

March 11, 2002

TO: Dr. Douglas Deal, Director
General Education

FROM: Fritz Messere

RE: Broadcast Writing Program

The Communication Studies Department would like to resubmit our proposals for the writing plan mandated under General Education. We are somewhat tardy in submitting this plan, but not without good reason. The Department has restructured the requirements of the broadcast and mass communication program and that restructuring process required that we meet and discuss our current curricular requirements. I hope that you will agree with us that the writing plans that we offer students provide a pedagogically sound set of requirements that will allow Communication Studies students the opportunity to learn and practice good writing skills within the discipline.

There are going to be several courses within the Broadcast/ Mass Communication area that will meet our criteria for the writing requirements within the major area. Those courses are:

1. Brc 229 or EWA 209 – either of these courses will count as one of the major writing components

Brc 229 Broadcast Newswriting will teach students the basics for writing news stories in the broadcast style. Clarity of thought and good writing skills are stressed. Journalism basics are covered and incorporated into writing assignments

EWA 209 – Introduction to Journalism teaches many of the same skill but is geared toward print journalism.

2. Brc 300 or Brc 301 – either of these courses will count as one of the major writing components.

Brc 300 – Broadcasting and Cable requires students to complete several writing exercises. Students will write a paper about a historical figure in the mass communication area utilizing primary source material of the time when the person made his/her contribution to the field. Before the paper is accepted, the students must submit a bibliography and outline for approval. The assignment is meant to allow students to ascertain primary facts about an historical figure and place them into a meaningful context.

Brc 301 – Media Economics requires students to complete a written paper surveying the economic impact of a particular media company or surveying the impact of a particular media in a regional area. The exercise is meant to allow students to collect, analyze and describe primary data used in the media field.

3. Brc 319 – This course requires students write briefs on current mass media issues related to the First Amendment and media regulation. The instructor assigns topics and students must complete 4 abstracts and rewrites during the course of the semester. Primary and secondary sources are used in the collection of data.

4. Brc 328 or Brc 329 – either of these courses will count as one and/or two of the major writing components.

Brc 328 – Copywriting stresses writing for different electronic and print media. The course examines the differences between media and stresses the fundamental differences and similarities for the different media. Throughout the semester, students will have many writing assignments.

Brc 329 – Broadcast Journalism will expand upon the knowledge learned in Brc 229 Broadcast Newswriting. This course will require students to refine and improve the stylistic and journalistic quality of their writing by covering local news events and filing stories on a weekly basis.

5. Com 310, Com 360 or Com 390

Com 310 Semantics students will write papers examining the process and problems of communicating meaning through the media of signs and symbols

Com 360 Persuasion students will write papers examining the principles used in the process of influencing opinions, feelings, and actions of others.

Com 390 Advanced Speech Communication is the study of advanced public speaking principles and students will write out speeches and outlines throughout the semester.

It is my understanding that you have already approved the writing programs for Human Communication, Public Relations and Journalism. If I can of further assistance, please let me know.