

COM 121: Writing for Mass Media

The fundamentals of writing for mass media across print, broadcast and multimedia platforms form the basis of this course. Students put the elements of journalism to use on actual reporting assignments, write scripts and develop storyboards for broadcast outlets, and learn the fundamentals of advertising and public relations writing. Students also learn about the importance of proper copy editing, as well as the legal and ethical aspects of media writing. Other areas of media writing, such as scriptwriting and art writing, are also covered. Restricted to COM /DGM/GPD majors and COM minors.

Credits: Credits 3

Prerequisites:

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ENG 113 with a "C" or better

Semester Offered:

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Offered every semester.