

COMM 1310 : Writing for the Media

Introduces students to the basic skills needed for a career in mass communication. No matter which field of communication they will enter, good writing must lie at the heart of their craft. Throughout the course, students learn standard conventions of the English language, including grammar, punctuation, spelling, diction, and paragraph construction to help them construct clear, simple messages for various audiences. They also discuss the nature of news, both print and broadcast, and the difference between news writing, public relations, marketing and propaganda. They cover research and interview techniques for both news and public relations, and learn how to write leads, craft copy, and edit.

Credits 3

Course ID

008456