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DATE REVIEWED: 2002, 2014  
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**Alabama**  
**Department of**  
**Postsecondary Education**

***Representing Alabama's Public Two-Year College System***

***Jefferson State Community College***

**MCM 102**  
**Writing for the Media**

- I. MCM 102 Writing for the Media – 3 Semester Hours; 3 Contact Hours**
- II. Course Description**  
Introduction to the technique, form, style, and content of writing for the mass media, with attention to the various formats used in journalism, telecommunications, advertising, public relations and Internet communications.
- III. Prerequisite**  
None
- IV. Textbook**  
Stovall. *Writing for the Mass Media*. current edition. Pearson
- V. General Course Competencies**
- A. The student will develop basic competence in journalistic and related styles.
  - B. The student will demonstrate basic understanding of print publication, television, and digital layout, format, and graphics.
  - C. The student will demonstrate basic understanding of operational considerations affecting broadcast, print, and digital properties.
- VI. Course Objectives stated in Performance Terms**  
During the course, the student will do the following under the guidance of the instructor:
- A. Develop basic competence in journalistic and related styles
    - 1. Utilize journalistic style and conventions in written assignments
    - 2. Utilize AP style correctly in written assignments
    - 3. Gather information by researching and/or interviewing subjects on relevant topics
    - 4. Report an objective news story using credible sources
    - 5. Compose articles, scripts, public relations, and similar public statements

- B. The student will demonstrate basic understanding of print publication, television, and digital layout, format, and graphics:
  - 1. Basic concepts of photojournalism
  - 2. Broadcast copy preparation
  - 3. Characteristics of feature writing
  - 4. Ethics of editing
- C. The student will demonstrate basic understanding of operational considerations affecting broadcast, print, and digital properties:
  - 1. Duties of the editor of a newspaper, TV station, or radio station
  - 2. Duties of various subordinate editors
  - 3. Duties of reporters and photographers
  - 4. Students will critique one's own and/or other students' efforts, in a seminar style, or corresponding to professional media staff meetings

**VII. Class Activities**

- A. Written assignments/projects
- B. Lectures and guest speakers
- C. Class discussion and critiques
- D. Possible off-campus meetings or visits to broadcast stations
- E. Examinations

**VIII. Evaluations**

The student's grade will be based primarily on class assignments/projects, developed upon in-class discussion and instructor guidance. Grades for out-of-class assignments and for participation in class discussion will be factored into student's grade. There will be two exams, a mid-term and a final. A student must achieve an average of at least 60% in order to pass the course.

**Grading Scale**

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = 59% and below

**IX. Attendance**

Class attendance is an essential part of the educational process at Jefferson State, and students are expected to attend all classes for which they are registered to facilitate their academic success. In general, academic performance is impacted by the number of classes a student attends. Financial Aid and other scholarship programs may require stringent attendance. Student absences in all courses (traditional, hybrid, online, etc.) are calculated from the first official day of class. Attendance in Internet and/or Hybrid courses is based on documentable participation in class activities, such as interacting with the instructor and with enrolled students, attending required on-campus meetings and/or submitting course assignments. If a student has excessive absences and is in jeopardy of failing the course, she/he is encouraged to consult with the instructor. Instructors will not withdraw students for any reason. If a student fails to officially withdraw from a course, this failure could result in a grade of "F". Students receiving financial aid or scholarships

should consult the Financial Aid Department or their scholarship coordinator to determine how an “F” or “W” may affect their tuition assistance. Students withdrawing from a course after the Withdrawal date has passed will receive a WP (withdraw passing) or a WF (withdraw failing) in the course.

**X. Statement on Discrimination/Harassment**

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual’s race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

**XI. Americans with Disabilities**

Jefferson State Community College is compliant with Section 504 of the Rehabilitation Act of 1973 and with the Americans with Disabilities Act of 1990 as amended in 2008. Students having known disabilities requiring academic accommodations should contact the ADA Accommodations Office for an appointment ([arsherman@jeffersonstate.edu](mailto:arsherman@jeffersonstate.edu)) or 205-856-6077.

**XII. Assessment of Student Learning Outcomes**

Direct assessments will be made in accordance with the current class Student Learning Outcomes (SLO). This assessment will not be used to figure grades for the class, but will be used to determine class success within current SLO addressed areas. Direct assessment SLO will change every three year cycle.