

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 and Sciences Department: English, Theatre & Mass Communications
2. Code: MCOM Course Number: 2338 Title: Broadcast News Writing I
3. Course description exactly as it is to appear in the catalog: (LIMIT DESCRIPTION TO 100 WORDS OR LESS).

Techniques and practices used in writing for television and radio. Emphasis on news writing. Includes writing from source copy, rewriting, and the production of original news stories.

Prerequisites: None

Offered: Fall

4. Course Objectives:

In this course, students will learn:

- the basics of writing for television news
- how to develop a clear, concise and conversational writing style
- how to use accuracy and good grammar
- how to write strong leads and format news stories
- how to write broadcast scripts
- how to write effective leads

Students also will:

- discuss and analyze current topics in journalism, such as ethical dilemmas, diversity issues, etc.
- explore the Associated Press Stylebook and other sources that can help keep writing free of errors in spelling, grammar, punctuation, usage and style
- understand the basics of the legal protections and parameters of journalism: privacy, libel and slander, sourcing and attribution, what the First Amendment guarantees and what it does not; and how, when and where to correct errors that are inevitable because we are, after all, human
- understand why journalists must practice it, not just demand it of others; how to be transparent in your reporting and writing
- understand deadlines and why they matter
- understand how the values of journalism can inform their work

5. Recommended textbook(s) or text materials:

Broadcast News Handbook; Writing, Reporting & Producing in the Age of Social Media, Fifth Edition by C.A. Tuggle, Forrest Carr and Suzanne Huffman

6. Prerequisites (if any): None.7. Course Duplication: Is this course similar in content to present offerings in other departments of the University? If yes, explain.

No.

8. 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).

The course is needed to help students learn the fundamentals practices and guidelines for working as broadcast news journalists. The emphasis will be on collecting, writing and reporting news for broadcast.

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

The course is a sophomore level course

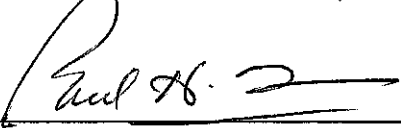
10. Prospective instructor: Vickie Newton, Instructor

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

12. How often will the course be offered? During the fall semesters

13. Submitted by: Dr. Ann White Dec. 16, 2016
Date

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

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

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

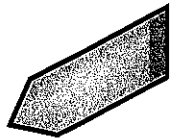
17. Approved by: _____
Teacher Education Committee (Chair) Date

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

19. Approved by: Jacquelyn W. McCray 4-3-17
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: MCOM 2338 Broadcast News Writing I

Textbook: *Broadcast News Handbook; Writing, Reporting & Producing in the Age of Social Media*, Fifth Edition by C.A. Tuggle, Forrest Carr and Suzanne Huffman

Credit Hours: 3

Instructor:

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Prerequisites: None

Course Outline:

Bibliography:

Online Resources

Schooljournalism.org

THE BROADCAST TOOLBOX

Broadcast journalism listserv:

Student Reporting Lab Video Tutorials

PBS' Student Reporting Labs program contains an eight-part instructional video series that explores topics such as video, production roles, audio, lighting, white-balance, interviewing and B-roll.

Creating a Broadcast News Package

Journalism students need to understand how to create stories using many different types of media. Video is one of those types of media. After reviewing and working on the basics of written news stories students will take these skills as a young journalist and create a small package that will cover a topic, relevant to school, within three class periods.

Reading and Instructional Resources:

Newspapers – Local and National

Talk Radio

Television Newscasts – Local and National

Websites produced by Local and National Media Outlets

Writing Broadcast News Shorter, Sharper, Stronger: A Professional Handbook 3rd Edition, Mervin Block

Expectations for Students: Policies and procedures that govern class participation and student outcomes, i.e. departmental procedures, policy on students with disabilities, grading system, expectations for class attendance statement, academic integrity, and any other departmental or school procedure.

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.