

## SYLLABUS

|                      |                                         |
|----------------------|-----------------------------------------|
| <b>TITLE:</b>        | Media Writing and Multimedia Narratives |
| <b>CODE:</b>         | CMU 240                                 |
| <b>PREREQUISITE:</b> | CMU 110                                 |
| <b>CREDITS:</b>      | 3 credits   45 contact hours   1 term   |

### DESCRIPTION

Theoretical and practical study of the basic formats used in mass media, emphasizing the various digital narrative structures applicable to audiovisual production, journalism, and strategic communication.

### JUSTIFICATION

Every communicator must be able to master the basic tools to convey an effective message, whether spoken, written, visual or digital. In addition, they must know the formats and master their performances to achieve communication objectives. It is essential to insert oneself in technological trends and understand the transformation of the media in order to temper communication strategies to these new paradigms.

### COMPETENCIES

The course develops the following competencies in students:

- **Research and exploration**
- **Ethical sense and social justice**
- **Communication**
- **Critical questioning**

### OBJECTIVES

After completion of the course, students will be able to:

1. Distinguish the different formats that the communicator has at their disposal.
2. Create appropriate content for journalism, strategic communication, and audiovisual productions.

3. Understand new storytelling formats in the digital age.
4. Incorporate the use of still and moving images, sound, text, hypertexts, and other forms of communication as part of the construction of messages.
5. Understand the differences between multi-platform narratives, crossmedia, and transmedia in the creation of messages and communication strategies.

## **CONTENTS**

- I. Journalistic Writing
  - A. Inverted Pyramid
  - B. Leads
  - C. Attribution
  - D. Quotes
  - E. The Interview
- II. Writing for Audiovisual Production
  - A. Literary Script
  - B. Technical Script
- III. Writing for Strategic Communication
  - A. Print, Radio, Audiovisual, and Digital Media Advertisements
  - B. Letters
  - C. Articles
  - D. Speeches
  - E. Others
- IV. Digital Narratives
  - A. Hypertextuality
  - B. Multimediality
  - C. Interactivity
  - D. Text and Context
  - E. Closing and Links
  - F. Multiplatforms
  - G. Crossmedia
  - H. Transmedia
  - I. Blogs
  - J. Social Media
  - K. Webpages

## METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Challenge-based learning
- Flipped classroom
- Gallery walks
- Analysis of texts in different formats
- Practical exercises

## EVALUATION

|                       |            |
|-----------------------|------------|
| Compositions          | 30%        |
| Oral presentations    | 30%        |
| Final project or exam | 25%        |
| Participation         | <u>15%</u> |
| <b>Total</b>          | 100%       |

## LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

## BIBLIOGRAPHY

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For more information resources related to the course's topics, access the library's webpage <http://biblioteca.sagrado.edu/>

## **REASONABLE ACCOMMODATION**

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

## **ACADEMIC INTEGRITY**

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and/or repetition of the assignment in the seminar, a grade of F (\*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.