



Course Outline

Catalog Information:

DMEDIA 2

Writing for Digital Media

3.000 Units

This course is designed to offer the student fundamental instruction in writing for digital media. Topics covered include writing for the following mediums: television, film, social media, and online news channels. Focus will be on complementing writing with digital content production. Emphasis on preparing scripts in proper formats, including fundamental technical, conceptual and stylistic issues related to writing fiction and non-fiction scripts for informational and entertainment purposes in film and electronic media. Journalistic principles and styles will be covered, as well as technical writing for corporate communications, public information, advertising, and marketing. Study of legal and ethical issues pertaining to media writing will also be examined. (CSU)

Requisites:**Lecture Hours Per Week:**

Min Hours: 3.000 Max Hours: 3.000

Lecture Hours Per Semester:

Min Hours: 48.000 Max Hours: 54.000

Lab Hours Per Week:

Min Hours: 0.000 Max Hours: 0.000

Lab Hours Per Semester:

Min Hours: 0.000 Max Hours: 0.000

Outside-of-Class Hours Per Semester:

Min Hours: 96.000 Max Hours: 108.000

Total Student Learning Hours Per Semester:

Min Hours: 144.000 Max Hours: 162.000

Course Repeatability: No**Course Objectives:**

Upon successful completion of this course, the student will be able to:

1. Solve problems related to identifying, locating and obtaining information from a variety of sources.
2. Synthesize the proper approach to the category of an assignment: news, feature, sports, editorial, public relations, and advertising, differentiating between each.
3. Determine proper voice and structure for various types of writing, including opinion, feature and news.
4. Demonstrate competence in the mechanics of clear and concise writing.
- 5.

Demonstrate an understanding of the technical and aesthetic issues related to writing for the film and electronic media.

6. Demonstrate an understanding of the fundamental principles of narrative fiction screenwriting.
7. Demonstrate proficiency in writing in a variety of script formats, including the radio script, two-column video script, film script and sitcom script formats.
8. Demonstrate proficiency in creating a complete, short fictional narrative and writing it as a 20-30-page film script.
9. Evaluate the accuracy and completeness of information obtained, including interviews and documents.
10. Compare and contrast various methods of handling an assignment for various media, including print, broadcast, Internet, public relations, corporate publications and advertising.

Course Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Students will be able to produce news and opinion stories appropriate for a variety of media, including print, broadcast, online and public relations.
2. Students will be able to identify the appropriate tone and structure in writing.
3. Students will understand the fundamentals of script writing as it pertains to radio, television and digital media.
4. Students will be able to successfully adapt writing to a variety of digital-specific, multi-platform media models.

Outline of Topics:

1. Introduction to Media Writing
 1. Information gathering
 2. Interviewing techniques
 3. Research techniques
 4. Script formatting
 1. Process
 2. Outlines
 3. Treatments
2. Copy Editing and Proofreading
 1. Introduction to media writing styles
 1. Print
 2. Broadcast
 3. Internet
 4. Public relations
 5. Advertising
 2. Introduction to varied media
 1. Commercials
 2. Public Service Announcements

3. Corporate productions
4. Documentaries
5. Websites
6. Fictional narratives (Including half-hour, hour drama/comedies)
3. Grammar use – clarity, economy, style
4. Correcting copy
5. Correcting others' copy
3. Media Law and Ethics
4. Basic Building
 1. Character creation
 2. Dialogue
 3. Structures of storytelling
5. Issues in Writing
 1. Radio
 2. Film, television
 3. Multimedia
6. Objective vs. Persuasive Writing
7. Informative vs. Feature Writing
8. Fundamentals of Dramatic Structure, including Conflict
9. Writing for Multimedia
 1. Ethics of social media interaction
 2. Writing for media-saturated audiences
 3. Reporting vs. Oversharing

Sample Assignments:

Reading:

Reading assignments in textbook will include journalistic writing in style appropriate for various media, print, broadcast, social media, online and public relations, story organization, legal and ethical issues, AP Style. Special emphasis will be placed on script work and content production for electronic media, including radio, television and multimedia properties.

Writing:

Students will participate in both in-class and out-of-class writing assignments in a variety of styles appropriate for each medium. Assignments will include writing in styles appropriate for broadcast and online media, both news and persuasive. Assignments will require critical thinking and include basic building of scripts for electronic and digital media specifically.

Out-of-Class:

Students will complete a basic script, with fully formed characters and dialogue for presentation in class. During the process, students will solve problems related to fundamental issues in media writing. Students will also analyze tone and content to best convey messages through media.

Methods of Instruction:

Methods of instruction may include, but are not limited to, the following: (from methods of instruction data page).

- Lecture

Methods of Evaluation:

A student's grade will be based on a required final examination and multiple measures of performance including critical thinking. These methods may include, but are not limited to the following:

- Portfolios

- Skills Demonstrations
- Equipment Usage Demonstrations
- Classroom Assignments

Other Method of Evaluation

Grades are based on a combination of writing assignments, in-class exercises, oral presentations, midterm, and final examinations. At least one method of evaluation will be used which will require the student to demonstrate critical thinking as evidenced through writing and/or problem-solving. Students will also participate in peer critiques and be evaluated by the instructor.

Textbooks:

1. James Glen Stovall. *Writing for the Mass Media* Current. Pearson . 2015
2. Associated Press. *The Associated Press Style* 2019. The Associated Press. 2019

Manuals: None

Periodicals: None

Other Instructional Materials:

Comparable Courses:

1. **CSU**
California State University, Northridge
Foundations of Media Writing
CTVA 220
2. **Community College Course**
City College of San Francisco
Introduction to Writing for Electronic Media
BCST 110

Board of Trustees Approval Date: 02/04/2020