**ESSEX COUNTY COLLEGE**

**Course Outline**

**Student Learning Outcomes (SLO) Assessment Summary Sheet**

**Course Prefix & Number**: JRN 141 **Course Title**: Writing for the Mass Media

**Credit Hours**: 3.0 **Contact Hours**: 3.0 **Name of Person Completing this Form**: Nessie Hill

**Type of Course:** (Check **all** that apply.)

Developmental Not required for any program (not a major or additional requirement)/Other

AA program major requirement AS program major requirement AAS program major requirement

(Liberal Arts: Journalism Option program)

AA program additional requirement AS program additional requirement AAS program additional requirement

General Education affirmed course – if so, indicate the foundation category/ies the course is **affirmed** by GECC as addressing:

Written and Oral Communication Humanistic Perspective

Quantitative Knowledge and Skills Historical Perspective

Scientific Knowledge and Reasoning Global and Cultural Awareness of Diversity

Technological Competency/Information Literacy Ethics

Society and Human Behavior

**Student Learning Outcomes (SLOs)**:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Detailed Goal (SLO)** | **Assessment Method** | **Introduction (I) or**  **Mastery (M)**  **of SLO** |
| **Course Goals** | Demonstrate accurate, fair and factual oral and written communication skills in reporting, revising, covering and editing of relevant news stories acceptable by professional journalism standards. | Checklist rubrics will be used to evaluate writing samples and presentations; blueprinted test questions. | N/A |
| Conduct effective research, interviews and evaluation of news. | Checklist rubrics will be used to evaluate interview assignments/projects and presentations; blueprinted test questions and homework assignments. |
| Demonstrate knowledge of fundamental concepts and theories in the presentation of news. |  |
| Identify, access and apply appropriate technological and multi-media tools in writing and evaluating critical information and in layout and design of publishable news stories. |  |
| Explain the historical (professional, institutions), social (diversity, cultural), economic (businesses, advertisers) perspectives, and ethical guidelines and practices that govern the journalism profession, including the legal implications and constraints that inform the profession. |  |
| **Program Goals\***  (if course is a major requirement) | Communicate ideas verbally and in writing in a clear and  effective manner, appropriate to college-level discourse. |  | I |
| Demonstrate knowledge of the organization and content of  a newspaper. |  | I |
| Demonstrate competence in the basics of journalism —  research, interviewing, revisions, editing and proofreading. |  | I |
| Develop leads, layouts, and design. |  | I |
| Demonstrate proficiency in using the word processor, web  browsers, and databases in the journalistic field. |  | I |
| **Gen Ed Goals\*** (if course is a Gen Ed course) | N/A | N/A | N/A |

**\*** addressed by **THIS** specific course