Syllabus for
MMC 205—Writing for Mass Communication
3 Credit Hours
Summer 2006

I. COURSE DESCRIPTION

An advanced course in writing for mass media. Introduces complex concepts and methods of journalism for all areas of mass media, especially writing news and feature stories for print and writing for broadcast news, radio news, television and cable news, public relations, advertising, promotions and the web.
Prerequisites: MMC 104, MMC 107.
Course Fee: $20.

II. COURSE GOALS

This course is the second step in the student's evolution as a mass communications practitioner, designed to move beyond the basic core skills, attitudes, and understanding of the principles covered in its prerequisites MMC 104 and MMC 107. As such the student will gain an understanding of the stress depth of investigative reporting and/or feature writing, both for print and broadcast, and special writing needs of the mass media in radio and television, public relations, advertising and promotional copy writing and for the web.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course, the student will be able to do the following:

A. Perform news writing assignments in accordance with professional standards.

B. Select and pursue news stories for newspaper, radio, television, and public relations, develop advertising and web copy.

C. Discuss from a Christian perspective constraints to news reporting and writing, including laws, professional codes, rules, regulations, publishers policies, and ethical restraints.

D. Select a news topic that requires extensive research and interviewing and can be developed into a series of news or feature stories, an advertising campaign or web page.

E. Gather the information needed for the said story, feature, campaign or web page.

F. Organize the information in a coherent form to meet the needs of a selected audience.

G. Function in a professional news room at either a newspaper, radio station, television station, or in public relations and advertising offices or web design environment.

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H. Critique the writing of other journalists for content, form, style, and interest.

I. Continue spiritual development through class prayers and periodic discussions as to how Christianity may be applied to secular news media.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Materials
Textbooks
Stovall, James Glen (2002). Writing for the Mass Media. 5th Edition; Boston: Allyn & Bacon Publishers.

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding ePortfolio requirements. Students should consult the ePortfolio handbooks for requirements regarding general education and the students' majors.
   a. The penalty for not submitting electronically or for incorrectly submitting an ePortfolio artifact is a zero for that assignment.
   b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Department Policies and Procedures

1. **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced one letter grade for each hour's absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.
2. **Administratively Excused Absences**—Students who must miss class for University sponsored activities must follow these procedures:
   a. inform the professor before the event.
   b. arrange to complete missed work within one week.

c. not commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.

d. present an excuse, signed by the Dean of Arts and Sciences, the day the student returns.

3. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Therefore, tardies are calculated in the attendance provision for this course. Three tardies equal one absence and are included in the absences when determining the course grade. It is to the student's advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor's responsibility to stop the class to mark the student late; the student is the one responsible to convey that information following the class. Students should not expect to be credible the following class session concerning a late arrival on a previous day.

4. **Late Work**—The student is responsible for obtaining class assignments and material covered during an absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. If late work is accepted, a substantial penalty will be assessed.

5. **Literacy**—The Communication Arts Department does not accept for credit any written assignment that contains more than an average of three grammatical and/or typographical errors per page.

6. **ePortfolio—**Refer to the Communication Arts ePortfolio handbook for ePortfolio policies at (http://oru.edu), click on **Academics**, then **ePortfolio**, then **Department Resources**, then **Communication Arts Handbook HTML**.

C. Course Policies and Procedures

1. Evaluation Procedures

a. 20%--chapter quizzes and in-class activities

b. 80%--major projects

2. ePortfolio Requirements: students are responsible for including these portfolio items.

a. News Release and Radio Show.

b. Artifacts not submitted electronically or incorrectly submitted receive a zero for that assignment.

3. Other Policies and/or Procedures

a. MMC 104 and MMC 107 must be completed, and within the first year two semesters of enrollment prior to enrolling in MMC 205.

b. Minimum typing ability is required and/or familiarity with personal computer system. All stories submitted must follow journalism style and be typed. No handwritten copy will be accepted.

c. All examinations must be taken on the day scheduled.

d. Late assignments and late quizzes earn 10% per day penalty for up to three school calendar days.

e. Assignments handed in later than three days past the due date will earn a zero.

f. Any examination not taken at the scheduled time due to an excused absence must be made up at a time arranged with or by the instructor. Generally, tests missed for an unexcused absence cannot be made up.

The University's $15.00 late-test fee must be paid in advance.

VI. COURSE CALENDAR

Days	Topic	Chapter(s)
1	Writing in the Media Environment	4
2	Writing in the Media Environment (cont)	4
3	Writing for Print	5
4	Writing for Print (cont)	5
5	Writing for Print (cont)	5
6	Writing for the Web	6
7	Writing for Broadcast	7
8	Writing for Broadcast (cont)	7
9	Writing for Broadcast (radio)	7
10	Writing for Broadcast (TV)	7
11	Writing for Advertising	8
12	Writing for Advertising (cont)	8
13	Writing for Advertising (cont)	8
14	Writing for Public Relations	9
15	Writing for Public Relations (cont)	9
16	Writing for Public Relations (cont)	9

Course Inventory for ORU's Student Learning Outcomes

MMC 205—Writing for Communication
Summer 2006

This course contributes to the ORU student learning outcomes as indicated below:
Significant Contribution – Addresses the outcome directly and includes targeted assessment.
Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.
Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at http://ir.oru.edu/doc/glossary.pdf defines each outcome and each of the proficiencies/capacities.

	OUTCOMES & Proficiencies/Capacities	Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	**Outcome #1 – Spiritually Alive** Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit		X		
1C	Evangelistic capability			X	
1D	Ethical behavior		X		
2	**Outcome #2 – Intellectually Alert** Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy		X		
2C	Global & historical perspectives			X	
2D	Aesthetic appreciation		X		
2E	Intellectual creativity		X		
3	**Outcome #3 – Physically Disciplined** Proficiencies/Capacities				
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
4	**Outcome #4 – Socially Adept** Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills		X		
4C	Appreciation of cultural & linguistic differences			X	
4D	Responsible citizenship			X	
4E	Leadership capacity			X	