



SCHOOL OF JOURNALISM AND MASS COMMUNICATION  
**SPANISH-LANGUAGE MASTER'S PROGRAM**

MMC 6108  
THEORIES OF MASS COMMUNICATION AND WRITING  
FALL 2016

*WED 6:25PM - 9:05PM ACADEMIC TWO 242*  
*PERIOD: 08/24/2015 - 12/07/2015*

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***“THE ART OF WRITING IS 10 PERCENT INSPIRATION AND 90 PERCENT PERSPIRATION.”***  
*GEORGE BERNARD SHAW*

CATALOG DESCRIPTION

***MMC 6108 (3)***. A COURSE THAT EXAMINES DIFFERENT WRITING TECHNIQUES AND WILL TEACH STUDENTS HOW TO THINK LIKE WRITERS AND FIND THEIR OWN VOICE AS JOURNALISTS. STUDENTS WILL STUDY THE WORK AND WRITING STRATEGIES OF SELECTED WRITERS AND WILL DISCUSS THE SOCIAL AND ETHICAL RESPONSIBILITY OF COMMUNICATORS.

PREREQUISITES

GRADUATE STANDING.

PURPOSE

PRINCIPLES, THEORIES AND TECHNIQUES COMMON TO GOOD WRITING, REGARDLESS OF THE MEDIUM. YOU WILL LEARN TO OBSERVE AND THINK AS WRITERS.

DURING THE COURSE, YOU WILL BE INTRODUCED TO THE CREATIVE PROCESS THROUGH LITERARY AND JOURNALISTIC THEORIES AND EXAMPLES. WE WILL ANALYZE THE WORK OF GREAT WRITERS AND TRY TO UNDERSTAND THEIR TECHNIQUES AND THEIR LOGICAL PROCESS OF WRITING.

## METHOD

BECAUSE THIS IS A THEORIES CLASS THAT INVOLVES READING AND WRITING, WE WILL FOLLOW AN ORDER OF TOPICS ONLY TO A CERTAIN EXTENT, SO DON'T EXPECT A RIGIDLY ORGANIZED PROGRAM.

MANY OF THE STORIES WILL BE READ ALOUD AND DISCUSSED IN CLASS. THROUGH THIS METHOD THE STUDENT WILL GET AN INSTANT GRASP OF THE EFFECT OF HIS OR HER STORY ON THE AUDIENCE, WHAT WORKS AND WHAT DOESN'T WORK.

## READINGS

THE REQUIRED READINGS FOR THIS CLASS ARE:

- *CRÓNICA DE UNA MUERTE ANUNCIADA*, BY GABRIEL GARCÍA MÁRQUEZ
- *FICCIONES*, BY JORGE LUIS BORGES
- *THE OLD MAN AND THE SEA (EL VIEJO Y EL MAR)*, BY ERNEST HEMINGWAY
- *IN COLD BLOOD (A SANGRE FRÍA)* BY TRUMAN CAPOTE

A NUMBER OF OTHER READINGS WILL BE SUGGESTED AS THE COURSE UNFOLDS.

## LEARNING OUTCOMES

BY THE END OF THE COURSE, STUDENTS WILL BE ABLE TO:

- ✓ WRITE STORIES WITH IMPROVED SKILLS.
- ✓ LEARN HOW TO RECOGNIZE GOOD WRITING AND BE ABLE TO IDENTIFY ITS COMPONENTS.
- ✓ GAIN KNOWLEDGE OF THE WORK OF SOME NOTABLE WRITERS AND THEIR TECHNIQUES.

## GRADING

PARTICIPATION IN CLASS DISCUSSIONS IS HIGHLY SUGGESTED.

GRADES ARE NOT AN EXACT SCIENCE WHEN WE TALK ABOUT WRITING, BUT THE FOLLOWING RULES WILL BE APPLIED WHEN JUDGING YOUR WORK.

AN "A" MEANS THAT THE WORK MERITS TO BE PUBLISHED IN A NEWSPAPER OR A MAGAZINE AS IT IS.

AN "A-" MEANS THAT THE WORK MERITS TO BE PUBLISHED IN A NEWSPAPER OR A MAGAZINE BUT REQUIRES SOME EDITING.

A "B+" MEANS THAT THE WORK MERITS TO BE PUBLISHED IN A NEWSPAPER OR A MAGAZINE BUT REQUIRES EDITING.

A "B" MEANS THAT THE WORK MERITS TO BE PUBLISHED IN A NEWSPAPER OR A MAGAZINE BUT REQUIRES A FAIR AMOUNT OF EDITING.

A "B-" MEANS THAT THE WORK WILL MERIT TO BE PUBLISHED IN A NEWSPAPER OR A MAGAZINE AFTER CONSIDERABLE EDITING.

A "C+" MEANS THAT THE WORK WILL MERIT TO BE PUBLISHED IN A NEWSPAPER OR A MAGAZINE AFTER HEAVY EDITING.

