

**Clackamas Community College**  
Online Course/Outline Submission System

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### Section #1 General Course Information

**Department:**Journalism

**Submitter**

First Name: Melissa

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**Course Prefix and Number:**J - 216

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**# Credits:**4

**Contact hours**

Lecture (# of hours): 44

Lec/lab (# of hours):

Lab (# of hours):

Total course hours: 44

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

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**Course Title:**Writing for Media

**Course Description:**

Introduces students to the fundamentals of writing for various media including journalism, public relations and other communications-related fields. Topics include news gathering, interviewing and media law, with an emphasis on writing for print, broadcast, the web and social media.

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**Type of Course:**Lower Division Collegiate

**Is this class challengeable?**

**No**

**Can this course be repeated for credit in a degree?**

**No**

Is general education certification being sought at this time?

**No**

Does this course map to any general education outcome(s)?

**Yes**

**Check which General Education requirement:**

✓ **Writing**

✓ **Arts and Letters**

Is this course part of an AAS or related certificate of completion?

**Yes**

**Name of degree(s) and/or certificate(s):**Digital Multimedia Communications

Are there prerequisites to this course?

**No**

Are there corequisites to this course?

**No**

Are there any requirements or recommendations for students taken this course?

**Yes**

**Recommendations:**Pass RD-090 or placement in RD-115; pass WR-095 or placement in WR-121

**Requirements:**None

Are there similar courses existing in other programs or disciplines at CCC?

**No**

Will this class use library resources?

**No**

Is there any other potential impact on another department?

**No**

Does this course belong on the Related Instruction list?

**No**

**GRADING METHOD:**

A-F or Pass/No Pass

**Audit:Yes**

When do you plan to offer this course?

✓ Fall

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

**No**

Will this course appear in the college catalog?

**Yes**

Will this course appear in the schedule?

**Yes**

**Student Learning Outcomes:**

Upon successful completion of this course, students should be able to:

1. analyze the changes in journalism and public relations over time, including the study of historical figures in the professions to the emergence of online components of each in the digital age;
  2. practice journalism and public relations, including conducting interviews, performing research and writing fact-based articles that help the writer and readers engage in the world around them; (WR1, AL1, AL2)
  3. research subject matter, collect information and write news articles, news releases and online posts on deadline; (WR2, AL1)
  4. plan, schedule and conduct an interview;
  5. collect and interpret information for use in informing the public through news or public relations, (WR3)
  6. apply various writing styles to different subject matters in different media, including print, broadcast, the web and social media; (WR1)
  7. compare local, national and international media campaigns including print, online and broadcast; (AL2)
  8. copyedit stories according to Associated Press style, as used in journalism and public relations industries;
  9. evaluate information for use in releasing information to the public for use in news, marketing and public relations;
  10. evaluate the laws of libel and copyright and apply them to works in progress as well as to published materials,
  11. analyze current news stories in local, national and international media, both online and in print, and evaluate them for quality, balance and ethics.(AL2)
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**AAOT/ASOT GENERAL EDUCATION OUTCOMES  
COURSE OUTLINE MAPPING CHART**

**Mark outcomes addressed by the course:**

- Mark "C" if this course completely addresses the outcome. Students who successfully complete this course are likely to have attained this learning outcome.
- Mark "S" if this course substantially addresses the outcome. More than one course is required for the outcome to be completely addressed. Students who successfully complete all of the required courses are likely to have attained this learning outcome.
- Mark "P" if this course partially addresses the outcome. Students will have been exposed to the outcome as part of the class, but the class is not a primary means for attaining the outcome and assessment for general education purposes may not be necessary.

***As a result of completing the AAOT/ASOT general education requirements, students will be able to:***

**WR: Writing Outcomes**

- P** 1. Read actively, think critically, and write purposefully and capably for academic and, in some cases, professional audiences.
- P** 2. Locate, evaluate, and ethically utilize information to communicate effectively.
- P** 3. Demonstrate appropriate reasoning in response to complex issues.

**SP: Speech/Oral Communication Outcomes**

1. Engage in ethical communication processes that accomplish goals.
2. Respond to the needs of diverse audiences and contexts.
3. Build and manage relationships.

