

Montgomery County Community College  
MSP 169  
Introduction to Electronic Journalism  
3-2-2

**COURSE DESCRIPTION:**

This course introduces the basic building blocks of electronic journalism. It builds on basic broadcast writing skills and explains how professionals in mass media tell stories using digital technology. Students explore the reporter's role and the technology involved in news reporting. Students will apply their skills and develop stories, edit words, and produce both the pictures and sound as they prepare their stories and news packages for electronic distribution to a diverse audience over college, student, and community-based media. Students gain a clear understanding of the principles and professional practices of television news production and learn to critically evaluate the ethics and controversies in unbiased storytelling. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees> for current rates.

**REQUISITES:***Previous Course Requirements*

- \* MSP 125 Introduction to Writing for Broadcast News or MSP 126 Introduction to Scriptwriting

*Concurrent Course Requirements*

None

**COURSE COMMENT**

- \* COM 169 with a "C" or better may be substituted for MSP 169

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Research trends in electronic journalism.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Portfolio

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
2. Compare and contrast differences between print and broadcast news.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Portfolio
3. Create news content using print and electronic media.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Portfolio and Field Projects
4. Evaluate the impact of technology on newsgathering and distribution.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Portfolio

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

#### SEQUENCE OF TOPICS:

1. First Amendment Rights
2. Defining News and Qualities
3. News Gathering and Gate Keeping
4. Reporting News
5. Electronic Techniques
6. Editing
7. Economic Realities
8. Life in the Newsroom

#### LEARNING MATERIALS:

Dotson, Bob. (2000). *Make It Memorable: Writing and Packaging TV News with Style*. Bonus Books.

Tompkins, Al. (2012) *Aim For The Heart: Write, Shoot, Report and Produce for TV and Multimedia* (2nd ed.).

In addition, the instructor may provide students with handouts or access to selected Radio or Television programs or clips.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

**COURSE APPROVAL:**

Note: MSP/COM 169 was created from deleted courses COM166 and COM167; refer to these courses for prior history.

Prepared by: Allan Schear

Date: 8/2015

VPAA/Provost Compliance Verification:

Victoria Bastecki-Perez, Ed. D.

Date: 3/7/2016

Revised by: Allan Schear/Therol Dix

Date: 9/7/2017

VPAA/Provost or designee Compliance Verification:

Date: 11/1/2017



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*