

## **COMM 1140-INTRODUCTION TO MEDIA WRITING 3 CREDITS**

### **SYLLABUS**

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#### **CATALOG DESCRIPTION**

This course combines a theoretical foundation with practical applications. It provides an introduction to journalism, as well as an overview of the most common types of writing required in public relations, advertising and strategic communication.

Formerly COMM-131

Prerequisites: None

Semester Offered: Fall

#### ***COMMON STUDENT LEARNING OUTCOMES***

*Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...*

##### **BROAD AND SPECIALIZED LEARNING**

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

##### **CRITICAL THINKING**

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

##### **CULTURAL AND CIVIC ENGAGEMENT**

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

##### **EFFECTIVE COMMUNICATION**

Students will exchange ideas and information with clarity in multiple contexts.

##### **INFORMATION LITERACY**

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

##### **INTEGRATING TECHNOLOGIES**

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

#### **COURSE LEARNING OUTCOMES**

*Upon successful completion of the course, the student will be able to...*

1. Become proficient at knowing the differences when writing for print, broadcast or web.

2. Learn the necessary components of a complete news story.
3. Learn interview skills to receive information for a news story.
4. Write news stories in print style.
5. Write news stories in broadcast style.
6. Write news stories in web style.
7. Learn the difference between writing for television and writing for radio.
8. Conduct an interview and gather facts for a news story.