

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	Communication								
COURSE RUBIC AND NUMBER	COMM 2311								
COURSE TITLE	Writing for the Mass Media I								
COURSE CREDIT HOURS	<table style="margin: auto; border-collapse: collapse;"> <tr> <td style="text-align: center; padding: 0 10px;">3</td> <td style="text-align: center; padding: 0 10px;">3</td> <td style="text-align: center; padding: 0 10px;">:</td> <td style="text-align: center; padding: 0 10px;">0</td> </tr> <tr> <td style="text-align: center; padding: 0 10px;">Credits</td> <td style="text-align: center; padding: 0 10px;">Lec</td> <td></td> <td style="text-align: center; padding: 0 10px;">Lab</td> </tr> </table>	3	3	:	0	Credits	Lec		Lab
3	3	:	0						
Credits	Lec		Lab						

I. Catalog Description

Introduces writing techniques for different areas of the mass media. Emphasizes collecting information, creating basic structures, and developing different writing strategies. **Prerequisites:** **READ 0309 or INRW 0311 or ESOL 0340 (can be taken concurrently) or by placement exam or ENGL 1301 with a “C” or better or ENGL 1302 with a “C” or better. (3:0).**

II. Course Objectives

Upon satisfactory completion of this course, students will be able to:

Unit I: Writing Principles

- a. Identify good writing techniques in current media
- b. Invent, draft and revise their writing
- c. Identify and correct misuses in grammar, punctuation and spelling

Unit II: The Basics of Media Writing

- a. Recognize the inter-relationships of all media writing
- b. Use and understand standard editing marks
- c. Incorporate AP style and *Tejano Tribune* style into all writing

Unit III : Fact Gathering

- a. Use observation for fact gathering
- b. Use interviews for fact gathering
- c. Use references sources for fact gathering

Unit IV: Legal Responsibilities

- a. Recognize and evaluate a reporter’s rights and professional responsibilities.
- b. Recognize and evaluate legal/ethical issues present in the journalistic field.

Unit V: Writing to Inform: The News

- a. Determine newsworthiness of stories
- b. Write effective print journalistic copy

III. THECB Learning Outcomes (ACGM)

Upon successful completion of this course, students will:

1. Demonstrate proper media writing and editing styles.
2. Modify writing styles to fit various media platforms.
3. Demonstrate effective information gathering skills and techniques.
4. Demonstrate understanding of laws, ethics, and responsibilities of media writing.

IV. Evaluation

<u>Grade:</u>	
Stories	50 percent
Exercises:	10 percent
Style/Grammar Quizzes	10 percent
Current Events Quizzes	10 percent
Final Exam:	10 percent
Instructor’s Evaluation	<u>10 percent</u>
Total:	100 percent

(*You can receive extra credit only if you have grades in all other categories. It cannot be used to make up for an entire category.)

Your course grades will be based on your achievement in this course. A “C” will represent average work; and “A” will be reserved for excellent work. The grading scale is as follows:

Journalistically these grades mean approximately the following:

- A= very few errors; publishable with only minor edits.
- B= few error; publishable with editing (minor rewriting may be required).
- C= some errors; punishable with major editing and rewriting by student
- D= many errors; not publishable even with major editing; major rewriting by student is definitely required for piece to be publishable
- F= not publishable because of grave errors; must be completely rewritten

Grading Scale		
90-100	=	A
80-89	=	B
70-79	=	C
60-69	=	D
Below 60	=	F
Incomplete	=	I
Withdrew or Withdrawn	=	W

V. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.