

Bemidji State University

MASC 2700: Reporting and Writing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Knowing how to research and write a good story is important for many professions: journalism, public relations, marketing, blogging and advertising. This class will teach you the important skills of researching, reporting and writing stories. Prerequisite: MASC 1840.

B. COURSE EFFECTIVE DATES: 08/24/2009 - 08/20/2017

C. OUTLINE OF MAJOR CONTENT AREAS

1. Observation
2. Description
3. Interviewing
4. AP Style
5. Proofreading Marks
6. Sources
7. Story Ideas
8. Structure
9. Leads
10. Headlines
11. Basic photojournalism
12. News judgment
13. Research
14. Revision
15. Great writing

D. LEARNING OUTCOMES (General)

1. develop your news judgment
2. refine your ability to focus stories
3. learn how to apply journalistic ethics to specific situations
4. understand how the First Amendment applies to everyday journalism
5. improve your reporting skills, especially research and first-hand observation
6. become more proficient and comfortable approaching/interviewing people
7. improve your media writing and story organization skills
8. use online resources more efficiently and effectively
9. learn to use the Associated Press copy style

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted