

**COMM 2311
Media Writing**

Western Texas College

- I. Course Description:
 - A. Fundamentals of writing news for the mass media. This includes instruction in professional methods and techniques for gathering, processing, and delivering content.
 - B. Required Prerequisite: None; completion of Audio Production One or concurrent enrollment is recommended.
- II. Student Learning Outcomes: Upon successful completion of this course, students will:
 - A. Demonstrate proper media writing and editing styles.
 - B. Modify writing styles to fit various media platforms.
 - C. Demonstrate effective information gathering skills and techniques.
 - D. Demonstrate understanding of laws, ethics, and responsibilities of media writing.
 - E. The student will be able to construct and complete, with recording, a written newscast suitable for on air use in a radio broadcast according to industry standards.
- III. Measurement of expected outcomes:
 - A. Using the provided rubric, and industry standards, the student will write a news article which gives examples of various media platforms.
 - B. The student will be able to execute the recording and editing of a written broadcast news article using the provided audio software.
 - C. The student will complete a written exam demonstrating comprehension of the course material as provided in the required textbook.
 - D. Each assignment and exam will have a point value.
 - E. Assignments = 5 points. Total = 100
Newscasts = 10 points. Total = 100
Unit Exams = 50 points each. (2) Total = 100
Comprehensive Exam/Final Project = 100 points.
Total points = 400
- IV. Major Course Requirements
 - A. Weekly Newscast
 - B. Unit Exams
 - C. Comprehensive Exam
 - D. Assignments
- V. Information on Books and Other Course Materials
 - A. Required Book: Text Book "Better Broadcast Writing" Dobbs, First Edition ISBN # 0-205-35994-9
 - B. The instructor will provide other needed materials.
 - C. Flash drive with 2GB capacity.

- VI. Other Policies, Procedures and important dates. Please refer to the [WTC Catalog](#) for the following:
 - A. Student Conduct/Academic Integrity
 - B. Students with disabilities
 - C. Drop/Withdrawal Information
 - D. Final Exam Schedule
 - E. Class Attendance
 - F. Campus Calendar
- VII. Course Schedule

	Section/Online Work
Ch. 1	The Right Words, The Right Stuff
Ch. 2	The Wrong Way to Write It
Ch. 3	Being Perfectly Clear
Ch. 4	The Right Way to Write It
Ch. 5	Saying It Twice
Ch. 6	The Story of the Story
Ch. 7	Organizing Your Facts, Organizing Your Story
Ch. 8 & 9	Choosing Your Lead. Ch. 9 – Choosing Your Close
Ch. 10 & 11	Proof Positive of Proofreading. Ch. 11 – The Correct Corrections
Ch. 14	Letting It All Hang Out
Ch. 16 and 17	If The Shoe Fits, Write It. Ch. 17 – Fitting It All In
Ch. 18	Even More Ways For Radio
Ch. 20	Holding Onto Your Ethics

Schedule and content is subject to change at the instructor's discretion.