Bemidji State University

MASC 3720: Media Writing II

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 2850.

B. COURSE EFFECTIVE DATES: 08/21/2017 - Present

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

D. LEARNING OUTCOMES (General)
   1. understand how the First Amendment applies to everyday journalism
   2. refine your ability to focus stories
   3. learn how to apply journalistic ethics to specific situations
   4. learn to use the Associated Press copy style
   5. develop your news judgment
   6. improve your reporting skills, especially research and first-hand observation
   7. become more proficient and comfortable approaching/interviewing people
   8. improve your media writing and story organization skills
   9. use online resources more efficiently and effectively
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted