

CM 156 : Writing for Media

Credits: 3

Class Hours: 3 lecture

Recommended:

Basic computer, internet, and keyboarding skills.

Description:

The course will explore the fundamentals of storytelling through the modalities of scriptwriting, copywriting, and ad writing. Students will gain hands-on experience crafting engaging narratives that connect with audiences and reflect industry-standard formats.

Semester Offered: Fall

Course Student Learning Outcomes (CSLOs):

1. Demonstrate an understanding of narrative structure, pacing, and scope.
2. Conceptualize projects, plan a full production schedule, and execute all iterative steps to meet project milestones.
3. Structure narratives to emphasize tension, conflict, and release so that the audience's interest is engaged and maintained.
4. Communicate effectively to diverse audiences in a variety of contexts and genres.