

MCOM 2310

SPRING 2016

Media Writing

Classroom: UC # 247

Day & Time: TR 1-2:15

GENERAL INFORMATION

Instructor: **Ells** E-mail: kevin.ells@tamut.edu Phone: (903) 223-3040

Office: UC #209 Office Hours: MTR 11:45-12:30; 2:15-3

REQUIRED MATERIALS

Stovall, J.G. *Writing for the Mass Media*, 9th Ed. ISBN: 978-0-13-386327-7

Associated Press, *The Associated Press Stylebook 2015*, 46th edition, ISBN 978-0465062942

**Feel free to look for used or rented editions through
Alibris, Amazon, Chegg, CourseSmart, eBay, Fetchbook, etc.**

EVALUATION AND GRADES

COURSE REQUIREMENT	POINTS
Multiple short exercises and assignments	500
Mid-term test	200
Final Portfolio of Completed Work (at least 8 articles or short projects)	300
TOTAL	1000

Letter grades are assigned according to the following standard:

- A (≥900 and ≤ 1000 points)** Excellent, exceptionally well prepared, creative, professional work
B (≥800 and <900 points) Very good; highly competent preparation, original application
C (≥700 and <800 points) Acceptable; basic preparation, correct technique
D (≥600 and <700 points) Unsatisfactory; incomplete, unprepared
F (<600 points) Failed to meet all to half of assignment requirements.

Drop/Withdraw deadlines for the Spring 2016 semester		
Session	Drop class without a grade (grade will not appear on transcript)	Last day to withdraw without F ("W" on transcript; no refund)
16 week (Jan 19-May 5)	Wednesday, February 3	Friday, April 15

COURSE PROCEDURES

ACADEMIC HONESTY

Plagiarism is passing off in public speech or in writing the work, ideas, or language of others as your own, without due credit. Do not borrow someone's old work or copy material from the Internet. **The score for plagiarism is ZERO on any assignment (not F). A second offense will result in an immediate and automatic grade of F in the course.**

LATE SUBMISSIONS

Not accepted. This is a deadline-driven course, as is every job this course trains for.

OUTSIDE CLASS

If you are concerned about an assignment, or don't understand its requirements, or just want to talk about writing, please visit the professor during office hours, or post a message to Blackboard.

COURTESY AND COMMUNITY

- *Turn off all cellular phones and beepers during class.* Phones or pagers active for family or medical reasons must be set to silent or vibrate, and if you take a call, you must leave the class for the day, and catch up later. **NO ELECTRONIC DEVICES MAY BE ACTIVE DURING EXAMS AT ALL FOR ANY REASON.**
- **DO NOT** enter the classroom during a student presentation (wait for applause).
- **Speak of people in class or outside it as individuals deserving courtesy, respect, and the benefit of the doubt—not as competitors, or as representatives of identifiable group**

STUDENTS WITH DISABILITIES

Texas A&M University-Texarkana is committed to making reasonable accommodations for individuals with documented qualifying disabilities in accordance with the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. Once registration is complete, meet with DS staff to discuss eligibility, and inform your professor in advance about any accommodations you require. **For more information, click the Disability Services link in Blackboard.** If you have a disability and need reasonable accommodations to have equal access to courses, programs and activities, contact Disability Services (903) 223-3062 or <http://tamut.edu/Student-Life/Disability%20Services/index.html>.

TECHNICAL ASSISTANCE

Blackboard Helpdesk: Monday - Friday, 8:00a to 5:00p

- Julia Allen (main contact) 903-223-3154 julia.allen@tamut.edu
- Frank Miller (alternate) 903-223-3156 frank.miller@tamut.edu

Week	Dates	Chapters	Topic
1	Jan 19 & 21	1-2	Mass Media Writing – the basics
2	Jan 26 & 28	3-4	Resources and Professional Ethics
3	Feb 2 & 4	5	Basic newswriting
4	Feb 9 & 11	6	Print journalism
5	Feb 16 & 18		
6	Feb 23 & 25	7	Writing for the Web
7	Mar 1 & 3		
8	Mar 8 & 10	9	Using, and writing for, non-text elements
SPRING BREAK			
9	Mar 22 & 24	8	Writing for broadcast journalism
10	Mar 29 & 31		
11	Apr 5 & 7	10	Advertising
12	Apr 12 & 14		
13	Apr 19 & 21	11	Public Relations
14	Apr 26 & 28		
15	May 3 & 5	12-13	If time remains: law and job markets

Assignments and schedule may be modified at the discretion of the instructor or according to the needs of the students, but all material listed will be covered.

