

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Media Writing

Course Abbreviation and Number: CMM 2530

Credit Hours: 3

Course Type: Lecture

Course Description: Students will be introduced to the basic formats, principles, and techniques necessary for media writing. Students will practice writing in a variety of formats including: blogs, film and TV scripts, commercials, Public Relations, radio interviews, podcasts, and other developing forms of media writing all with great attention to audience, tone, and purpose. Digital media portfolios will be produced throughout the course and will demonstrate students' ability to write a diverse collection of media texts.

Prerequisite: ENG 1530.

General Education Requirements Met

SUNY

The Arts

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Demonstrate proficiency in the forms of writing used in media: treatments, interview questions, bridges, scripts, and stories.
2. Conduct an audience analysis and use the information to guide writing choices.
3. Demonstrate a variety of persuasive techniques used in commercials, public service announcements and other media forms.
4. Demonstrate journalistic responsibilities and ethics.
5. Research, prepare, conduct, and edit interview-based media projects.

A pre-requisite for this course is approved for the SUNY General Education category listed. This course will reinforce the student learning outcomes for this category.

Topics Covered:

- Understanding the differences between writing for a reader vs. writing for electronic media
 - Writing for the ear
 - Understanding format differences and writing for each type
 - Conducting an audience analysis using demographics and psychographics
 - Techniques for attracting and retaining an audience
 - Persuasive techniques
 - Writing to visuals - sound to visual relationships
 - Writing for interactive projects
 - Maintaining continuity within a non-linear format
 - Journalistic responsibilities and ethics
 - Preparing treatments and storyboards
 - Researching, preparing and conducting interviews
 - Grammar and style for electronic media writing
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

Effective Date: Fall 2021