

ASSESSMENT WEBSITE INFORMATION

College: Communications Degree Program: Journalism BS- News/Journalism

Chair/Director: Gil Fowler

DATA SAY:

An examination of projects developed in the Capstone Class for News-Journalism majors by faculty and journalism department advisory committee members indicated that students needed to ensure grammar and style skills were continually emphasized and strengthened. Good writing is never out of date ... complacency leads to error.

SO WHAT:

Employers expect graduates in journalism to have strong writing skills and to be familiar with and use appropriate news style in their writings. Students and professionals alike are expected to know and use appropriate news style in their writings.

HOW WE CHANGED:

Students are now provided additional background work in media writing and style expectations in course requirements. A new class has been developed called MCOM 1001 Media Grammar and Style which will be implemented and required of all majors in the college graduating under the 2012-13 catalogue and beyond. The course description is: Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with RTV-Jour 2003 News Writing with consent of chair. Test-out option available.

WHAT WE GOT:

Obviously, it will take time to see the impact of providing further opportunities for our students to address writing performance throughout our program. It will take at least a year to have in-coming students address this concept as they build their writing experiences. Hopefully their performances in the basic news writing classes will improve as well. The Grammar and Style course was approved University UCC Committee in May 2012.

