

University of Arkansas – Fort Smith
5210 Grand Avenue
P. O. Box 3469
Fort Smith, AR 72913-3469
479-788-7000

General Syllabus

MCOM 38041 Publications Staff

Credit Hours: 1

Lecture Hours: 0

Laboratory Hours: 2

Prerequisite: Consent of instructor.

Effective Catalog: 2019-2020

I. Course Information

A. Catalog Description

Provides guidance while students learn to work as a team to publish student media.
May be taken for up to four credit hours.

B. Additional Information

None

II. Student Learning Outcomes

A. Subject Matter

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

1. Contribute successfully as a team to produce, edit, and publish student media.
2. Research, write, and contribute to news items.
3. Work within a team to edit their own and other's text.
4. Work with basic programs to prepare and upload text to a website.
5. Produce, prepare, upload, and place images and audio/video to the web using basic computer programs.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skill

Students will identify problems/issues and develop solutions/analysis. Students will analyze a variety of texts for their rhetorical and/or literary features, as well as analyze the rhetorical situation to which the texts they produce respond.

Communication Skills (written and oral)

Students will communicate proficiently. Students will practice communication skills through discussions, presentations, and a variety of required written assignments.

Ethical Decision Making

Students will model ethical decision-making processes. Students will practice critical response to the writing of others, responsible use of research materials and intellectual property, and the ethical use of persuasion.

Global & Cultural Perspectives

Students will reflect upon cultural differences and their implications for interacting with people from cultures other than their own. Students will analyze the rhetorical situation, produce texts for a variety of audiences, and avoid the use of biased language

III. Major Course Topics

- A. Teamwork in a publication setting
- B. Journalistic ethics in the state school setting
- C. Lead writing for the web
- D. Headline writing for the web
- E. Basic reporting, including research and interview skills
- F. Basic camera skills (video and still)
- G. Basic editing skills for text, images, and audio/video
- H. Basic computer skills for researching, preparing, and uploading of text, images, and audio/video
- I. Basic promotions.