

UNIVERSITY OF ARKANSAS AT PINE BLUFF

NEW COURSE REQUEST FORM

(Please use a separate form for each course. Submit the original form to the chair of the Academic Affairs and Educational Policies Committee. Submit one copy of the request to EACH member of the Academic Affairs and Educational Policies Committee).

1. School: ARTS & SCIENCES Department: ENGLISH, THEATRE & MASS COMMUNICATIONS

2. Code: MCOM Course Number: 2327 Title: MEDIA GRAMMAR & STYLE

3. Course description exactly as it is to appear in the catalog: (LIMIT DESCRIPTION TO 100 WORDS OR LESS).

Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with Media News Writing I. Offered: Fall and Spring.

4. Course Objectives:

- Students will develop the ability to write accurately, clearly, concisely and grammatically correct.
- Students will develop the ability to use Associated Press style in a consistent and accurate manner.
- Students will develop an understanding of the diverse nature of sources and information that go into news stories.
- Students will learn to attribute facts accurately in news stories.
- Students will learn to use numbers in news stories in an understandable and accurate manner.
- Students will develop skills in editing stories for style and grammar.
- Students will develop skills in time management and task planning and will apply them to meeting deadlines.

5. Recommended textbook(s) or text materials:

- Associated Press Stylebook and Libel Manual (2016 or newer)
- Media Writer's Handbook: A Guide to Common Writing and Editing Problems, by George T. Arnold, 6th edition

6. Prerequisites (if any): English 1311, 1321

7. Course Duplication: Is this course similar in content to present offerings in other departments of the University? If yes, explain.

8. NO

9. Justification: Make the justification specific in terms of the need, clientele to be served, the contribution the course makes to a specific degree program, how those needs have been met in the past, and courses to be dropped or replaced by the course requested. (LIMIT STATEMENT TO 250 WORDS OR LESS).

This new course is important for all students in mass communications because they need to understand the grammar and style guidelines that govern media writing. With media technology rapidly expanding into cyberspace, journalism students will have more opportunity than ever to reach diverse audiences. That makes it even more important to have consistency with grammar, spelling, punctuation, syntax and media writing styles. What also is important is that no matter what writing genre students may specialize in, understanding the importance of good grammar and media style will make them more appealing to the job market. These students also have a responsibility to media users to publish high quality writing that is truthful, accurate, and readable. This can only add to the credibility of the journalist.

10. Justification for course numbering (freshman, sophomore, junior, senior):

Sophomore Level Course

The course is a sophomore level course. Students will have to pass the course with at least a C before they can enroll in any writing courses.

10. Prospective instructor: STAFF

11. When will the course first be offered? FALL 2017

12. How often will the course be offered? FALL AND SPRING

13. Submitted by: Dr. Ann White Nov. 2, 2016
Date

14. Approved by: Douglas Robillard 3/8/17
Department Curriculum Committee (Chair) Date

15. Approved by: Paul A. J. 3/8/17
Department Chair Date

16. Approved by: Andrea Stewart 3/9/17
Dean of School Date

17. Approved by: _____
Teacher Education Committee (Chair) Date

18. Approved by: Verma K. Jones 3/13/17
Academic Affairs and Educational Policies Committee (Chair) Date

19. Approved by: _____
Vice Chancellor for Academic Affairs Date

20. Approved by: _____
Faculty/Staff Senate President Date

21. Approved by: _____
Chancellor Date

University of Arkansas at Pine Bluff
School of Arts and Sciences
Department of English, Theatre and Mass Communications

Course Title: Media Grammar and Style

Course Prefix and Number: MCOM 2327

Course Description: Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with News Reporting I. Offered: Fall and Spring.

Prerequisites: English 1311, 1321

Textbook(s): *Associated Press Stylebook and Libel Manual* (2016 or newer), and the *Media Writer's Handbook: A Guide to Common Writing and Editing Problems*, by George T. Arnold, 6th edition. Students should also have access to a dictionary and a thesaurus

Credit Hours: 3

Instructor: Staff

Name

Office Location and Office Hours

Telephone, Fax and Email

Course Objectives:

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Course Outline – List of topics to be taught in the order in which they will be taught, readings associated with the topics, as well as dates for exams, and due dates for assignments

Bibliography:

Expectations for Students:

UAPB Statement on Academic Dishonesty: UAPB reserves the right to withdraw any student who fails or refuses to abide by rules and regulations governing student life including academic dishonesty. Academic dishonesty includes, but is not limited to, misconduct during testing periods, and inadequate acknowledgement of source materials on term papers and other assignments that show evidence of plagiarism. The following actions may result when academic dishonesty is evident: awarding a failing grade for the test or assignment on which the dishonesty occurred, suspension from the class, or other potential sanctions identified by the instructor in the course syllabus.

Given the varied nature of instruction and course delivery, the responsibility for ensuring adherence to and compliance with this policy is assigned to the department chairperson and should be monitored by the dean of the school.

Prospective director, coordinator, or instructor: Dr. Ann White

2. When will the proposed action become effective? Fall 2017

3. Submitted by: Dr. Ann White Nov. 2, 2016
Date

4. Approved by: _____
Department Curriculum Committee (Chair) Date

5. Approved by: _____
Department Chair Date

6. Approved by: Andrew Stewart 3/9/17
Dean of School Date

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Teacher Education Committee (Chair) Date

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Vice Chancellor for Academic Affairs Date

10. Approved by: _____
Faculty/Staff Senate President Date

11. Approved by: _____
Chancellor Date

AAEP11/14/2014