



# STARK STATE COLLEGE

## GENERAL SYLLABUS

### Course Information

**Course Name:** Writing for Media  
**Course Number:** ENG227

### Required Materials

**Textbook(s):** Yopp, Jan Johnson and Katherine C. McAdams. *Reaching Audiences: A Guide to Media Writing*. Boston: Pearson, 2013.

**Required Readings:**

**Additional Materials:**

### Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16-week Calendar

Week	Chapter/Topic/Lab
1	Audience and Purpose; Chapter 1 Understanding Today's Audiences
2	Spelling, Grammar, and Math; Chapter 2 Tools for Writers
3	Editing for Audiences; Chapter 3 Editing for Audiences
4	Guidelines for Good Writing; Chapter 4 Guidelines for Good Writers
5	Getting to the Point; Chapter 5 Getting to the Point
6	Beyond the Lead Chapter 6 Beyond the Lead: Writing the Message
7	Beyond the Lead Chapter 6 Beyond the Lead: Writing the Message
8	Writing for Digital Delivery; Chapter 8 Writing for Digital Delivery
9	Specific Story Formats; Chapter 7 Specific Story Formats and Chapter 13 Broadcast Media
10	Research and Observation; Chapter 9 Research and Observation
11	Bias and Stereotypes Chapter 10 Interviewing, Quotes, and Attribution Chapter 12 Legal and Ethical Issues
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13	Advertising/Public Relations Collaborative Project Chapter 14 Strategic Communication
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16	Advertising/Public Relations Collaborative Project Chapter 14 Strategic Communication