

**El Paso Community College
Syllabus
Part II
Official Course Description**

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|---------------------------------|---|----------|----------|----------|---------|-----|-----|
| SUBJECT AREA | <u>Communication</u> | | | | | | |
| COURSE RUBRIC AND NUMBER | <u>COMM 2315</u> | | | | | | |
| COURSE TITLE | <u>Writing for the Mass Media II</u> | | | | | | |
| COURSE CREDIT HOURS | <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;"><u>3</u></td> <td style="text-align: center;"><u>3</u></td> <td style="text-align: center;"><u>0</u></td> </tr> <tr> <td style="text-align: center;">Credits</td> <td style="text-align: center;">Lec</td> <td style="text-align: center;">Lab</td> </tr> </table> | <u>3</u> | <u>3</u> | <u>0</u> | Credits | Lec | Lab |
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| Credits | Lec | Lab | | | | | |

I. Catalog Description

Builds on the principles learned in Writing for the Mass Media I with emphasis on more specialized and challenging writing techniques. **Prerequisite: COMM 2311. (3:0).**

II. Course Objectives

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

- A. Unit I -Writing Principles Review
 - 1. Identify good writing techniques in current media
 - 2. Invent, draft and revise their writing
 - 3. Identify and correct misuses in grammar, punctuation and spelling

- B. Unit II -Specialized Media Writing
 - 1. Identify various specialized media writing
 - 2. Compose and edit stories for special applications
 - 3. Incorporate AP style and *Tejano Tribune* style into all writing

- C. Unit III -Fact Gathering
 - 1. Use paper trails for investigative reporting and writing
 - 2. Use primary and secondary sources
 - 3. Use various techniques to get interviews

- D. Unit IV -Legal Responsibilities
 - 1. Recognize and evaluate a reporter's rights and professional responsibilities
 - 2. Recognize and evaluate legal/ethical issues present in investigative journalism

- E. Unit V -Writing Compelling Projects
 - 1. Get details, avoid stereotypes, develop inviting leads for complex stories
 - 2. Write effective print journalistic copy

III. THECB Learning Outcomes (ACGM)

Upon successful completion of this course, students will:

1. Evaluate newsworthiness of information.
2. Demonstrate an understanding of story idea creation.
3. Comprehend the basic structure and format of a news story (lead, body, and conclusion).
4. Demonstrate an understanding of beat reporting and feature writing.
5. Demonstrate an understanding of multimedia journalism and alternative story forms.
6. Demonstrate an understanding of journalistic ethics.

IV. Evaluation

| | |
|-------------------------|-------------|
| Grade: | |
| Stories | 60 % |
| Final Story Project | 30 % |
| Instructor’s Evaluation | <u>10 %</u> |
| Total | 100% * |

(*Extra credit may be earned only if there are grades in all other categories. It cannot be used to make up for an entire category).

Grading Scale

Grades will be based on written achievement in this course. A “C” will represent average work; an “A” will be reserved for excellent work. The grade scale is as follows:

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 59 and below

Journalistically these grades mean approximately the following:

- A= very few errors; publishable with only minor edits.
- B= few errors; publishable with editing (minor rewriting may be required).
- C= some errors; publishable 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

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.