A "C" MEANS THAT THE WORK FULFILLS THE MINIMAL PROFESSIONAL REQUIREMENTS TO BE PUBLISHED IN A NEWSPAPER OR A MAGAZINE AFTER HEAVY EDITING.

"D" AND "F" ARE DIFFERENT EVALUATIONS OF INSUFFICIENT QUALITY OR REPORTING WORK.

ALTHOUGH THESE ARE THE GENERAL RULES, ELEMENTS LIKE A CREATIVE APPROACH, AN INTERESTING IDEA OR AN ACTIVE PURSUE OF SOURCES WILL PLAY A PART IN THE FINAL GRADE.

**GRADING SCALE:** 90-100 IS AN A; 80-89 IS A B; 70-79 IS A GENEROUS C; 65-69 – D; BELOW 65 – F. QUIZZES AND EXAMS MISSED WITHOUT AN EXCUSED ABSENCE MAY NOT BE MADE UP AND WILL BE AVERAGED AS A ZERO. WRITTEN ASSIGNMENTS TURNED IN AFTER THE DUE DATE WILL NOT BE GRADED EXCEPT IN CASE OF ILLNESS OR OTHER EXCUSED ABSENCE.

### EMAILS

**NO EMAILED WRITTEN ASSIGNMENTS WILL BE ACCEPTED FOR THIS CLASS;** IF YOU MISS CLASS BECAUSE OF AN EXCUSED ABSENCE, YOU MAY DROP OFF PRINTED COPIES OF ASSIGNMENTS ON OR BEFORE THE DUE DATE IN THE BOX ON MY OFFICE DOOR.

### ATTENDANCE

YOUR RESPONSIBILITY IS TO ATTEND EVERY CLASS, TO SHOW UP ON TIME AND TO COMPLETE YOUR ASSIGNMENTS ON DEADLINE. ABSENCES MUST BE EXCUSED OR YOU WILL LOSE POINTS **(ONE POINT DEDUCTED FROM YOUR FINAL GRADE IN THE COURSE FOR EACH UNEXCUSED HOUR OF CLASS MISSED).**

### ETHICS

### **FIU POLICY:**

FLORIDA INTERNATIONAL UNIVERSITY IS A COMMUNITY DEDICATED TO GENERATING AND IMPARTING KNOWLEDGE THROUGH EXCELLENT TEACHING AND RESEARCH, THE RIGOROUS AND RESPECTFUL EXCHANGE OF IDEAS AND COMMUNITY SERVICE. ALL STUDENTS SHOULD RESPECT THE RIGHT OF OTHERS TO HAVE AN EQUITABLE OPPORTUNITY TO LEARN AND HONESTLY TO DEMONSTRATE THE QUALITY OF THEIR LEARNING. THEREFORE, ALL STUDENTS ARE EXPECTED TO ADHERE TO A STANDARD OF ACADEMIC CONDUCT, WHICH DEMONSTRATES RESPECT FOR THEMSELVES, THEIR FELLOW STUDENTS, AND THE EDUCATIONAL MISSION OF THE UNIVERSITY.

ALL STUDENTS ARE DEEMED BY THE UNIVERSITY TO UNDERSTAND THAT IF THEY ARE FOUND RESPONSIBLE FOR ACADEMIC MISCONDUCT, THEY WILL BE SUBJECT TO THE ACADEMIC MISCONDUCT PROCEDURES AND SANCTIONS, AS OUTLINED IN THE STUDENT HANDBOOK.

MISCONDUCT INCLUDES:

**CHEATING** – THE UNAUTHORIZED USE OF BOOKS, NOTES, AIDS, ELECTRONIC SOURCES; OR ASSISTANCE FROM ANOTHER PERSON WITH RESPECT TO EXAMINATIONS, COURSE ASSIGNMENTS, FIELD SERVICE REPORTS, CLASS RECITATIONS; OR THE UNAUTHORIZED POSSESSION OF EXAMINATION PAPERS OR COURSE MATERIALS, WHETHER ORIGINALLY AUTHORIZED OR NOT.

**PLAGIARISM** – THE USE AND APPROPRIATION OF ANOTHER’S WORK WITHOUT ANY INDICATION OF THE SOURCE AND THE REPRESENTATION OF SUCH WORK AS THE STUDENT’S OWN. ANY STUDENT, WHO FAILS TO GIVE CREDIT FOR IDEAS, EXPRESSIONS OR MATERIALS TAKEN FROM ANOTHER SOURCE, INCLUDING INTERNET SOURCES, IS RESPONSIBLE FOR PLAGIARISM.

ANY STUDENT WHO FAILS TO MEET THESE EXPECTATIONS WILL RECEIVE AN “F” FOR THE COURSE GRADE AND WILL BE REPORTED TO THE CHAIR OF THE JOURNALISM DEPARTMENT, AS WELL AS THE DEAN OF THE SCHOOL OF JOURNALISM AND MASS COMMUNICATION.

PLAGIARISM MAY RESULT IN DISMISSAL FROM THE UNIVERSITY.

***HAVE A GOOD SEMESTER!***