Bemidji State University

MASC 2850: Media Writing I

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

You will learn the basics of media writing, how to craft good stories, and to how to shape those stories to fit a variety of media, such as: news, marketing, public relations, broadcast, and social media.

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

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. write clearly and accurately in a variety of styles appropriate to the mass media.
2. know appropriate style, vocabulary, organization, formatting and organization for major types of mediums, namely print media, digital media, magazines, blogs, and public relations.
3. produce at least one article for each type of the above mentioned mediums.
4. understand current topics, writing formats and styles in major media organizations.
5. develop skills of interviewing, observing, note-taking, organizing, researching and basic photography that are needed for media writing.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted