

MCOM 310: Advanced Writing for Mass Communication
UC 247 Spring 2014

Instructor: Dr. Ells

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Office Hours: M 9:30; T/R 11:00; W 1:00

COURSE DESCRIPTION AND OBJECTIVES:

This is a workshop intensive course focused on the fundamentals of news writing and the foundation of a personal blog.

Before the conclusion of this course, students should be able to:

1. Exhibit an understanding of the fundamental theories of news gathering and news writing.
2. Exhibit an understanding of the blogging software WordPress.
3. Demonstrate such an understanding of areas #1 and #2 by producing work for a personal blog.

REQUIRED TEXTS/MATERIALS:

1. Associated Press, *The Associated Press Stylebook and Briefing on Media Law 2011* (Basic Books, 2011)
2. Knight, Robert M. *Journalistic Writing: Building the Skills, Honing the Craft* (Marion Street Press, 2010)
3. Majure, Janet. *Teach Yourself Visually: WordPress* (Wiley, 2012)

GRADE BREAKDOWN:

Attendance/Participation/Short assignments, 10%; Peer Review Feedback, 10%; Assignment #1, 5%; Assignment #2, 5%; Exam, 20%; Portfolio, 50%

COURSE POLICIES:

Late assignments will not be accepted.

Be sure to complete readings and assignments by the date they are scheduled on the syllabus.

Set cell phones on vibrate and leave class to answer emergency calls.

Be sure to bring *all* your course materials to class each day we meet.

Please allow a 24-48 hour turn-around time for e-mails, and do not leave any major concerns or questions about assignments to the last minute.

TAMUT POLICIES:

Disability Accommodations: Students with disabilities may request reasonable accommodations through the A&M-Textarkana Disability Services Office by calling 903-223-3062.

Academic Integrity: Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and will be grounds for a grade of ‘F’ in the course and/or disciplinary actions. For additional information, see the university catalog.

A&M-Textarkana Email Address: Upon application to Texas A&M University-Textarkana an individual will be assigned an A&M-Textarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Textarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework.

Drop Policy: To drop this course after the census date (see [semester calendar](#)), a student must complete the Drop/Withdrawal Request Form, located on the University website <http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html>) or obtained in the Registrar’s Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an “approval” to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar’s office for processing in person, email Registrar@tamut.edu, mail (7101 University Ave., Textarkana, TX 75503) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar’s Office for processing. It is the student’s responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.