**MA: Mathematics Outcomes:**

1. Use appropriate mathematics to solve problems.
2. Recognize which mathematical concepts are applicable to a scenario, apply appropriate mathematics and technology in its analysis, and then accurately interpret, validate, and communicate the results.

**AL: Arts and Letters Outcomes**

- S** 1. Interpret and engage in the Arts & Letters, making use of the creative process to enrich the quality of life.
- S** 2. Critically analyze values and ethics within range of human experience and expression to engage more fully in local and global issues.

**SS: Social Science Outcomes**

1. Apply analytical skills to social phenomena in order to understand human behavior.
2. Apply knowledge and experience to foster personal growth and better appreciate the diverse social world in which we live.

**SC: Science or Computer Science Outcomes**

1. Gather, comprehend, and communicate scientific and technical information in order to explore ideas, models, and solutions and generate further questions.
2. Apply scientific and technical modes of inquiry, individually, and collaboratively, to critically examine the influence of scientific and technical knowledge on human society and the environment.

3. Assess the strengths and weaknesses of scientific studies and critically examine the influence of scientific and technical knowledge on human society and the environment.

**CL: Cultural Literacy Outcome**

1. Identify and analyze complex practices, values, and beliefs and the culturally and historically defined meanings of difference.

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**Outcomes Assessment Strategies:**

- ✓ **General Examination**
- ✓ **Presentations**
- ✓ **Thesis/Research Project**
- ✓ **Writing Assignments**
- ✓ **Industry Standards**
- ✓ **Journal Writing**

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**Major Topic Outline:**

1. News gathering techniques.
2. Story idea generation.
3. Journalism ethics.
4. Associated Press style.
5. Interviewing.
6. News writing.
7. Broadcast/Multimedia reporting.
8. Public Relations.
9. Social Media.
10. Marketing.
11. Current events.
12. Photojournalism.
13. Copy editing.
14. Writing for the Internet.
15. Media law.
16. Journalism rights and responsibilities.
17. Copyright.
18. Libel.

**Does the content of this class relate to job skills in any of the following areas:**

- |                                      |           |
|--------------------------------------|-----------|
| 1. Increased energy efficiency       | <b>No</b> |
| 2. Produce renewable energy          | <b>No</b> |
| 3. Prevent environmental degradation | <b>No</b> |
| 4. Clean up natural environment      | <b>No</b> |
| 5. Supports green services           | <b>No</b> |

Percent of course:0%

**Section #2 Course Transferability**

Concern over students taking many courses that do not have a high transfer value has led to increasing attention to the transferability of LDC courses. The state currently requires us to certify that at least one OUS school will accept a new LDC course in transfer. Faculty should communicate with colleagues at one or more OUS schools to ascertain how the course will transfer by answering these questions.

1. Is there an equivalent lower division course at the University?
2. Will a department accept the course for its major or minor requirements?
3. Will the course be accepted as part of the University's distribution requirements?

If a course transfers as an elective only, it may still be accepted or approved as an LDC course, depending on the nature of the course, though it will likely not be eligible for Gen Ed status.

Which OUS schools will the course transfer to? (Check all that apply)

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| ✓ EOU (Eastern Oregon University) | ✓ PSU (Portland State University)  |
|                                   | ✓ SOU (Southern Oregon University) |
| ✓ OSU (Oregon State University)   | ✓ UO (University of Oregon)        |
|                                   | ✓ WOU (Western Oregon University)  |

Identify comparable course(s) at OUS school(s)

OSU: Writing for Media; EOU: News Writing I; SOU: Journalistic Writing; WOU: News Writing; PSU: Introduction to News Writing; UO: Reporting I;

How does it transfer? (Check all that apply)

- ✓ required or support for major
- ✓ general elective
- :

Provide evidence of transferability: (minimum one, more preferred)

✓ Other. Please explain.

Historically the reporting course, which this course is a modification of, has transferred to Oregon's 4-year schools. I will be corresponding with the four-year schools to ensure that the modified course continues to transfer.

First term to be offered:

Specify term: Fall 2014

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