



Course Title: Mass Media Writing
Course Prefix/Number: COMM 206
Course Section: 01
Class Meeting Times: UTR 1:00 – 1:50 PM
Instructional Modality: Onsite
Class Location: G 205

Instructor: Dr. Afif J Arabi
Office Location: G 337
Office Phone: 3635
Email: aarabi@auk.edu.kw
Office Hours: TRU: 11:00 – 11:50 am
1:00 – 1:50 pm (by appointment only)

AUK Mission Statement:

The American University of Kuwait is a liberal arts institution based on the American model of higher education. It is dedicated to providing students with knowledge, self-awareness, and personal growth experiences that can enhance critical thinking, effective communication, and respect for diversity. AUK seeks to create leaders and lifelong learners who aspire to the highest standards of moral and ethical responsibility in their societies.

Department/College Mission Statement:

The Department of Communication and Media educates students to be ethical, analytical, and creative leaders in a multimedia and multicultural society. Providing a first-class liberal arts education to undergraduates, the COMM major is designed to help students become better consumers and producers of public information, strengthen their understanding of the role of communication in their personal, professional, and civic lives, and prepare them for private and public-sector leadership positions in communication-related and other fields.

To accomplish this, the Communication and Media program employs a flexible approach, exposing students to various branches such as Advertising, Journalism Public Relations, and others. Laboratory courses sharpen students' skills, lectures provide firm theoretical grounding, and internships enable students to view the profession from a variety of perspectives.

Catalog Course Description:

This course is intended to provide students with fundamental writing techniques used in the media industry. Particular attention will be paid to the development of objective writing skills used across print, broadcast, and online platforms. Writing methodologies to produce advertising copy and press releases will also be studied.

Program Learning Outcomes: Upon completion of this course, the student should be able to:

- Develop an enhanced understanding of how communication theories are linked to today's contemporary media practices.
- Design media messages for diverse target audiences
- Comprehend the field of communication in order to confidently enter the workforce.

COURSE OBJECTIVES:

The course aims at the following:

- Provide students with the writing skills and knowledge needed for copywriting for mass media with focus on radio, television, film, and new media.
- Improve the effectiveness of writing skills in any type of situation within the media industry.

- Critically examine radio, television, and new media content. We will look at the relationship between the constraints within which electronic media organizations work and their effect on the content produced in advertising, news programming, and entertainment.

COURSE LEARNING OUTCOMES:

The outcome of this course is dependent on each student's commitment and participation. The following projection is based on full commitment with no absences occurring during regularly scheduled lectures, workshops and production sessions. Toward the end of the semester, students will be able to:

- Recognize the distinct characteristics of the broadcast style, or aural style, of writing and understanding how and why that style differs from print.
- Write clear copy with ideas logically sequenced.
- Use the basic requirements for writing commercials and apply principles of persuasion to commercial copy.
- Write and edit copy for broadcast using acceptable formats.
- Write effectively under pressure deadlines.
- Apply techniques learned to a variety of program types.
- compare how writers function as a part of an origination team, what additional roles writers perform in various industry situations, and how writing relates to the process of program origination including research, production, performance, and other skills needed to prepare complete programs.

COURSE DELIVERY/METHODOLOGY:

In this fast-paced course, we will examine several writing formats, styles and technique used in mass media. Each medium will be examined separately. The purpose of this course is to give you a clear understanding of the writing process for mass media and a rich training in the skills, tools and the strategies used in each medium. This course will prepare you for future in-depth writing courses.

This course meets three times a week (UTR) and is based on lectures, presentations, video screenings, discussions, and in-lab writing. All course material will be posted on Moodle, which can be accessed from the following link: <https://lms.auk.edu.kw/>. All Moodle assignments must be submitted through Moodle. Connect reading assessments and other assigned work must be completed on Connect. To successfully complete this course, you must attend class and actively participate in classroom activities and discussions, complete readings ahead of time, complete: class assignments, assessments, and the final project and paper by the posted due dates and times. Late submissions when allowed will be subject to penalty deduction of 10% grade deduction per day.

