CMS 240 Multimedia Reporting
Credit Hours: 3
Scheduled hours per week
Lecture: 3
Lab:
Other:

Catalog Course Description: To build upon the fundamentals of gathering, organizing, evaluating and writing objective reports/broadcasts, and to provide students with an understanding of what a career in the age of digital journalism entails.

Pre-requisites: NA

Co-requisites: NA

Course Learning Outcomes:
At the conclusion of the course, students should be able to:
1. Demonstrate advanced news-writing skills with particular emphasis on in-depth reporting using multiple sources;
2. Practice advanced news-gathering and interviewing skills, focusing on where and how to find information;
3. Adhere to advanced skills in journalistic research methods;
4. Demonstrate the ability to provide background in public affairs reporting;
5. Evaluate and correct poorly sourced information and inadequate attribution
6. Demonstrate an advanced awareness for accuracy and fairness;
7. Generate headlines and secondary heads, photo captions, alt and meta tags and other points of entry for hard and enterprise news packages
8. Demonstrate an advanced awareness of legal and ethical issues affecting news-gathering and reporting;
9. Evaluate, organize and assemble multiple-element roundups
10. Demonstrate a sensitivity in coverage of diverse cultures and populations
11. Plan next-issue editorial content and packaging

Topics to be studied:
At the conclusion of the course, students will have a basic understanding of the following:
- Grammar and punctuation
- Writing for a specific audience
- Crafting clear, compelling and contextual accounts
- Advanced editing and enterprise writing
- Public affairs reporting
- Accuracy and fairness in reporting
- Sensitivity in reporting
- Multimedia organization
- Presentation of stories and story ideas
- Broadcast script writing
- Photographing story subjects
- Layout, production

- Video editing
- Journalism ethics

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	x
Students will demonstrate an ability to evaluate and critique their own and others' communication.	x
Students will exhibit strong listening skills.	x
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	x
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	x
Students will exhibit creativity and innovation in the delivery of messages.	x
Students will competently analyze an audience to create effective messages.	x
Students will articulate the role of ethics in media and communication.	x

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	x
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	x
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	x
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	x

Special requirements of the course:
Student must maintain a portfolio of all work throughout the semester.

Additional information:

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