

**SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY  
SCHOOL OF COMMUNICATION ARTS**

**SUBJECT OUTLINE**

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

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**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. (2003) *Reaching audiences – A guide to media writing* (3rd 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 a week or more 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**

<b>Media release</b>		<b>10%</b>
Style	5%	
Creativity	3.5%	
Spelling/grammar	1.5%	
<b>Newspaper article</b>		<b>10%</b>
Content	5%	
Style	3.5%	
Spelling/grammar	1.5%	
<b>Radio assignment</b>		<b>10%</b>
Content/focus	5%	
Spelling/grammar	1.5%	
Organization	3.5%	
<b>Television presentation</b>		<b>10%</b>
Content	5%	
Spelling/grammar	1.5%	
Professionalism	3.5%	
Creativity	5%	
<b>Sales / Promotion kit</b>		<b>15%</b>
Content	4%	
Focus	4%	
Spelling/grammar	2%	
Presentation	5%	
<b>Two clipping files</b>		<b>15% each</b>
Variety of sources	4%	
Analysis	5%	
Professional presentation	4%	
Spelling/grammar	2%	
<b>Participation &amp; Professionalism</b>		<b>10%</b>

### **Spelling/Grammar**

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

<b>Date</b>	<b>Topic</b>
May 11	Review course outline and assignments News elements, news values and writing leads
May 18	Writing the message Organizing a story, organizational styles, news versus features
May 26	Public relations – Effects on media
June 1	Newspapers – Understanding formats and headlines Due: Media release
June 8	Newspapers – Understanding audiences Legal and ethical issues
June 15	Magazines – Understanding audiences Due: Newspaper article
June 22	Electronic media writing Print vs. electronic, writing for radio Due: Clipping files part 1
June 29	Study week – NO CLASS
July 6	Television – Writing for TV Due: Radio presentation
July 13	Television – Advertising Due: TV presentation
July 20	Print advertising
July 27	Features and documentaries Due: Promotion / sales kit
August 3	Commercials and announcements
August 10	Writing for the Web and subject review Due: Clipping files part 2