

Summer 2022

Online

Salem State
University

W-II

Writing for media



Course description.

This course covers the fundamentals of writing stories for print, digital, and emerging media. It will help students develop news writing skills across a broad range of topics for a variety of delivery platforms appropriate to both traditional and new journalism paradigms. Beat reporting, libel law, and ethical practices will also be addressed. Three lecture hours per week. Not open to students who have received credit for COM202.

Required texts.

Please see Canvas for all required

readings and course materials.

It is *highly* recommended you purchase a subscription to the AP Stylebook to succeed in this course.

Policies.

Communication

Please allow a 48-hour response time for me to reply to your emails. You may contact me via text message but please remember to include your name in the text.

Attendance

No attendance is taken.

Late Assignments

I will deduct up to 5 percent per day late for all late assignments. Any work that is not made up within 20 days of the original due date will not be accepted. No late assignments will be accepted after the last day of class.

Grading

I will not discuss any grades for any assignment on the day I post grades. All discussions will take place at least 24 hours after the grade is received. Each student is responsible for



contact
info

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Virtual Office Hours:
Tuesday 11am - 12pm
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grading

Activities	7%
Blog posts	10%
Multimedia Journalism	20%
Multimedia Advertising	20%
Multimedia Public Relations	20%
Website	10%
Peer Review	13%

completing all course requirements and for keeping up with all that goes on in the course.

Course assignments.

Class Activities

You will participate in various writing exercises, discussion board posts and timed writing quizzes that support course content and learning.

Writing Blog

Every week you will be required to practice reflexive writing and keep track of it in a private blog.

**KEEP
CALM**

AND



**write
something**

Multimedia Journalism

For this media field, you will write a 500-word news story with an accompanying 30-second audio clip; 30-second video clip; 3 images and captions; 2 Facebook, 2 Twitter, and 2 Instagram posts; and an information source list.

Multimedia Advertising

For this media field, you will select a business, organization or product and create a positioning document and 2 magazine ads with an accompanying 30-second audio clip; 30-second video clip; 3 images and captions; 2 Facebook, 2 Twitter, and 2 Instagram posts; and an information source list.

Multimedia Public Relations

For this media field, you will select an organization or business and create a positioning document and a 350- to 500-word press release with an accompanying 30-second audio clip; 30-second video clip; 3 images and captions; 2 Facebook, 2 Twitter, and 2 Instagram posts; and an information source list.



Website

By the end of the course, the final versions of all of your assignments will be published to a website you create and maintain over the course of class.

Peer Review

Over the course of the semester, you will be assigned a peer review partner for which you will be responsible for providing thoughtful and critical feedback to help them improve their writing.

Course goals.

G1. Build on knowledge gained in previous writing courses, specifically in terms of writing processes, writing conventions and an understanding of what writing is and does.

G2. Experience writing as a process.

G3. Use writing as a tool for learning and thinking about how to bring accuracy, brevity, clarity and media-specific style requirements to writing and communication.

Learning objectives.

LO1. Demonstrate the specific writing skills required in journalism, advertising and public relations.

LO2. Explain the unique communication characteristics of print, online and broadcast media, and the writing styles and formats that are most effective for each genre.

LO3. Employ the steps contributing to successful communication including research and information gathering, the creative process, planning, writing, and editing.

LO4. Write effectively and professionally for various purposes, genres and audiences.

LO5. Receive and respond to feedback from peers and instructor during the drafting and/or revision stages of the writing process.

LO6. Reflect on writing, writing processes, and relationships between writing and learning.

The fine print.

Academic Dishonesty Policy

Any act of academic dishonesty attempted by a Salem State University student is unacceptable and will not be tolerated. For more information, visit: <https://goo.gl/vGxy7V>

Reasonable Accommodation

Salem State University is committed to providing equal access to the educational experience for all students in compliance with Section 504 of The Rehabilitation Act and The Americans with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with the instructor immediately. Students with Disabilities who have not previously done so should provide documentation to and schedule an appointment with Disability Services and obtain appropriate services.

University Declared Critical Emergency

In the event of a University declared critical emergency, Salem State University reserves the right to alter this course plan. Students should refer to www.salemstate.edu for further information and updates. The course attendance policy stays in effect until there is a university declared critical emergency. In the event of an emergency, please refer to the alternative educational plans for this course located on Canvas. Students should review the plans and gather all required materials before an emergency is declared.

Title IX & Sexual Assault

The university recognizes that sexual misconduct and power-based violence (sexual assault, domestic violence, dating violence, stalking) is a very traumatic crime and as such it will endeavor to work with survivors to reduce fears and concerns regarding their personal safety. Any individual who believes they may have experienced sexual harassment, or any type of sexual aggression may receive important information and assistance regarding the university's policies and responsive processes. In addition, upon request, the student conduct office will make resources available regarding who can discuss the process and what it means. For a list of university resources, visit: <https://goo.gl/DatDcT>

COVID-19 Pandemic

Students must comply with the Covid-19 Health and Safety Protocols for the 2020-2021 Academic Year. This includes wearing masks in class and on campus in public spaces, practicing physical distancing where possible, including in class, engaging in a daily symptom check, notifying Counseling and Health Services at 978-542-6413 if they have any symptoms associated with COVID-19, and not coming to campus or to an in-person class if they have any of the symptoms related to COVID-19, until cleared by the Student Life Wellness Area. Students who have documented disabilities that may prevent them from complying with these policies are required to contact the Disability Services office.

Summer 2022 Tentative* Course Schedule

**This schedule is subject to change*

Date	Topic	Assignments Due
Week 1 The Writing Process		
7/11	Course Overview Process writing Blog writing	Weekly activities Weekly blog posts
Week 2 Media Writing & Websites		
7/18	Peer review strategies AP Style Website design and writing	Weekly activities Weekly blog posts
Week 3 Multimedia Journalism		
7/25	Writing news articles Creating audio and video story clips Writing for social media	Peer review Weekly blog posts Multimedia Journalism draft
Week 4 Multimedia Public Relations		
8/1	Writing press releases Creating audio and video news releases Persuading through social media	Peer review Weekly blog posts Multimedia Journalism final Multimedia PR draft
Week 5 Multimedia Advertising		
8/8	Creating advertisements Creating audio and video commercials Advertising online	Peer review Weekly blog posts Multimedia PR final Multimedia Advertising draft
Week 6 Law & Ethics		
8/15	Media law Media ethics	Peer review Weekly blog posts Multimedia Advertising final Final website
NO FINAL EXAM		