University of Arkansas - Fort Smith
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General Syllabus

MCOM 3613 Writing for New Media

Credit Hours: 3   Lecture Hours: 3   Laboratory Hours: 0

Prerequisite: MCOM 2613 Writing Across the Media

Effective Catalog: 2018-2019

I.   Course Information

A. Catalog Description
Methods of utilizing writing as a tool to transmit messages in a new media environment. The focus will be on emergent storytelling in both the current forms of online communication and the digital frontiers.

B. Additional Information – None

II.   Student Learning Outcomes

A. Subject Matter
Upon successful completion of this course, the student will be able to:

1. Produce writing for multiple forms of new media.
2. Demonstrate the differences and similarities between writing for social networking and other user generated media.
3. Describe how the online arena presents different challenges to writing than traditional outlets.
4. Prepare work to be used by different technological forms, understanding the strengths and limitations of each.
5. Utilize software tools to further increase the effectiveness of generated material.
6. Work in collaboration with designers, marketers, artists, and other team members to create a unified message.

B. University Learning Outcomes (ULO)
This course enhances student abilities in the following areas:

Analytical Skills
Critical Thinking Skills: Students will generate, analyze, and evaluate multiple forms of new media content and its delivery mechanisms.

Communication Skills (written and oral)
Students will communicate effectively with each other in the presentation of projects during publishing and discussion. Students will produce publishable texts targeted at specific delivery forms.

Ethical Decision Making
Students will reflect upon the ethics of writing, including issues of plagiarism, and co-authoring, as well as demonstrating authorial integrity.

III. **Major Course Topics**

    A. Emergent Media
    B. New Media forms and content
    C. Software Utilization
    D. Format-specific style guidelines
    E. Collaborative integration in development teams
    F. Research and creation of message
    G. Evaluation and Iterative production of material and content
    H. New Media Journalism
    I. Ethics in New Media Writing
    J. Fake News