

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913-3649**  
**479-788-7000**

**General Syllabus**

**MCOM 26103 Writing Across the Media**

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: MCOM 12003 Introduction to Media Communication

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

Preliminary instruction in writing for multiple old and new media outlets. Study in the principles of reporting information to the public, including news writing and interviewing, and journalistic style, in addition to the principles of visual rhetoric in order to produce multimedia texts for a variety of media outlets.

**B. Additional Information – None**

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Write effective news stories for a variety of media, including print, web, radio, and television.
2. Write effective news headlines for a variety of media.
3. Write, edit, prepare, and upload basic news stories for print, web, radio, and video outlets.
4. Demonstrate basic knowledge of visual rhetoric in a journalistic setting, including format, basic design, and the use of charts, graphs, photos, video, and images.

**B. University Learning Outcomes (ULO)**

This course enhances student abilities in the following areas:

**Analytical Skills**

**Critical Thinking Skills:** Students will examine the basic features of a variety of media venues to solve problems.

**Communication Skills (written and oral)**

Students will communicate effectively with each other in presentation of projects and in whole-group and small-group discussion. Students will produce publishable texts targeted at specific venues.

**Ethical Decision Making**

Students will learn the ethics of publication, including issues of dual submission, plagiarism, and co-authoring, demonstrating authorial integrity.

**III. Major Course Topics**

- A. Basic features of print, web, video, and audio news stories
- B. AP Style
- C. Headline writing
- D. Journalistic research
- E. Journalistic interview techniques
- F. Journalistic ethics
- G. Reporting techniques
- H. Writing for a variety of journalistic and promotional settings
- I. Basic teamwork in a journalistic or promotional setting
- J. Basic newsroom roles in a variety of journalistic or promotional settings

