

**College of San Mateo**  
**Official Course Outline**

1. **COURSE ID:** DGME 101    **TITLE:** Writing for Mass Media  
**Units:** 3.0 units    **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours  
**Method of Grading:** Grade Option (Letter Grade or P/NP)  
**Recommended Preparation:**  
    Eligibility for ENGL 838 or ENGL 848
  
2. **COURSE DESIGNATION:**  
**Degree Credit**  
**Transfer credit:** CSU  
**AA/AS Degree Requirements:**  
    CSM - GENERAL EDUCATION REQUIREMENTS: E5d. Career Exploration and Self-Development
  
3. **COURSE DESCRIPTIONS:**  
**Catalog Description:**  
    Students in this class will practice the basic skills needed to write for various forms of media, including news for print and broadcast, social media marketing, TV script writing, press releases, writing for the web, and advertising.
  
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
    Upon successful completion of this course, a student will meet the following outcomes:
  1. Demonstrate clear and concise writing.
  2. Use acceptable grammar, correct spelling, proper punctuation and appropriate style.
  3. Produce copy/scripts in the proper formats and styles common to 21st century media.
  4. Conduct research and apply results to written composition.
  
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
    Upon successful completion of this course, a student will be able to:
  1. Demonstrate competence in the mechanics of clear and concise writing.
  2. Use acceptable grammar, correct spelling, proper punctuation and appropriate style.
  3. Produce copy/scripts in the proper formats and styles common to 21st century media.
  4. Conduct research and apply results to written composition.
  
6. **COURSE CONTENT:**  
**Lecture Content:**
  - Media Writing Intro
    - The changing media landscape.
    - Working as a writer in media: the benefits, hazards, and deadlines.
    - Overview of styles and examples.
  - Basics of good storytelling
    - Elements of good stories - inverted pyramid.
    - Finding the focus or narrative thread.
  - Research and information gathering
    - Guidelines for interviewing.
    - News: sources, observation, using quotes and accuracy.
  - Clear and concise writing
    - Characteristics of strong, clear writing: word choice, flow, telling details.
    - Active verbs and concrete nouns.
    - Re-writing.
  - Responsibilities of writers
    - Writers and the law.
    - Ethical issues in writing for media.
    - Writing for a diverse audience - sensitive issues.
    - Avoiding stereotypical language.
  - Knowing your audience
    - Demographics and target groups.
    - Addressing your audience.

- The intersection of text, images, and sound
  - Employing visual images and sound in electronic media scripts.
  - Writing for the ear and eye.
- Style and Format for various types of media writing
  - News articles.
  - Radio: PSA/commercial.
  - TV scripts: sitcom, drama, news/magazine.
  - Advertisements (magazine, TV spot, banner ad)
  - Web sites: writing scannable text.
  - Press Releases and public relations.
  - Collaborative creative writing

#### 7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Critique
- C. Activity
- D. Discussion
- E. Other (Specify): Primary methods: Lecture and discussion with examples and demonstration of formats and styles. Writing and research assignments. Secondary methods: Readings from main text. Handouts, news clippings, guest speakers.

#### 8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

##### **Writing Assignments:**

Students write in several styles for various media, including writing objective journalism, personal blogs, reflective assignments, television scripts or original treatments. Writing assignments are assessed for application of key concepts, proper spelling, grammar and punctuation. Peer reviews of written work are also done.

##### **Reading Assignments:**

Readings are either handouts or online. As an example, students read about the ways in which various people groups should be referred to when writing about them.

#### 9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Exams/Tests
- D. Homework
- E. Papers
- F. Quizzes
- G. Writing assignments assessed for application of key concepts, proper spelling, grammar and punctuation. Peer reviews of written work.

#### 10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. James Stovall. *Writing for the Mass Media*, 9th ed. Pearson, 2014

**Origination Date:** October 2016

**Curriculum Committee Approval Date:** January 2017

**Effective Term:** Fall 2017

**Course Originator:** Michelle Brown