

Bemidji State University

MASC 1840: Introduction to Media Writing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Applied aspects of techniques and styles of writing for mass media. Students should gain an understanding of elements common to all writing for the mass media and the differences among them. This course requires basic keyboarding skills.

B. COURSE EFFECTIVE DATES: 10/13/1997 - 08/20/2017

C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction to the process of reporting and writing the news
2. Techniques for news writing, feature writing, broadcast writing, online writing, and public relation writing

D. LEARNING OUTCOMES (General)

1. be able to state the First Amendment and explain its significance, especially to mass communicators; in addition, they will apply its principles to their writing and editing.
2. be able to write clearly and accurately in a variety of styles appropriate to the mass media and understand the differences necessary for differing audiences and purposes.
3. be able to analyze their own writing and the writing of others for the purpose of editing for accuracy and for appropriateness of content, style and audience; they will also learn to emulate the writing of exemplars presented to them and to seek out exemplars for their own benefit

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted