

 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Undergraduate Programs		UUPC Approval <u>4-27-20</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department College <i>(To obtain a course number, contact erudolph@fau.edu)</i>		
Prefix Number	<i>(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)</i> Lab Code	Type of Course	Course Title
Credits <i>(Review Provost Memorandum)</i>	Grading <i>(Select One Option)</i> Regular Pass/Fail Sat/UnSat	Course Description <i>(Syllabus must be attached; Syllabus Checklist recommended; see Guidelines)</i>	
Effective Date <i>(TERM & YEAR)</i>			
Prerequisites, with minimum grade*		Corequisites	Registration Controls <i>(Major, College, Level)</i>
*Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course			
WAC/Gordon Rule Course Yes No <i>WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines.</i>		Intellectual Foundations Program (General Education) Requirement <i>(Select One Option)</i> <i>General Education criteria must be indicated in the syllabus and approval attached to the proposal. See GE Guidelines.</i>	
Minimum qualifications to teach course			
Faculty Contact/Email/Phone		List/Attach comments from departments affected by new course	
Approved by Department Chair <u><i>Comello</i></u> College Curriculum Chair <u><i>TBS</i></u> College Dean <u><i>Mythell</i></u> UUPC Chair <u><i>Jerry Haky (via email confirmation)</i></u> Undergraduate Studies Dean <u><i>Edward Pratt (via email confirmation)</i></u> UFS President _____ Provost _____			Date <u>4/5/2020</u> <u>4.18.20</u> <u>4-30-2020</u> <u>4-30-20</u> <u>4-30-20</u> _____ _____

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

MMC 2121C Writing for Mass

Media

CRN: #####

Credit Hours: 3

Syllabus – Fall 2020

Professor: TBD

Email: TBD

Office Hours: Online

Class: Online

COURSE DESCRIPTION IN CATALOG:

MMC 2121C is designed to introduce students to the mechanics of writing for various professional communication genres and to provide them with a foundation to build on in more advanced classes. This course will provide students with an introduction to professional mass communication. This course begins with the basics and gradually combines those elements into more advanced projects as the semester progresses. The ultimate goal of this course is to provide students with the ability to analyze complex situations and translate them into clear, concise written and/or broadcast communication segments.

COURSE OBJECTIVES:

This course will focus on building a strong foundation in quality mass media communication. Today, more than ever before, media is a technology-driven practice, thus this class will focus on the contemporary skills required to produce accurate, publishable, professional media content. Students will be expected to think critically, creatively, and independently throughout the course.

By the end of this class students should be able to:

- Follow the rules of good grammar, punctuation, spelling and Associated Press style
- Distinguish between news, public relations, broadcast and ad copy styles
- Evaluate professional media content for value and validity
- Consider the audiences in writing and publishing mass media content
- Write an accurate and properly formatted news story
- Write an effective, informative press release and pitch letter
- Write a concise broadcast story that adheres to accepted broadcast style
- Write and develop properly formatted advertising copy
- Understand the similarities, differences between online and traditional mass media communication

- Understand the basic professional uses of social media in the field of mass communication

TEXT BOOKS:

- Working with Words: A Handbook for Media Writers and Editors (8th ed.) By Brian S. Brooks, James L. Pinson, & Jean Gaddy Wilson, ISBN-13#: 978-1457604935
- Associated Press Style Book (2019 or 2020) By The Associated Press, ISBN-13# 978-0917360688

COURSE STRUCTURE:

This course will be delivered entirely online through the course management system Canvas. In Canvas, you will access online lessons, course materials and resources. Students are encouraged to “mentally enroll” in this course as if it occurred on campus weekly. In this course, weeks will run from Saturday to Friday, in line with FAU course start dates. Each Saturday morning a new module will be opened for the upcoming week. All assignments are due by 5 p.m. EST on the due date listed in the course schedule. Deadlines are an unavoidable part of being a professional and this course is no exception. Course requirements must be completed and posted or submitted on or before the specified due date.

NETIQUETTE & COURSE BEHAVIOR POLICIES:

Netiquette is a set of rules for behaving properly online. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. Students are encouraged to comment, question, or critique an idea but are not to attack an individual. Furthermore, to be a successful media professional, you must become aware of your blind spots and lack of sensitivity of other’s viewpoints. Everyone will be encouraged to participate and everyone will be respected. Working as a community of learners, we can build a polite and respectful course community.

Don’t:

- Do not dominate any discussion.
- Do not use offensive language. Present ideas appropriately.
- Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting.
- Popular emoticons such as ☺ or / can be helpful to convey your tone but do not overdo or overuse them.
- Avoid using vernacular and/or slang language. This could possibly lead to misinterpretation.

Do:

- Share tips with other students.
- Keep an open-mind and be willing to express even your minority opinion. Minority opinions have to be respected.
- Think and edit before you push the “Send” button.
- Do not hesitate to ask for feedback.

COURSEWORK:

Discussion Posts	5	20 pts. each	100 pts.
Quizzes	10	50 pts. each	500 pts.
Activities	20	50 pts. each	1000 pts.
Pro Watch Exercises	4	50 pts. each	200 pts.
Final Exam	1	200 pts.	200 pts.
			2000 pts.

This course is divided into two core concentrations: media writing basics and media writing styles and structures. You will be given several assignments and quizzes in this class. These assignments were designed to ensure that you are developing the skills and understanding the concepts associated with professional media writing.

Discussion Posts: There are five discussion posts in this class. Discussion posts will focus on the material in the corresponding weekly module. Students are expected to answer discussion post questions fully and engage in meaningful dialogue with their colleagues via reply options on each discussion thread.

Quizzes: There are 10 quizzes in this class. Quizzes correspond with the weekly module material. Quizzes may be taken at anytime during the week and must be completed by the weekly due date as seen on the course schedule. Quizzes are timed; students will have 30 minutes to complete each quiz. Quizzes are single entry, once opened they must be completed in one session, thus students should make sure when they open the quiz that they are prepared to finish it.

Activities: There are 20 activities or assignments in this class. Activities correspond with the weekly module material. Activities may be submitted at anytime during the week, but must be completed by the weekly due date as seen on the course schedule. Each activity is designed to allow students to apply the skills covered in that week's module.

Pro Watch Exercises: There are four Pro Watch exercises in this class. Pro Watch exercises correspond with the weekly module material, and may be taken at anytime during the week. Each exercise must be completed by the weekly due date as seen on the course schedule. Pro Watch exercises encourage students to review professional media content with a critical eye. Additionally, these assignments assist students in understanding how the skills acquired in this class are employed in industry practice.

Final Exam: The final exam is a cumulative assessment. Students will have one week to complete and submit the exam.

LATE WORK POLICY: Late work is not accepted unless you have a valid, university approved excuse.

GRADE DISTRIBUTION:

A	93-96	B	83-86	C	73-76	D	63-66
A-	90-92	B-	80-82	C-	70-72	D-	60-62
B+	87-89	C+	77-79	D+	67-69	F	0-59

RELIGIOUS OBSERVANCE:

It is the policy of the University to excuse the absences of students that result from religious observances and to reschedule examinations and additional required classwork that may fall on religious holidays, without penalty.

ACADEMIC HONESTY:

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

For full details of the FAU Code of Academic Integrity, see University Regulation 4.001 at [http://wise.fau.edu/regulations/chapter4/4.001 Code of Academic Integrity.pdf](http://wise.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf)

DISABILITY POLICY STATEMENT:

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) -- in Boca Raton, SU 133 (561-297-3880); in Davie, LA 203 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) -- and follow all SAS procedures. <http://www.fau.edu/sas>

COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS) CENTER:

