

SYLLABUS

TITLE:	Media Writing and Multimedia Narratives
CODE:	CMU 240
PREREQUISITE:	CMU 110
CREDITS:	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>
Total	100%

LEARNING ASSESSMENT

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

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New Media, Scripts and Short Stories (2nd ed.). Nicholas Brealey Pub.

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 HONESTY, FRAUD, AND PLAIGARISM

Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a zero in the evaluation and/or repetition of the assignment, an F(*) in the course, suspension or expulsion as established in the document *Política de Honestidad Académica* (DAEE 205-001) effective in August 2005.

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