

Prepared by the Department of Arts & Communication

Date of Departmental Approval: February 4, 2013

Date approved by Curriculum and Programs: February 25, 2013

Effective: Fall 2013

**1. Course Number: COM208**

**Course Title: Broadcast Writing and Presentation**

**2. Description:** This course is designed to give students a full understanding of how to write for broadcast media, and the skills needed to read copy on the air. Topics covered include news writing, sports writing, commercial writing, public service announcements, editorial writing, as well as questions of news standards, practices, and ethics. Students master writing on deadline, fact checking, and delivering copy in written and verbal form.

**3. Student Learning Outcomes (instructional objectives: intellectual skills):**

Upon successful completion of this course, students are able to do the following.

- Apply industry standards to writing for all forms of broadcast
- Express ideas clearly and cogently both in written and verbal formats
- Apply standards of journalistic ethics, including ethical decision-making and the potential ramifications to the community through writing assignments
- Use industry standard language through exercises and activities that explain the influence and power of language
- Prepare a news and information presentation
- Present practical knowledge of current radio broadcast technology, and explain how that technology improves communication and information management

**4. Credits:** 3 credits

**5. Satisfies General Education Requirement:** No

**6. Prerequisite:** ENL101

**7. Semester Offered:** Varies

**8. Suggested General Guidelines for Evaluation:**

Students are evaluated on their ability to:

- write for a variety of purposes and audiences
- meet deadlines for all assignments
- participate fully in class discussions and peer evaluations
- utilize critical and creative thinking skills in such areas as the study of language, the use of persuasion and how to evaluate arguments, and information literacy.

**9. General Topical Outline (Optional):**

- Writing for news broadcast, sports writing, commercial writing, PSAs, and editorials
- On air techniques
- Mastery of communicating written words in a verbal medium