Your ebook reading and resources are accessible after purchase on VitalSource.com. If you do not have an account, please create an account after purchase on the following link:

[Sign In or Create your account to access your eTextbooks with VitalSource](#)

Required Textbook/Required Readings:

Writing for television, radio, and new media
11th Edition (© 2015)
By Robert Hilliard
ISBN10: 1305229355
ISBN13: 9781305229358

You must purchase access to the online resources: [Click here](#) to buy your textbook online at the AUK eCampus bookstore.

Selected Reading:

Webster, James. *The Marketplace of Attention: How Audiences Take Shape in a Digital Age*. MIT Press, 2016.

Hilliard and Keith. *The Quieted Voice: The Rise and Demise of Localism in Radio*. Southern Illinois UP, 2005.

Clements, Steve. *Show Runner: Producing Variety and Talk Shows for Television*. Silman-James Press, 2004.

Lasker, Alex. *The Memory of an Elephant*. 2021.

Evaluations and Grading:

Evaluation Type	Weight
Attendance	10%
Exams	40%
Writing Projects	50%
Total	100%

Class Attendance (10 %)

You are required to attend class on time and actively participate in class discussions, activities, and projects. This will reflect your level of understanding and involvement in the studied concepts. It is crucial for each student to complete the readings assigned for each lesson in advance and prepare to participate in the class discussions, activities, and projects. Failing to actively attend and participate in class discussion will impact your overall grade.

While excusable tardiness to class will be recorded late – leading to lowering student’s attendance points – any tardiness beyond the first ten minutes the student will be marked absent.

Exams (40%)

There are two exams (twenty points each). These assessments will be completed on Moodle in-class.

Projects: (50%)

In this course, students will work on their weekly writing projects in the lab. Upon completion, students are required to submit it on Moodle, and present their work in class. weekly writing project assigned on You are required to use technology in your presentations.

1. Radio Project 1: Radio PSA (5 pts.)
2. Radio Project 2: Radio Profile (5 pts.)
3. Radio project 1: Promo (5 pts.)
4. TV Project 2: TV Commercial (5 pts.)
5. TV project 2: Corporate/Educational (5 pts.)
6. TV project 3 (group): Interview/Talk/Music Program (10 pts.)
7. Film Scene Project (group): Comedy (5 pts.)
8. Print Project: The Obituary (5 pts.)
9. Web Editorial: Editorial opinion on course and class activities (5 pts.)

Project description and specifications will be made available on Moodle, respectively.

In case you have suffer from a performance disability, discuss your issue with me to arrange for an alternative one-on-one presentation. You are required to submit proper documentation from the counseling center for this procedure.

AUK OFFICIAL GRADING SCALE:

Letter Grade	Percentage	University Points
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0

AUK ATTENDANCE POLICY:

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W". Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance). **CLASS ATTENDANCE POLICY DISCUSSED EARLIER ALSO APPLIES.**

CODE OF ACADEMIC HONESTY AND INTEGRITY:

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at www.auk.edu.kw. Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

PLAGIARISM:

The term "plagiarism" includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one's own work. Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person's academic work as one's own.

CHEATING:

The term “cheating” includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when not approved by the instructor, looking at and/or copying text, notes or another person’s paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a term paper, report, project or other restricted written materials to another student.

ACADEMIC SUPPORT:

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: tutoringcenter@auk.edu.kw.

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: writingcenter@auk.edu.kw

DISABILITY ACCOMMODATIONS:

Disability services include identifying strategies to accommodate the learning requirements of students with disabilities. The Counseling Center at AUK offers services that include personal counseling and disability services. Their mission is to support students as they overcome what inhibits their success and prepare them for lifelong learning and development. For questions regarding accommodation services, please contact the Counseling Center at Counseling@auk.edu.kw.

COURSE POLICIES/ STUDENT RESPONSIBILITIES

LATE AND MISSING WORK POLICY:

No late work is accepted under any circumstances except excused by an immediate family death or hospitalization illness. You need to provide your proof to receive acceptance to submit late work.

