

# ENGL-115: INTRODUCTION TO MEDIA WRITING

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## Effective Term

Fall 2023

## CC Approval

3/17/2023

## AS Approval

4/11/2023

## BOT Approval

4/20/2023

## COCI Approval

5/12/2023

## SECTION A - Course Data Elements

### CB04 Credit Status

Credit - Degree Applicable

### Discipline

Minimum Qualifications	And/Or
English (Master's Degree)	Or
Journalism (Master's Degree)	

### Subject Code

ENGL - English

### Course Number

115

### Department

English (ENGL)

### Division

Language and Developmental Studies (LADS)

### Full Course Title

Introduction to Media Writing

### Short Title

Introduction to Media Writing

### CB03 TOP Code

1501.00 - English

### CB08 Basic Skills Status

NBS - Not Basic Skills

### CB09 SAM Code

E - Non-Occupational

### Rationale

Analysis of media content and instruction in non-fiction writing. The course helps students develop skills for career opportunities in professional writing.

## SECTION B - Course Description

### Catalog Course Description

This course teaches theory and practice of writing news and feature stories using accepted journalistic practices, including common story structures, interview strategies, legal and ethical issues, grammar, and style.

## SECTION C - Conditions on Enrollment

### Open Entry/Open Exit

No

### Repeatability

Not Repeatable

### Grading Options

Letter Grade or Pass/No Pass

### Allow Audit

Yes

## Requisites

## SECTION D - Course Standards

### Is this course variable unit?

No

### Units

3.00000

### Lecture Hours

54

### Outside of Class Hours

108

### Total Contact Hours

54

### Total Student Hours

162

## Distance Education Approval

### Is this course offered through Distance Education?

Yes

### Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent

## SECTION E - Course Content

### Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:	
1.	Analyze newspaper and feature writing.
2.	Compose news and feature stories for a variety of platforms and edit applying journalistic standards.

## Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Understand the fundamentals of news and feature stories.
2.	Develop critical thinking in the exercise of news judgment, accuracy, and objectivity in the gathering and writing of news and features.
3.	Develop knowledge of journalistic standards in ethics, balance of coverage, legal constraints, accuracy, style, and the mechanics of clear and concise writing.
4.	Distinguish between fact and opinion both in reporting and writing.
5.	Develop interview questions, both closed and open-ended, and use these to conduct interviews with sources.
6.	Write simple leads and news stories using common story structures, such as the inverted and other formats, utilizing Associated Press style.
7.	Compose a feature story, such as a profile, critical review, opinion column, travel feature, or trend story.

## Course Content

- Analyzing news stories and feature stories
- Writing news and features stories under deadline
- Writing leads
- Writing for multiple platforms
- Qualities of good writing
- Using AP Style
- Conciseness and grammar rules
- Identifying and interviewing sources
- Observation, listening, and note-taking
- Developing and evaluating story ideas
- Establishing a theme
- Descriptive and narrative techniques
- Research methods
- Understanding how text, audio, and video work together
- Understanding libel and privacy laws
- Ethical issues in journalism
- Bias and distortion in newswriting

## Methods of Instruction

### Methods of Instruction

Types	Examples of learning activities
Lecture	Lectures combined with multi-media.
Discussion	Discussions of major topics.
Visiting Lecturers	Discussions or demonstrations.
Activity	Activities for developing interview questions.
Workshop	Workshops critiquing writing samples.
Group Work	Collaborative evaluation of story ideas and balancing coverage.
Other	Other methods include, but are not limited to: presentations on news and feature writing examples, interview strategies, practice in lead writing, library research, ethics, film and video, and other media literacy skills.

### Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards  
 Chat Rooms  
 Discussion Boards  
 E-mail Communication  
 Telephone Conversations  
 Video or Teleconferencing

### Student-Initiated Online Contact Types

Chat Rooms  
 Discussions

**Course design is accessible**

Yes

**Methods of Evaluation****Methods of Evaluation**

Types	Examples of classroom assessments
Class Participation	
Homework	
Portfolios	
Projects	
Skills Demonstration	
Other	Multiple methods of evaluating and measuring student writing and critical thinking skills will be used in this course, including writing assignments such as practices in lead writing, writing interview questions and writing 1-2 page news and feature articles; discussions on textbook readings and example writings; projects such as creating or contributing to a print or online portfolio of work.

**Assignments****Reading Assignments**

A. Readings from textbooks and model stories (10-30 pages per week).

**Writing Assignments**

A. Writing Exercises: activities intended to teach students how to compose a news or feature story.

B. Interviews: interview a class member and write a profile of the student

C. News and Feature Writing: Students will write five to six original articles (1-2 pages) that may be published online.

**Other Assignments**

A. Projects: produce a portfolio or contribute to the production of a newsletter or magazine.

B. Discussions: responses to readings from textbooks and model stories.

**SECTION F - Textbooks and Instructional Materials****Material Type**

Textbook

**Author**

James G. Stovall

**Title**

Writing for the Mass Media

**Publisher**

Pearson

**Year**

2021

**Material Type**

Textbook

**Author**

Missouri Group

**Title**

News Reporting and Writing

**Edition/Version**

13th

**Publisher**

Bedford/St. Martin's

**Year**

2020

**Material Type**

Manual

**Author**

Associated Press

**Title**

Associated Press Stylebook

**Publisher**

Basic Books

**Year**

2020

**Material Type**

Textbook

**Author**

Ed. Sid Holt

**Title**

The Best American Magazine Writing 2022

**Publisher**

Columbia University Press

**Year**

2022

**Proposed General Education/Transfer Agreement****Do you wish to propose this course for a Local General Education Area?**

Yes

**Proposed Local General Education Area**

Local GE Area	Proposed To
Local GE Area C: Humanities	Add

**Do you wish to propose this course for a CSU General Education Area?**

Yes

**Proposed CSU General Education Area**

CSU GE Area	Proposed To
CSU GE Area C2: Humanities, Literature, Philosophy, Language other than English	Add

**Do you wish to propose this course for a UC Transferable Course Agreement (UC-TCA)?**

Yes

**Do you wish to propose this course for an IGETC General Education Area?**

Yes

**Proposed IGETC General Education Area**

IGETC Area	Proposed To
IGETC Area 3A: Arts	Add

**Course Codes (Admin Only)****ASSIST Update**

No

**CB10 Cooperative Work Experience Status**

N - Is Not Part of a Cooperative Work Experience Education Program

**CB11 Course Classification Status**

Y - Credit Course

**CB13 Special Class Status**

N - The Course is Not an Approved Special Class

**CB23 Funding Agency Category**

Y - Not Applicable (Funding Not Used)

**CB24 Program Course Status**

Program Applicable

**Allow Pass/No Pass**

Yes

**Only Pass/No Pass**

No

**Reviewer Comments****Robert Van Der Velde (robert.vandervelde) (Thu, 19 Jan 2023 23:20:13 GMT):** Rollback: Returned to add Journalism to Discipline**Stacey Howard (showard) (Fri, 24 Feb 2023 21:39:38 GMT):** Rollback: Planning to submit new course for C-ID JOUR 111 descriptor. Minor suggestions to align more precisely with descriptor provided to faculty for editing.**krhyno (Sat, 25 Feb 2023 00:34:59 GMT):** Rollback: See comments in email!**Seth Anderson (sethe.anderson) (Thu, 09 Mar 2023 23:02:22 GMT):** Changed to English TOP code (as directed by Christine Pruitt) to match ENGL 116