

COMM115N : Introduction to Media Writing

This course will introduce students to the application of writing principles for various forms of media copy: print news and features; broadcast news for radio and television, public service announcements, advertising, social media, and public relations. Topics covered in this class include: hard news; feature writing; AP style; crafting effective leads; editing; organizational media; interviewing techniques; blogging; identifying and targeting audiences; public service announcements; press releases; and communications ethics and theory. A minimum grade of B- is required to remain in the Communications program.

Class Hours 3

Lab Hours 0 **Credits** 3

Prerequisites

ENGL101N or ENGL110N.