

Minnesota State University Moorhead

COMM 405: Writing for the Web

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

As a result of actively participating in the course, students should be able to: (1) Understand changing media consumption and production patterns as media increasingly converges on the Web, (2) gain and build proficiency in writing and crafting media messages designed specifically for Web presentation, (3) identify and use evolving mass communication methods not solely available to print or broadcast media, and (4) understand best writing practice for connecting with Web-based audiences.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Lectures and writing assignments on written journalism for online publications.

D. LEARNING OUTCOMES (General)

1. Understand changing media consumption and production patterns as media increasingly converges on the Web
2. gain and build proficiency in writing and crafting media messages designed specifically for Web presentation
3. identify and use evolving mass communication methods not solely available to print or broadcast media
4. understand best writing practice for connecting with Web based audiences.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted