

Fayetteville State University
College of Humanities and Social Studies
Performing and Fine Arts
COMM 330-1: Writing for Mass Media
Fall 2009

I. LOCATOR INFORMATION:

Instructor: Joseph C. Ross

Course # and Name: COMM 330: Writing for Mass Media

Semester Credit Hours: 3 Credit Hours

Office Location: Telecomm, Bldg. Room 209

Office Hours: MWF 11 -10, 2 -4 TR 10 - 11

Day and Time Class Meets: MWF 9:00 – 9:50 AM

Office Phone: 910-672-2030

Total Contact Hours for Class: 3

Email address: jross@uncfsu.edu

The following statement should appear on the first page of each course syllabus:

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email address accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at
<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

II. COURSE DESCRIPTION: A survey of the various forms of written expression in mass media.

III. DISABLED STUDENT SERVICES: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. REQUIRED TEXTBOOK: Hilliard, Robert L., Writing: for TV, Radio, and New Media 8th Edition, Belmont, Ma. Thompson, 2007. (Recommended: The Associated Press stylebook and Libel Manual, NY 2007)

V. STUDENT LEARNING OUTCOMES:

Upon completion of the course, students should have a basic understanding of the skills and techniques used in producing various forms of written expression in the media. This course will provide the student with a comprehensive overview of journalism. Particular emphasis will be given to news writing, advertising, media designing, researching, interviewing, reporting and scripting for radio and television formats. Consequently, the instructor stresses the use of non-expository (composition) writing styles and formats. Upon completion of the course, students should be able to:

1. gather, analyze and write print/broadcast stories;
2. recognize and evaluate newsworthy events;

3. identify technical terms applicable to both print and broadcast journalism;
4. develop information products used in the media industry;
5. understand the role of a journalist and media writer;
6. understand the importance of coping with deadlines and doing team work; and
7. assess and apply ethical standards inherent to the journalism profession.

VI. COURSE REQUIREMENT & EVALUATION CRITERIA

Students will be given written exams on assigned chapters of the text, lectures and handouts. Where performance of a specific skills is required, the student will be judged using predetermined measures. Grades will be determined using the University grading scale: A=92-100, B=83-91, C=73-82, D=64-72, F=Below 64. *Incompletes (I)* in this course are discouraged. Only in the most extraordinary of situations will an (I) be given. Final grades will be determined using the following distributions:

- Grade Distribution:

Annotated Bibliography	150 points
Book Review	150 points
Film Analysis	200 points
Research Paper Draft	150 points
Research Paper	300 points
Participation	50 points
Total	1000 points

Grading Scale (in points):

A=920 – 1000, B=830-910, C=730-820, D=640-720, F=0-630 I=Incomplete

If Students assignments are evaluated using letter grades, the following conversion will be used.

A+ = 99	A = 96	A- = 93
B+ = 91	B = 88	B- = 84
C+ = 81	C = 78	C- = 74
D+ = 71	D = 68	D- = 64

VII. ACADEMIC SUPPORT RESOURCES –

- Chestnut Library
- FSU Computer Lab
- Telecommunication Center Radio and (CCTV)

Student Behavior Expectations: The instructor will respect all students and will make every effort to maintain a classroom climate that promotes learning for all students. Students must accept their responsibility for maintaining a positive classroom environment by abiding by the following rules:

1. Students are expected to arrive to class on time, remain in class until dismissed by the instructor, and refrain from preparing to leave class until it is dismissed.
2. Students/teacher relationships, as well as relationships among peers, must be respectful at all times.
3. Students are not permitted to wear headphones or other paraphernalia that may be distracting to the classroom environment.
4. Students must refrain from any activity that will disrupt the class, this includes turning off cell phones and pagers.
5. Students are not permitted to use profanity in the classroom.
6. Students will not pass notes or carry on private conversations while class is being conducted.

Consequences for Failing to Meet Behavioral Expectations: The first time a student violates one of these rules, the instructor will warn him or her privately, either after class or before the next class. (Faculty members reserve the right to warn students publicly if needed.) The second time a student violates the guidelines, the instructor may deduct as many as twenty points from the student’s next exam grade. If a student violates the guidelines three times, the instructor will report the student to the Dean of Students for disciplinary action according to the FSU Code of Student Conduct.

