

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

JOUR 225 MEDIA WRITING

COURSE DESCRIPTION

This course provides a survey of mass communication media formats and writing techniques from news for print and broadcast, to advertising and public relations. The course is designed to enhance the appreciation of the mass communication professional as well as provide an understanding of the basic techniques used by the professional to inform and/or persuade audiences. Students will write news stories, produce copy for broadcast news, create an advertising package, and develop a public service announcement. (Formerly COMS 220)

RATIONALE

Understanding how a media message is communicated, whether through a news story, blog, press release or advertisement, and then being able to formulate your own message in that fashion is foundational and pertinent to a broad variety of marketplaces. Presenting that information from a foundation of biblical, Christ-centered principles and values is a necessity to ensuring ethical and moral adherence once the student is faced with a real-time contradiction. Although mass communication is in a constantly changing motion, the principles learned in this class for mass communication writing will remain the same no matter what technological changes occur in the marketplace in the future.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Use the Associated Press Stylebook rules in the editing process for print, web, and public relations.
- B. Compare and contrast the commonalities and differences of print, broadcast, interactive media, advertising, and public relations.
- C. Create pieces for mediated channels of communication using professional writing techniques.
- D. Capture new techniques of emerging technologies in news, information, and entertainment.
- E. Apply biblical and professional guidelines to conceptual real-world work scenarios that involve ethical/moral situations.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist
After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (3)
Discussion boards are collaborative learning experiences. Therefore, the student will post a thread of at least 250 words to each Discussion Board Forum. Discussions will be based on presentations and reading material. The student must reply to 1 classmate's thread in at least 150 words.
- D. Interview
The student will interview a friend or family member on his/her 9/11 experience using 10 prepared and researched questions. After the interview, the student will write a 250-word feature story using the information. The student will learn to gather information and develop research skills through the interview process and then take that information to compose a story. After the interview is complete, the student will turn in the 10 questions, the notes taken during the interview, and the written story. This assignment must be 3–4 pages and must be typed in a Word document.
- E. News Story
The student will write a news story using the inverted pyramid (taken from the reading in the textbook). The story will be 300 words minimum and must include the following: a straight-news lead, direct and indirect quotes, current AP style rules and grammar rules, short sentences, and short paragraphs (3 sentences maximum), no first/second person, accuracy, clarity, and conciseness.

F. Broadcast News Critique

The student will write an evaluation that is at least 1 page of a nightly news broadcast, basing the critique on the reading and information about broadcast style. The student will write a assessment detailing what he/she saw regarding the concepts of timeliness, information not explanation, and the audio/visual impact.

G. Response to “The Persuaders”

The student will write a 2-page response paper commenting/critiquing the presentation “The Persuaders,” highlighting particular eye-opening portions, and noting techniques of marketing persuasion.

H. News Release

Taking the scenario that the student is doing public relations for a company, he/she will write a news release that must include: headline, contact information, release time, a body consisting of 275 words (with direct and indirect quotes), word count, double-spaced, and the use of current AP style and grammar rules throughout.

I. Exams (3)

All exams will be multiple-choice and true/false. Exam 1 will cover Chapters 1–5. Exam 2 will cover Chapters 6–10. The Final Exam is cumulative and will cover Chapters 1–12.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums	
Threads and Replies (3 at 50 pts ea)	150
Interview	85
News Story	150
Broadcast News Critique	75
Response to “The Persuaders”	75
News Release	150
Exam 1	90
Exam 2	75
Final Exam	150
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

JOUR 225

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Stovall: chs. 1–2, 4	Course Requirements Checklist Class Introductions Interview	10 0 85
2	Stovall: chs. 3, 5	Exam 1	90
3	Stovall: chs. 6, 9 1 website	DB Forum 1 Thread and Reply	50
4	Stovall: ch. 7 1 presentation	News Story	150
5	Stovall: chs. 8 1 website	DB Forum 2 Thread and Reply Broadcast News Critique Exam 2	50 75 75
6	Stovall: ch. 10 1 presentation 1 website	DB Forum 3 Thread and Reply	50
7	Stovall: ch. 11 1 website	Response to “The Persuaders”	75
8	Stovall: chs. 12–13 1 presentation	News Release Final Exam	150 150
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.