

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE  
COURSE OUTLINE**

**DEPT. CMST**

**COURSE NUMBER: 1160**

**NUMBER OF CREDITS: 3**

**Lecture: 3 Lab: 0 OJT 0**

**Course Title:**

Basic Media Writing

**Catalog Description:**

Basic Media Writing develops skills in media writing, reporting and editing. The focus of this class will be writing which will be done through various skill-building exercises and written assignments for various media formats and audiences which could include broadcast, print, online, and social media.

**Prerequisites or Necessary Entry Skills/Knowledge:**

None

**FULFILLS MN TRANSFER CURRICULUM AREA(S) (*Leave blank if not applicable*)**

- Goal 1: Communication: By meeting the following competencies:
- a. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
  - b. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
  - c. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
  - d. Select appropriate communication choices for specific audiences.
  - e. Construct logical and coherent arguments.
  - f. Use authority, point-of-view, and individual voice and style in their writing and speaking.
  - g. Employ syntax and usage appropriate to academic disciplines and the professional world.
- Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
- a. Examine, articulate, and apply their own ethical views.
  - b. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
  - c. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
  - d. Recognize the diversity of political motivations and interests of others.
  - e. Identify ways to exercise the rights and responsibilities of citizenship.

## Topics to be Covered

Writing for print, broadcast and online media  
Newsgathering tools and methods  
Writing leads; media writing styles, including APA format  
Audience awareness  
Meeting deadlines

## Student Learning Outcomes

Demonstrate an understanding of the various journalistic practices such as ethics and accuracy. As well as basic journalism writing skills such as gathering information for the story, writing a lead, structuring information, using quotes, verifying credible & diverse sources, and editing written work (MnTC 9a,e).

Demonstrate an ability to manage writing projects and meet deadlines (MnTC 1a, d).

Analyze their journalistic efforts and evaluate the ethics and legality of journalistic decisions to determine a professional media story (MnTC 9a).

Demonstrate an ability to be adaptive and flexible in their approach to news stories and interviews applying the appropriate principles for effective writing in various media (MnTC 9d) (MnTC 1a, c).

Create various journalistic writings for various media platforms and audiences using APA format (MnTC 9a) (MnTC 1a, b, d, e, f).

**Is this course part of a transfer pathway: Yes  No**

Demonstrate the ability to write clearly and concisely.

Identify, explain and demonstrate what constitutes a professional media story.

Identify, obtain and evaluate credible and diverse sources of information.

Demonstrate the ability to tell stories across various media platforms and audiences.

Revised Date: 8/26/2021