MASC 3720: Media Writing II

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
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. News judgment
3. Story Ideas
4. Story structure
5. Research
6. Sources
7. Leads
8. Interviewing
9. Observation
10. Conclusions
11. Proofreading Marks
12. Focusing stories
13. Revision

D. LEARNING OUTCOMES (General)

1. develop their news judgment.
2. demonstrate their ability to focus stories.
3. implement their reporting skills.
4. demonstrate their proficiency and comfortableness in approaching/interviewing people.
5. apply their media writing and story organization skills.
6. employ online resources more efficiently and effectively.
7. apply 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