EMAIL COMMUNICATION COURSE POLICY:

To assist you better, when you resort to communicating with the instructor via email, you are required to follow the specified policy below. **Any email that does not comply with the specified policy will not be answered.**

Mandatory information in Subject Area of your email: COMM 206 Sec 01

1. **Email me only if you have a question not answered in the syllabus**, then please feel free to send an email according to the mandatory information in subject area and I will be happy to clarify. I respond to emails within 24 hours of receiving them on weekdays; if I do not respond within 24 hours, please re-send the email. Please note I normally respond during these working hours: 10am – 6 pm Sundays – Thursdays.
2. **Emails sent on weekends will be responded to on Sunday.**

TECHNOLOGY REQUIREMENTS:

To participate in this courses, you need this technology:

- A computer/laptop capable of running Windows 10 or later, or MAC OS X .
Please note: other electronic devices such as tablets or phones may function for attending Zoom/WebEx sessions. However, they are not recommended for typing (assignments, discussion board, using chat

feature etc.). In addition, during some Zoom/WebEx sessions, you may be asked to collaborate on a Google doc, which would be easier to do when using a laptop or desktop computer.

- The latest version of Firefox, Chrome, Microsoft Edge, Internet Explorer, or Safari, Microsoft Office Suite or a compatible Open Office Suite
- Adobe Acrobat Reader or other applicable PDF reader
- High speed internet access
- Webcam or other built-in camera on laptops, tablets, or phones
- Microphone or other built-in microphones on laptop, tablets, or phones

PRE-REQUISITE SKILLS:

- Communication using email
- Reading documents online
- Accessing internet websites
- Use of Zoom/WebEx
- Viewing videos online
- Posting on the discussion board
- Uploading documents to Moodle
- Proficiency with Microsoft Word and/or PowerPoint

BROWSER COMPATIBILITY CHECK:

It is the student’s responsibility to ensure that the browser used to access course material on his/her computer/electronic device is compatible with AUK’s learning management system, Moodle. Problems in this area need to be discussed with faculty at the time of occurrence.

TECHNOLOGY ISSUES:

In this class, all assignments need to be submitted through Moodle. Issues with technology use arise from time to time. If a technology issue does occur regarding an assignment submission, email me at aarabi@auk.edu.kw and attach a copy of the completed assignment you are trying to submit. This lets me know you completed the assignment on time and are just having problems with the online submission feature in Moodle. Once the problem is resolved, submit your assignment through the appropriate link. This process will document the problem and establish a timeline. Be sure to keep a backup of all work.

TENTATIVE COURSE SCHEDULE

This is a tentative course schedule. In case of any changes arising, I will inform you on Moodle or in class. schedule will likely change. Please see Moodle for an updated class schedule.

Week	Issue/topic	Assignments
1	Course intro; syllabus review; registration for the textbook website The Mass Media, Subject Matter, Demographics, and Audience	Read Hilliard, Chapter 1
2	Elements of Production: Know your medium tools. Touring production facilities.	Read Hilliard, Chapter 2
3	Format and Style in writing	Read Hilliard, Chapter 3

4	Commercials and Announcements	Read Hilliard, Chapter 4
5	News and Sports	Read Hilliard, Chapter 5
6	Features, Documentaries and Reality programs	Read Hilliard, Chapter 6
7	Features, Documentaries and Reality programs	Read Hilliard, Chapter 6
8	MIDTERM WEEK	

9	Interview and Talk programs	Read Hilliard, Chapter 7
10	Music, Variety, and Comedy	Read Hilliard, Chapter 8
11	Corporate, Educational and Children	Read Hilliard, Chapter 9
12	The Screenplay	Read Hilliard, Chapter 10
13	The Press Release	Handout
14	Chapter 10: The Internet and social media	Read Hilliard, Chapter 13
15	Chapter 10: The Internet and social media The Podcast	

NOTE: This schedule is tentative and is subject to change according to class progress.