Eastern Illinois University
Revised Course Proposal
JOU 2101, Writing for News Media

Banner/Catalog Information (Coversheet)

1. ___New Course or ___x___ Revision of Existing Course

2. Course prefix and number: _JOU 2101________________________________________________

3. Short title: _Writing for News Media________________________________________________

4. Long title: _Writing for News Media________________________________________________

5. Hours per week: _2_ Class _2__ Lab _3__ Credit

6. Terms: _x_ Fall __x_ Spring ___ Summer ___ On demand

7. Initial term: _x_ Fall __x_ Spring ___ Summer Year: _2015___

8. Catalog course description: _This course introduces students to the study and practice of gathering, organizing and writing information for multiple news media platforms. WC____________________

9. Course attributes:

   General education component: _________________________________________________

   ___ Cultural diversity _ __ Honors ___x_ Writing centered ___ Writing intensive ___Writing active

10. Instructional delivery

    Type of Course:

    ___ Lecture ___ Lab _x__ Lecture/lab combined ___ Independent study/research

    ___ Internship ___ Performance ___ Practicum/clinical ___ Other, specify: ________________

    Mode(s) of Delivery:

    ___x_ Face to Face ___ Online ___ Study Abroad

    ___ Hybrid, specify approximate amount of on-line and face-to-face instruction________________

11. Course(s) to be deleted from the catalog once this course is approved. _None

12. Equivalent course(s): _n/a____________________________________________________

   a. Are students allowed to take equivalent course(s) for credit? ___ Yes ___x__ No

13. Prerequisite(s): ___ENG 1001 and/or ENG 1002 (see note on 13.B)_______________

   a. Can prerequisite be taken concurrently? ___ Yes ___x__ No
b. Minimum grade required for the prerequisite course(s)? A grade of ‘B’ or better in ENG 1001, or a grade of ‘C’ or better in both ENG 1001 and ENG 1002.

c. Use Banner coding to enforce prerequisite course(s)? Yes No

d. Who may waive prerequisite(s)?

No one Chair Instructor Advisor Other (specify)

14. Co-requisite(s): n/a

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: n/a

b. Degrees, colleges, majors, levels, classes which may not take the course: n/a

16. Repeat status: May not be repeated May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: n/a

18. Grading methods: Standard CR/NC Audit ABC/NC

19. Special grading provisions:

Grade for course will not count in a student’s grade point average.

Grade for course will not count in hours toward graduation.

Grade for course will be removed from GPA if student already has credit for or is registered in:

Credit hours for course will be removed from student’s hours toward graduation if student already has credit for or is registered in:

20. Additional costs to students:

Supplemental Materials or Software Course Fee  Yes, Explain if yes

21. Community college transfer:

A community college course may be judged equivalent.

A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.
Rationale, Justifications, and Assurances (Part I)

1. _x_ Course is required for the major(s) of _Journalism_ ______________________________________________________________________
   _x_ Course is required for the minor(s) of _Journalism, Sports Media Relations, Public Relations_ ______________________________________________________________________
   _x_ Course is required for the certificate program(s) of _Professional Writing_ ______________________________________________________________________
   ___ Course is used as an elective

2. **Rationale for proposal**: We’re updating course to reflect changes in the news media profession.

3. **Justifications for (answer N/A if not applicable)**
   - Similarity to other courses: n/a
   - **Prerequisites**: ENG 1001 and 1002 are required as prerequisites to assure a degree of writing proficiency prior to taking the course. Students who earn a B or better in ENG 1001 are eligible to take this course as well.
   - **Co-requisites**: n/a
   - **Enrollment restrictions**: n/a
   - **Writing active, intensive, centered**: Centered. In this course, students will write at least several published stories in student media of lengths varying, typically, from 400-800 words. In addition, they will write weekly during classes, crafting stories based both upon handouts and on their own original reporting. Tests will also rely heavily upon writing and reporting.

4. **General education assurances (answer N/A if not applicable)**
   - **General education component**: n/a
   - **Curriculum**: n/a
   - **Instruction**: n/a
   - **Assessment**: n/a

5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**
   - **Online or hybrid delivery justification**: n/a
   - **Instruction**: n/a
   - **Integrity**: n/a
   - **Interaction**: n/a

Model Syllabus (Part II)

(see next several pages)
Please include the following information:

1. Course number and title: JOU 2101 (Writing for News Media)
2. Catalog description: This course introduces students to the study and practice of gathering, organizing and writing information across multiple news media platforms. WC
3. Learning objectives:
   • To seek, gather and evaluate information and knowledge through a concentration on writing, reporting, interviewing and observing in order to present information across multiple media platforms (print, digital, broadcast, social media and emerging media) and genres (news reporting, public relations). (Learning Goals: CT 2-3, WR 104, 5-7, SL 1, 2, 4 and RC 1)
   • To engage with diverse ideas, individuals, groups and cultures in order to create and present information accurately and fairly across multiple media platforms and genres. (Learning Goals: CT 1, WR 1, SL 2-7, RC 1)
   • To create news reports that are well-organized, focused and cohesive, that apply critical thinking and numerical literacy, and that properly implement Associated Press Style, grammar, spelling, word usage, and sentence structure. (Learning Goals: WR 1-7)
   • To evaluate news media’s impact and obligations in a diverse, multicultural society and a global world. (Learning Goals: CT 4-6, RC 2)
   • To explore the news media’s ethical responsibilities to society, and to comprehend legal and ethical issues affecting news media professionals. (CT 5, WR 6, RC 1-4)
5. Weekly outline of content:

   Week 1 What is news? Define news elements and evaluate the news media’s impact and obligations in a diverse, multicultural society and a global world. Introduce Associated Press Style and grammar (AP Style will be reviewed, practiced during weekly discussions and exercises.)

   Week 2 News writing style: Writing clearly, objectively, ethically, and sensitively in order to create and present information accurately and fairly across multiple media platforms and genres.

   Week 3 Law and Ethics: Introduce basics of libel, open records laws and Society of Professional Journalists Code of Ethics. Address case studies involving basic law and ethics issues.

   Weeks 4, 5 Leads: Writing effective introductions for breaking news, meetings, speeches, and features that keep audiences reading, listening and viewing.

   Weeks 6 Story structure: Address effective approaches for organizing, structuring and presenting stories, such as inverted pyramid and narrative styles, for print and digital that are well-organized, focused, and cohesive and that apply proper use of Associated Press Style, grammar, spelling, word usage, and sentence structure.
Week 7  Interviewing: Seek, gather and evaluate information and knowledge gained by interviewing diverse individuals, groups and cultures. Address how to attribute information and evaluate quotations.

Week 8  Writing about numbers: Calculate percentages, ratios and other relationships among numbers in order to evaluate them and clearly convey their meaning to a news media audience.

Weeks 9  Covering speeches and meetings: Seek, gather and evaluate information and knowledge presented at scheduled events in order to create news reports that are well-organized, focused, balanced, and cohesive.

Week 10,11  Understanding and Using the Internet: How to seek, gather and evaluate information found on the Internet. Address best approaches for e-mail interviews.

Weeks 12, 13  Writing for broadcast: Thinking, writing, and presenting news information for viewers and listeners. Students will write a news story for broadcast.

Weeks 14, 15  Writing for public relations: Thinking, writing and presenting information that advocates a point of view and solicits coverage or support related to issues, events or individuals.

Week 16  Finals

6. Assignments and evaluation, including weights for final course grade:
   - Assignments and quizzes = 40%
   - Original news stories = 40%
   - Attendance = 10%
   - Final exam = 10%

7. Grading scale:
   - A = 90-100%
   - B = 80-89.9%
   - C = 70-79.9%
   - D = 60-69.9%
   - F = below 60%

8. Correlation of learning objectives to assignments and evaluation:

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<th>To seek, gather and evaluate information and knowledge through a concentration on writing, reporting, interviewing and observing in order to present information across multiple media platforms (print, digital, broadcast, social media and emerging media) and genres (news reporting, public relations). Learning Goals: CT 2, 3; WR 1-4, 5, 7; SL 1, 2, 4; RC 1</th>
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To engage with diverse ideas, individuals, groups and cultures in order to create and present information accurately and fairly across multiple media platforms and genres. **Learning Goals: CT 1, WR 1, SL 2-7, RC 1**

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<th>To create news reports that are well-organized, focused, and cohesive and that apply proper use of Associated Press Style, grammar, spelling, word usage, and sentence structure. <strong>Learning Goals: WR 1-7</strong></th>
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To evaluate news media’s impact and obligations in a diverse, multicultural society and a global world. **Learning Goals: CT 4-6, RC 2**

| X |
| X |
| X |
| X |

To explore the news media’s ethical responsibilities to society, and to comprehend legal and ethical issues affecting news media professionals. **Learning Goals: CT 5, WR 6, RC 1-4**

| X |
| X |
| X |
| X |

Students will complete exercises in class labs, which will be evaluated by the instructor, in order to apply skills, principles and approaches learned in class. Students will also report and write original stories that will be published in student or professional media so students can gain practical, hands-on experience in all facets of news reporting and writing. Finally, students will practice their skills and apply their knowledge on a final exam.

**Date approved by the department or school:** Nov. 17, 2014
**Date approved by the college curriculum committee:** Dec. 3, 2014
**Date approved by the Honors Council (if this is an honors course):**
**Date approved by CAA:** Feb. 12, 2015
**CGS:** Not applicable