

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: MMC 2100

COURSE TITLE: Writing for Mass Communications

PREREQUISITE(S): ENC 1101 with a grade of "C" or better

COREQUISITE(S): None

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 3

CONTACT HOUR BREAKDOWN:

Lecture/Discussion: 3

Laboratory:

Other _____:

FACULTY WORKLOAD POINTS: 3

STANDARDIZED CLASS SIZE ALLOCATION: 25

CATALOG COURSE DESCRIPTION: This course provides basic instruction and practice in developing ideas and writing for several different forms of mass media. These include news writing, advertising writing, and public relations writing for both print and broadcast media. NOTE: Students should have keyboarding skills and should be familiar with computer word-processing.

SUGGESTED TEXT(S):

Rich, Carol, Writing and Reporting News, 4th Edition, NY: Thomson Wadsworth, Latest Edition

Missouri Group, Telling the Story, Boston: Bedford/St. Martin's. Latest Edition

Norm Goldstein (Ed), The Associated Press Stylebook and Libel Manual, NY: The Associated Press, Latest Edition

IMPLEMENTATION DATE: November 16, 1987

REVIEW OR MODIFICATION DATE: Fall Term, 1996 (971)
Fall Term, 2002 (20031)
Fall Term, 20081 (20092) - Outline Review 2007

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. Techniques for Good Writing	3
II. Basic Tools for Writing	3
A. Grammar	
B. Punctuation	
C. Spelling	
D. Word Usage	
III. Writing for the Print Media	15
A. News writing	
1. What is News	
2. The Lead	
3. Developing the Story	
4. Attribution	
B. Feature Writing	
C. Writing for Magazines	
IV. Writing for Electronic Media	12
A. Radio Writing	
B. Television Writing	
C. Writing for the Internet	
1. Web Pages and Blogs	
2. Hyperlinks	
V. Writing for Advertising	6
A. The Campaign	
1. The Need	
2. The Appeal	
3. The Audience	
4. The Product	
5. Copy Platform	
B. Elements of a Print Ad	
C. Advertising for Broadcasting	
D. Other Media	
VI. Writing for Public Relations	6
A. New Releases	
B. Letters	
C. Company Publications	