

MATCHING COURSE

New Course Request

Indiana University

EAST

Campus

Check Appropriate Boxes:

Undergraduate credit

Graduate credit

Professional credit

1. School/Division HSS 2. Academic Subject Code JOUR-C

3. Course Number 327 (must be cleared with University Enrollment Services) 4. Instructor _____

5. Course Title Writing for the Mass Media

Recommended Abbreviation (Optional) _____
(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2010

7. Credit Hours: Fixed at 3 or Variable from _____ to _____

8. Is this course to be graded S-F (only)? Yes _____ No X

9. Is variable title approval being requested? Yes _____ No X

10. Course description (not to exceed 50 words) for Bulletin publication: _____

A survey for nonmajors stressing the principles of writing for mass media, emphasis on development of story ideas, information gathering, organization, and effective presentation of material for various news media, print and electronic. Basic computer proficiency encouraged. Will not count toward journalism major requirements.

11. Lecture Contact Hours: Fixed at _____ or Variable from _____ to _____

12. Non-Lecture Contact Hours: Fixed at _____ or Variable from _____ to _____

13. Estimated enrollment: _____ of which _____ percent are expected to be graduate students.

14. Frequency of scheduling: _____ Will this course be required for majors? _____

15. Justification for new course: retrieval from MCI for use by SCS

16. Are the necessary reading materials currently available in the appropriate library? _____

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

Approved by:

Date _____
Department Chairman/Division Director

Joanne Passet
Date 4/20/10
Dean

Date _____
Dean of Graduate School (when required)

Lamence Richard
Date 4/20/10
Chancellor/Vice-President

Date _____
University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

Journalism C327 Writing for Mass Media (8 submissions; 2 exams)

Instructor: Charles Carney

A survey for nonmajors stressing the principles of writing for mass media. Emphasis on development of story ideas, information gathering, organization, and effective presentation of material for various news media, print and electronic. Basic computer proficiency encouraged. Will not count toward journalism major requirements.

Text:

- Stovall, James. *Writing for the Mass Media*. 7/e. Allyn and Bacon, 2009. ISBN 978-0-205-62784-4
- Kessler, Lauren and Duncan McDonald. *When Words Collide*. 7/e. Cengage Learning, 2007. ISBN 978-0-495-05025-4
- Associated Press. *Associated Press Stylebook 2009*. Basic Books, 2009. ISBN 978-0-465-01262-6

Lesson Submission Schedule

Lessons are due by midnight on the dates given. Late lessons will be recorded as failing.

Due September 7

Lesson 1: Writing for the Media

Due September 17

Lesson 2: The Mechanics of Media Writing

Due October 4

Lesson 3: What Makes a Media Story?

Lesson 4: Writing for Print

Midterm Exam: 2 hours

Contact Tom Avery (thavery@indiana.edu) to schedule during one of the following times:

- October 13, 10:00 am to 12:00 pm
- October 13, 1:00 pm to 3:00 pm
- October 14, 1:00 pm to 3:00 pm
- October 14, 5:00 pm to 7:00 pm

Proctored on the IUE campus. Specific location of exams TBA after course begins.

Refer to Lesson 5, Midterm Tips, to prepare for the examination.

Due November 5

Lesson 6: Creating Web Content

Lesson 7: Writing for TV and Radio

Due December 3

Lesson 8: Writing to Persuade and Promote

Lesson 9: Rights and Privileges Under Law

Final Exam: 2 hours

Contact Tom Avery (thavery@indiana.edu) to schedule during one of the following times:

- December 14, 9:00 am to 11:00 am
- December 14, 1:00 pm to 3:00 pm
- December 15, 10:00 am to 12:00 pm
- December 15, 5:00 pm to 7:00 pm

Proctored on the IUE campus. Specific location of exams TBA after course begins.

Refer to Lesson 10, Final Tips, to prepare for the examination.