VIII. COURSE OUTLINE/ASSIGNMENT SCHEDULE:

<u>WEEK#</u>	<u>ASSIGNMENTS</u>
1	General Overview of the course and review the course outline, textbooks Chapter 1 (Getting the Message Across) – The Media Practice exercises
2	Chapter 2 (Message) – Writing for the media Practice exercises Continue chapter 2 – Test #1 _____ Practice exercises
3	Chapter 3 (Message) – Interviews & fact finding Practice exercises Writing assignment
4	Continue chapter 3 – Test #2 _____ Practice exercises Chapter 4 – Focus on the news
5	Continue chapter 4 Writing assignment (Review Chapter 5)
6	Test#3 _____ Chapter 5 (Message) – News for print & online media Practice exercises Continue chapter 5 Team Project Due (Web assignment) Test#4 _____
7	Chapter 6 (Message) – News for broadcast Practice exercises
8	Continue chapter 6 Writing assignment
9	Chapter 9 (Message) – Public Relations Writing Assignment Test #5 _____
10	Continue Chapter 9 – Public Relations Review Chapter 10
11	Chapter 10 - Advertising
12	Chapter 11 – Writing Advertising for Broadcast Media
13	Broadcast TV/Video Script Program Treatment (handout)
14 & 15	Team Project Due _____ (Brochure)
16	Review for final exam

CLASS POLICIES

Make-up examinations or assignments will be given at the discretion of the instructor. All assignments must be turned in at the beginning of class on the date they are due. Late work will only be accepted with a valid, instructor-approved excuse. Otherwise, you will lose credit for everyday that the assignment is late. Students may complete only instructor-approved projects for extra credit. News stories for the Broncos' Voice and WFSB Radio are acceptable projects. However, extra-credit projects are NOT substitutions for class assignments. Papers must be typed; students' tests and exams must be written in either blue or black ink. Students are allowed three absences without penalty; however, you are encouraged to attend every scheduled class. Students are expected to arrive to class on time, as excessive lateness will also affect your grade.

IX. TEACHING STRATEGIES:

This course will involve lectures, class discussions, group projects, reading assignments, viewing broadcast news tapes and professional journalist/radio personalities. Handouts will supplement text material. Students will maintain a writing portfolio as part of the course.

X. A SELECTED BIBLIOGRAPHY

Baker-Woods, Gail; Dodd, Julie E.; Ford, Kay; Keller, Ken; Plumley, Joe; Smeyak, G.P.; & Walsh-Childers, K. Mass Media Writing; An Introduction, AZ; Gorsuch Scarisbriek, 2007.

Cappella, J., and Jamieson, K. (1997). Spiral of Cynicism: The Press and the Public Good. NY: Oxford University Press.

Edelman, M. (1988). Constructing the Political Spectacle. Chicago: Chicago University Press.

Fedler, Fred; Bender, John P., Davenport, Lucinda; & Kostyn, Paul E. Reporting for the Media 9th ed. FL: Harcourt, Brace & Co. 2007.

Harnack, Andrew & Klepping, Eugene, Online: A Reference Guide to Using Internet Sources. NY: St. Martins Press, 2007.

Jamieson, K. (1992). Packaging the Presidency: A History and Criticism of Presidential Campaign Advertising. 2nd Ed. NY: Oxford University Press.

McLuhan, M. (1996). Communication in the global village. In Toppin, D. Ed. This Cybernetic Age. P. 158-67. New York; Human Development Corporation.

New Research in Media Studies:

Barkin, S. (2003). American Television News: The Media Marketplace and the Public Interest, Armonk NY: ME Sharpe.

Campbell, R. (1998). Media and Culture: An Introduction to Mass Communication. NY: St. Martin's

DeWolk, R. (2001) Introduction to Online Journalism. Boston: Allyn & Bacon.

Frobish, T. (2004, February). Sexual Profiteering and Rhetorical Assuagement; Examining Ethos and Identity a Playboy.com. Journal of Computer-Mediated Communication.

Forbish, T. (2000, September). Lead Article. Altar rehetoric and online performance: Scientology, Ethos, and the World Wide Web. American Communication Journal, 4, no. 1.

Goldstein, N. (2002). The Associated Press Guide to Internet Research and Reporting. New York: Perseus Books Group.

Hall, J. (2001). Online Journalism: A Critical Primer. Sterling, VA: Pluto Press.

Hogan, J. Michael. "The Rhetoric of Presidential Approval: Media Polling and the White House Intern Scandal." In Images, Scandal, and Communication Strategies of the Clinton Presidency, ed. Robert E. Denton, Jr. and Rachel L. Holloway, 271-98. Westport, CT: Praeger, 2003.

Hogan, M. (1999). Public opinion and journalistic voyeurism. American Communication Journal, 2. [Online]. [Http://www.acjournal.org/holdings/vol2/Iss2/editorials/hogan/index.html](http://www.acjournal.org/holdings/vol2/Iss2/editorials/hogan/index.html).

Holtman, L. (2000). Media Messages: What Film, Television and Popular Music Teach Us About Race, Class, Gender and Sexual Orientation. Armonk NY: ME Sharpe.

Kaye, B., and Medoff, N. (1999). The World Wide Web: A Mass Communication Perspective. Mountain View, CA: Mayfield Publishing Company.

McCauley, M., Peterson, E., Artz, B., and Halleck, D. (2002) Public Broadcasting and the Public Interest. Armonk NY: ME Sharpe.

Pavlik, John V. (2001). Journalism and New Media. New York: Columbia University Press. Wood, A. (2001). Online Communication: Linking Technology, Identity, & Culture. Mahwah, NJ: Lawrence Erlbaum Associates.