specified news article.
2. Select an appropriate writing style for an assigned news article.
3. Compare and contrast different types of writing (strategic vs. persuasive, journalistic vs. public relations, scholarly vs. academic, etc.)
4. Discuss writing for different purposes (i.e. broadcast vs. web).

Methods of Evaluation:

Media Writing

1. Two major grammar, spelling and punctuation wriitng skills proficiency exams
2. In-class grammar, punctuation and spelling practice assignments
3. Current events quizzes
4. Written assignments
5. Final class project
6. Exams

Course Content Outline:

1. Interpreting media stories
    a. Identification of current events
    b. Critical analysis of media content
    c. Analyze media events from various social and cultural perspectives
2. ABS's of journalism
    a. Accuracy
    b. Balance
    c. Credibility
    d. Fairness
    e. Objectivity
    f. Ethics
3. Review of good writing skills
    a. Grammar
    b. Spelling
    c. Punctuation
    d. AP style
4. Writing Process
    a. Planning
    b. Revising
    c. Proofreading
    d. Editing
5. Writing for digital media
    a. Tweets
    b. Blogs
    c. Multimedia/multi-platform storytelling skills
    d. Social media
6. Media literacy
    a. Credible sources vs. not-so-credible sources
    b. Quotes and other attribution
    c. Using online sources
    d. Journalistic law and ethics
7. News Stories
    a. Constructing news stories
    b. Story organization
    c. Leads
    d. Basic news stories
8. Feature stories
    a. Formulating in-depth pieces
    b. Human-interest pieces
9. Interviewing
    a. Examination of print media
    b. Electronic media
    c. Profiles
    d. Note-taking
10. Writing for the ear and eye
    a. Writing for TV
    b. Writing for radio
11. Organizing PR pieces
    a. Press releases
    b. Public service announcements
    c. Video news releases
12. Designing advertising copy
    a. Advertising copy for print ads
    b. Advertising for electronic ads
13. Writing for and assessing for online and social media.
    a. Develop introductory social media posts
    b. Aggregate social media posts from professionals
14. Analyze media events from various social and cultural perspectives

    a. Conduct current events quizzes
    b. critique news coverage of current events
15. Evaluate a colleague's free writing assignments
    a. Critique a colleague's free writing assignment with the goal of making suggestions for improvement
    b. Explain your suggestions by mentioning how your improvements would help your colleague make their assignment better
16. Construction of professional in-class portfolio for potential employer's review
    a. Begin (if one doesn't exist) or review and improve a Linkedin account
    b. Create an in-class portfolio for a potential employer's review
    c. Post portfolio on linked-in account

Resources

Johnson Yopp, Jan Katherine C. McAdams. *Reaching Audiences: A Guide to Media Writing.* 6th ed. Boston: Allyn Bacon, 2014.

Kessler, Lauren Duncan McDonald. *When Words Collide: A Media Writer's Guide to Grammar and Style.* 9. Belmont, CA: Wadsworth, 2016.

Stovall, James. (2015) *Writing for the Mass Media,* Upper Saddle River, NJ: Pearson Education.

Harrower, Tim. *Inside Reporting: A practical guide to the craft of journalism.* 3. Boston:McGraw Hill, 2012.

Associated Press. "The Associated Press Stylebook 2020-2022" 55th ed. Associaed Press, 2020.

Resources Other

1. All forms of publications connected to professional organizations
2. Alternative presses Journals in all facets of media Magazines (all types)
3. Major-market newspapers(local and national)
4. Videos and electronic publications from: The Poynter Institute. https://www.poynter.org/. 2023.
5. Videos and electronic publications from: The Pew Center for Civic Journalism. https://www.pewresearch.org/. 2023.
6. Videos and electronic publications from: Journalism Education Association. jea.org/wp/ (http://catalog.tri-c.edujea.org/wp/) 2023.
7. Web sites connected to any professional journalism organization.
    a. Power Reporting, A Portfolio of Journalism by Bill Dedman. Power Reporting.com (http://catalog.tri-c.eduPower Reporting.com). 2020.
8. Dictionary, most recent edition available.

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