ENGL A123: WRITING FOR SOCIAL MEDIA

Item	Value
Curriculum Committee Approval Date	12/06/2023
Top Code	061000 - Mass Communications
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Students will develop writing skills for social media while exploring the design and impact of digital and social media technologies for professional application in a wide variety of organizational situations. Students will analyze, think critically, research, develop, write, and discuss multiple topics in social media. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Communicate effectively and clearly on various social media platforms usaing a variety of stylistic and rhetorical strategies.

Course Objectives

- I Reading Objectives
- I. 1. Employ critical reading skills when analyzing writing for social media.
- II Critical Thinking Objectives
- II. 1. Display an understanding of audience and purpose in social media writing.
- II. 2. Respond critically and offer in-depth analysis to various forms of social media writing.
- II. 3. Demonstrate knowledge of social media writings various functions and its career and business opportunities.
- III Writing Objectives
- III. 1. Create clear and effective writing for various social media platforms and audiences.
- III. 2. Utilize effective stylistic and rhetorical techniques in writing.
- III. 3. Implement successful revision and editing strategies.

Lecture Content

Lecture Content Critical Reading and Analysis Analyzing rhetorical functions and possibilities of popular social media. Reading, analyzing, and criticizing example writing on popular social media. Reading professional analysis and criticism of writing on social media. Identifying goals of example writing for various social media platforms. Analyzing content used for promotion of people, products, services, and ideas. Identifying target audiences of various social media writing. Analyzing current trends in social media posting. Examining social media careers and the types of writing produced in each. Writing Creating writing for various social media platforms that demonstrates an understanding of each platforms limitations and features, such as: Content length/brevity Hyperlinking Tagging Images and captions Micro-essays Comments Developing content for varied audiences. Writing content that encourages active audience engagement and commentary. Creating effective titles and utilize diction optimized for search engines, hashtags, and other methods of content discovery. Demonstrating effective stylistic and rhetorical techniques, such as: Voice Tone Imagery Point of View Logos, Pathos, and Ethos Maintaining clear and effective writing, with knowledge of basic conventions such as: Sentence and paragraph structure Punctuation Diction Spelling Working with large language models (LLM) to develop and revise content. Prompt engineering Editing and revision of output Limitations of LLM use Language and liability issues, su ch as: Challenges of writing with and without a legal team FTC and other governmental regulations Implementing effective revision and editing strategies.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Discussions, demonstrations, faculty-led guided practices, lecture, and in-class group work are the predominant methods of instruction. The instructor will present new concepts during lecture, demonstrate these ideas using classroom technology or course software, the internet, and classroom computer and projection system, while providing instructional time for students to practice these concepts individually or collaboratively. Classroom discussions are an important element of the learning experience and will be centered around digital and social media.

Reading Assignments

Assigned readings from textbook and online sources, approximately two hours per week, for a total of 32 hours for the semester.

Writing Assignments

Writing assignments may include reading responses, critical analyses of social media posts, and writing for various social media platforms. These assignments should take students two to three hours per week, for a total of 44 hours for the semester.

Out-of-class Assignments

Out-of-class assignments may include research and creation and exploration of social media accounts. These assignments should take students two hours per week, for a total of 32 hours for the semester.

Demonstration of Critical Thinking

Periodic written assignments will challenge students to analyze and report their observations on current social media sites to demonstrate both their ability to communicate effectively in writing and to analyze and respond to complex social media issues.

Required Writing, Problem Solving, Skills Demonstration

Periodic written assignments will challenge students to analyze and report their observations on current social media sites to demonstrate both their ability to communicate effectively in writing and to analyze and respond to complex social media issues.

Eligible Disciplines

English: Masters degree in English, literature, comparative literature, or composition OR bachelors degree in any of the above AND masters degree in linguistics, TESL, speech, education with a specialization in reading, creative writing, or journalism OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Kuehn, S., Lingwall, A. The Basics of Media Writing: A Strategic Approach, ed. Sage, 2018 2. Required Stovall, J.G. Writing for the Mass Media, ed. Pearson, 2015 3. Required Wilson, P., Glazier, T . The Least You Should Know about English: Writing Skills, ed. Cengage, 2018