



## Syllabus

### COM 223 - Media Writing

#### General Information

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**Date** March 29th, 2023

**Author** Richard Cook

**Department** Humanities

**Course Prefix** COM

**Course Number** 223

**Course Title** Media Writing

**Dual Listing (also listed as):** ENG 223

#### Course Information

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**Catalog Description** This is an introductory course into the skills of the practicing media content producer with an emphasis on the study of newsgathering and news writing across platforms. Students will employ these skills in the production of material suitable for publication in print and electronic media.

**Credit Hours** 3

**Lecture Contact Hours** 3

**Lab Contact Hours** 0

**Other Contact Hours** 0

**Grading Scheme** Letter

#### Prerequisites

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ENG 101

#### Co-requisites

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None

## First Year Experience/Capstone Designation

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This course **DOES NOT** satisfy the outcomes applicable for status as a FYE or Capstone.

## SUNY General Education

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This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

## FLCC Values

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### Institutional Learning Outcomes Addressed by the Course

Vitality, Inquiry, Perseverance, and Interconnectedness

## Course Learning Outcomes

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### Course Learning Outcomes

1. 1.Demonstrate the ability to develop stories for print and electronic media with a well-defined focus, using credible sources of information and support material.
2. 2.Identify credible sources of information
3. 3.Collect relevant support material that explains and elaborates the central idea of a news story
4. 2.Conduct interviews and select suitable quotations for use in a variety of news stories, ranging from hard news to features
5. 3. Apply professional journalistic and ethical standards that follow the Associated Press Stylebook by writing, with revisions, an original feature profile story.

## Outline of Topics Covered

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- A. Elements of a news story, newspaper & news websites
- B. Deadline writing
- C. Writing hard news, features, obituaries, profiles
- D. Story structure
- E. Leads
- F. Associated Press style standards
- G. Editing
- H. Libel and Journalistic Ethics
- I. Covering news events, meetings, speeches, beats
- J. Interviewing
- K. News sources
- L. Online Reporting and Blogs
- M. Writing for Television News

## N. Public Relations