

**SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY
ENGLISH AND GENERAL EDUCATION
FACULTY OF TECHNOLOGY**

SUBJECT OUTLINE

SUBJECT TITLE:	Media & Communications
SUBJECT CODE:	MFD 203
PROFESSOR:	Janet Symmons: Room 2080D E-mail: XXXXX
CREDIT STATUS:	An elective in the General Education Department
PREREQUISITES:	EAC 149 English and Communications
COREQUISITES:	EAC 152 English and Presentation Skills
SEMESTER:	Fall 2006

Subject Description

This “hands-on” subject will introduce students to print, radio, television and advertising. Students will be introduced to the key elements of each medium and the audiences they serve. There is a strong emphasis on learning to write clearly and concisely in a variety of styles, which meet industry standards. Through a combination of discussion, class activities, written assignments and team presentations, students will develop a solid understanding of the media’s role in Canadian society.

Learning Outcomes

Upon successful completion of the course, students will be able to:

1. Describe the difference of the media and its role in Canadian society,

2. Demonstrate their understanding of the key elements of writing for print, radio, television and advertising
3. Demonstrate their understanding of the integration of media and how it affects the information the public receives.

Required Text

Yopp, J.J. and McAdams, K.C. (2006) *Reaching audiences – A guide to media writing* (4th ed.). Allyn and Bacon. Toronto: ON

Recommended Text

Canadian Oxford Dictionary published after 1999. Students are expected to read, watch and listen to a variety of media to complete assignments and to understand lesson objectives.

Assignment Format

All written assignments must have a cover page with the following information: Title of the assignment, your name, date and class code and section. Number all the pages of your assignment and **staple the pages** together. All assignments must be double-spaced, in Times New Roman, 12-point font. This includes all titles and subtitles. DO NOT hit the “enter” or “return” key twice at the end of a paragraph – Once is enough. This is good journalistic and academic practice. (Hint: This outline has the proper spacing and font.)

Finally, you must hand in two copies of all written assignments. One copy will be marked and returned to you.

Late Assignments

All assignments are due during class on the specified date. Late assignments will be penalized two marks per day. Assignments handed in over five days late will not be accepted.

Because of the nature of the presentations, you must present on the due date. A presentation that is not presented on its due date will be marked as zero for all members of the presentation team.

Modes of Evaluation

Media release		14%	
Content	5.5%		
Style	2.5%		
Professionalism	1%		
Creativity	3.5%		
Spelling/grammar	1.5%		
Newspaper article		15%	
Content	8%		
Style	2%		
Professionalism	2%		
Creativity	1.5%		
Spelling/grammar	1.5%		
Quiz		10%	
Radio assignment		13%	
Content	7.5%		
Organization	2%		
Professionalism	2%		
Spelling/grammar	1.5%		
Television presentation		13%	
Content	6.5%		
Organization	2%		
Professionalism	3%		
Spelling/grammar	1.5%		
Communications Project		25%	
Clipping files		or	Communications kit
Variety of sources	6%		Media release
Analysis	12%		Newspaper article
Professional presentation	4%		Radio ad
Spelling/grammar	3%		Visual ad
			Presentation
			Spelling / grammar
			5%
			5%
			4%
			4%
			4%
			3%
Participation & Professionalism		10%	

All assignments emphasize your writing skills. Regardless of which field of media you are interested in pursuing, spelling, grammar, punctuation and writing skills are very important. Thus, you will lose marks for poor grammar and spelling. Do not rely on your computer's spellchecker as it is not always reliable and may miss simple mistakes. Proofread everything – twice! You must use **Canadian spelling**. If in doubt, refer to a Canadian Oxford Dictionary published after 1999. You may wish to have a learning partner who will proofread your paper in return for your proofreading services. **If your work contains copious amounts of spelling and grammar mistakes, you will receive a failing grade on the assignment regardless of the mark breakdown.**

Grading policy

		<u>GPA</u>
A+	90% - 100%	4.0
A	80% - 89%	4.0
B+	75% - 79%	3.5
B	70% - 74%	3.0
C+	65% - 69%	2.5
C	60% - 64%	2.0
D	55% - 59%	1.0
F	0% - 54%	0

Participation

Consistent attendance is required for success in this course. If you are absent from class for any reason, please e-mail the professor prior to class and explain why. Attendance will be taken at the beginning of each class. You must sign the attendance sheet within the first 15 minutes of class, or you will be marked absent. If you have been marked absent from four or

more classes, you will receive a zero mark for both participation and professionalism. (If you are not in class, you cannot participate, as it is unprofessional to be consistently late or absent.)

Professionalism

A professional, business-like attitude is essential to succeed in today's highly competitive job market. Professionalism means having a positive attitude in class, demonstrated by excellent attendance, attentiveness in class, punctuality, participation and courtesy.

Dropping a Subject

It is the responsibility of the student wishing to drop this subject to notify the professor and the Office of the Registrar on/or before the deadline stated in the Student Handbook. A "Timetable Change Form" must be completed and signed by the MFD coordinator and delivered by the student to the Registrar by the deadline.

Student/Faculty Consultation Outside Classroom Hours

Students are encouraged to consult the professor with subject-related questions outside class time. To arrange a consultation at a mutually agreeable time, students should speak with the professor during regularly scheduled classes or in the professor's office or via e-mail.

Academic Regulations

Students are responsible for being aware of college regulations in the Academic Policy Handbook.

Cheating and / or Plagiarism

Section 8.9 - Seneca College Academic Policy

Cheating and/or plagiarism are offences that will not be tolerated by the College. Such offences occur when a student violates the procedures governing the administration of examinations, tests or other means of evaluating student achievement in a subject or program.

Student Appeals

Section 11 - Seneca College Academic Policy

You have the right to appeal academic decisions of the College. The procedures for informal and formal appeals are outlined in the College Academic Policy.

Students must keep all assignments (including drafts and outlines) and exercises until they receive their final grade. No appeal will be considered unless a **complete** file is submitted at the time of the appeal. **A lost assignment is no excuse.**

If a student disagrees with the evaluation of an assignment or with a final grade, **the student must first discuss the matter with the professor** in an attempt to resolve the disagreement. If the matter is not resolved, the student should discuss the problem with the chair of the School of Communication Arts.

For further information on appeals, please consult the Academic Policy Handbook.

As a student at Seneca College, you are expected to read the College Academic Policy and your College Student Handbook. Please note that this information is very important.

Student Rights and Responsibilities

Students should be aware of their rights and responsibilities. They should consult the Student Handbook.

Discrimination and Harassment

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from The Centre for Equity and Human Rights. For more information on Student Rights and Responsibilities, please consult the Student Handbook.

Class Outline

Date	Topic
Week 1	Review course outline and assignments News elements, news values and writing leads
Week 2	Writing the message Organizing a story, organizational styles, news versus features
Week 3	Public relations – Effects on media
Week 4	Newspapers – Understanding formats and headlines Due: Media release
Week 5	Newspapers – Understanding audiences Legal and ethical issues
Week 6	Magazines – Understanding audiences Due: Newspaper article
Week 7	Electronic media writing Print vs. electronic, writing for radio Test
Week 8	Study week – NO CLASS
Week 9	Television – Writing for TV Due: Radio presentation
Week 10	Television – Advertising
Week 11	Print advertising Due: TV presentation
Week 12	Commercials and announcements
Week 13	Features and documentaries
Week 14	Writing for the Web and subject review Due: Communications project

Dates will be confirmed in the second class. Two classes will be rescheduled because of the

Labour Day and Thanksgiving holidays.