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

MMC 2121 Writing for Mass Media - Writing Basics

Week/Date	To Read	To Do	Weekly Due Date
Week 1 (8/22 – 8/28) Introduction to Media Writing	1. Course Syllabus 2. Course Schedule 3. Working with Words Chp. 1 4. Lecture Content	1. Discussion Post #1 2. Quiz #1 Working with Words Chp. 1	Friday, Aug. 28 by 5 p.m.
Week 2 (8/29 – 9/4) Grammar Basics & Sentence Components	1. Working with Words Chp. 2 and Chp. 3 2. Lecture Content	1. S-V-O Activity 2. Spelling Activity 3. Quiz #2 Working with Words Chp. 2 & 3	Friday, Sept. 4 by 5 p.m.
Week 3 (9/5 – 9/11) Verb Usage & Sentence Structure	1. Working with Words Chp. 4 and Chp. 5 2. Lecture Content	1. Verb Tense Activity 2. Subject-Verb Agreement Activity 3. Quiz #3 Working with Words Chp. 4 & 5	Friday, Sept. 11 by 5 p.m.
Week 4 (9/12 – 9/18) Modifiers & Proper Word Usage	1. Working with Words Chp. 6 & Chp. 7 2. Lecture Content	1. Working with Modifiers Activity 2. Discussion Post #2 3. Quiz #4 Working with Words Chp. 7 & 8	Friday, Sept. 18 by 5 p.m.
Media Writing Styles & Structure			
Week 5 (9/19 – 9/25) Media Style & Structure: Brevity, Accuracy, Clarity	1. Working with Words Chp. 11 & Chp. 12 2. Lecture Content	1. Brevity & Clarity Activity 2. Accuracy & Fact Checking Activity 3. Discussion Post #3	Friday, Sept. 25 by 5 p.m.

Week 6 (9/26 – 10/2) AP Style	1. Introduction to AP Style (PDF) 2. AP Style Book Introduction 3. Lecture Content	1. AP Style Activity #1 2. AP Style Activity #2 3. Quiz #5 AP Style	Friday, Oct. 2 by 5 p.m.
Journalism			
Week 7 (10/3 – 10/9) The Basics of Journalistic Writing: Headlines, Cutlines, Leads, SEO	1. Working with Words Chp. 14 2. Stovall Chp. 5 (PDF) 3. Lecture Content	1. Headlines, Cutlines, SEO Activity 2. Writing Leads Activity 3. Quiz #6 Journalism Basics	Friday, Oct. 9 by 5 p.m.
Week 8 (10/10 – 10/16) Story Structure & Writing for the Web	1. Working with Words Chp. 16 2. Stovall Chp. 7 (PDF) 3. Lecture Content	1. News Story Format Writing Activity 2. Pro Watch #1: Journalism 3. Quiz #7 Web Writing	Friday, Oct. 16 by 5 p.m.
Public Relations			
Week 9 (10/17 – 10/23) Introduction to Public Relations Writing: Press Releases & Pitch Letters	1. Stovall Chp. 11 (PDF) 2. Lecture Content	1. Press Release Activity 2. Pitch Letter Activity 3. Quiz #8 Public Relations Writing	Friday, Oct. 23 by 5 p.m.
Week 10 (10/24 – 10/30) Speech Writing & Campaign Management	1. Lecture Content	1. Speech Writing Activity 2. Discussion Post #4 3. Pro Watch #2: Public Relations	Friday, Oct. 30 by 5 p.m.

Advertising			
Week 11 (10/31 – 11/6) Introduction to Ad Copy	1. Stovall Chp. 10 (PDF) 2. Lecture Content	1. Ad Copy Activity 2. Quiz #9 Advertising Copy	Friday, Nov. 6 by 5 p.m.
Week 12 (11/7 – 11/13) Advertising Campaigns & Media Literacy	1. Working with Words Chp. 13 2. Lecture Content	1. Media Literacy Activity 2. Advertising Critique Activity 3. Pro Watch #3: Advertising	Friday, Nov. 13 by 5 p.m.
Broadcast Writing			
Week 13 (11/14 – 11/20) Introduction to Broadcast Writing	1. Working with Words Chp. 15 2. Stovall Chp. 8 (PDF) 3. Lecture Content	1. Broadcast Script Formatting Activity 2. Broadcast Copy Writing Activity 3. Quiz #10 Broadcast Writing	Friday, Nov. 20 by 5 p.m.
Week 14 (11/21 – 11/24) Broadcast Media Packaging & Presentation	1. Lecture Content	1. Pro Watch #4: Broadcast 2. Discussion Post #5	Tuesday, Nov. 24 by 5 p.m. Thanksgiving – Abbreviated Week, Weekly Due Date Adjusted
Reading Days & Final Exam			
Week 15 (11/28 – 12/4)	READING DAYS		
Week 16 (12/5 – 12/12) Final Exam Opens 12/5 at 9 a.m.	FINAL EXAMS DUE FRIDAY DEC. 12 by 5 p.m.		