

## Master Syllabus

### JOU 2203 - Reporting & Writing for Media

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** Journalism

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Prerequisite(s):** JOU 2101

**Date Revised:** October 2013

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### Course Description:

Students will utilize and build upon basic journalistic principles from JOU 2101, including ethics and the changes and challenges today's journalists encounter. Report and write news stories for print and online news. Learn the basic skills for creating multimedia stories.

### General Education Outcomes:

- ▣ Written Communication Competency
- ▣ Critical Thinking/Problem Solving Competency
- ▣ Values/Citizenship/Community Competency
- ▣ Computer Literacy Competency
- ▣ Information Literacy Competency
- ▣ Oral Communication Competency

### Course Outcomes:

#### Online media

Report and write for online media.

**Assessment Method:** Performance appraisals

**Performance Criteria:** 70% or better on web blogs rubric.

**Assessment Method:** Simulations

**Performance Criteria:** 70% or better on an online story rubric.

#### Reporting and writing

Demonstrate enhanced skills in the essentials of news reporting and writing.

**Assessment Method:** Performance appraisals

**Performance Criteria:** 70% or better on news stories rubric.

#### Multimedia story-telling process

Create multi-layered online stories using a variety of multimedia storytelling techniques.

**Assessment Method:** Performance appraisals

**Performance Criteria:** 70% or better on multimedia stories utilizing a rubric.

#### Advanced journalistic principles

Utilize and build upon basic journalistic principles, including ethics, and the changes and challenges journalism is encountering in a variety of media platforms.

**Assessment Method:** Simulations

**Performance Criteria:** 70% or better on classroom activity rubrics.

### Outline:

Journalistic ethics, changes and challenges  
Good journalistic reporting and writing  
Online reporting  
Writing a blog  
Creating a slideshow  
Shooting video  
Creating a multimedia story