

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: CST 228 **Credits:** 3

Course Title: Writing Across Media

Course Description:

Provides instruction in writing and reporting techniques within various professional media fields, to include public relations, advertising, print, broadcast, and online journalism. Focuses on information gathering, developing appropriate and accurate stories, journalistic storytelling, grammar, Associated Press Style, and knowledge of current affairs.

General Course Purpose:

Intended for transfer into four-year mass communications, journalism, public relations, advertising, and media studies degree programs.

Course Prerequisites and Co-requisites:

Prerequisite: ENG 112

Student Learning Outcomes:

Upon completing the course, the student will be able to

- Describe and critique the journalism process
- Conduct a journalistic interview
- Utilize credible sources for research and interviews
- Use sound judgement to identify and develop newsworthy stories under deadline
- Write several types of basic news stories, adapting content to context, medium and audience
- Apply rules for proper grammar, punctuation, and AP Style
- Adapt stories for multiple formats including broadcast, print, web, advertising copy, and public relations

Major Topics to Be Included:

- a. Fact gathering practices and standards
- b. Writing skills for print, broadcast, and online media
- c. Storytelling basics
- d. Associated Press style and grammar
- e. Knowledge of current affairs

Effective Date/Updated: March 29, 2023