

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> CMNS 175		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>															
<b>Course Full Title:</b> Writing for the Internet <b>Course Short Title:</b> <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> CMNS															
<b>Calendar Description:</b> <p>An introduction to the theory and practice of writing professionally for the Internet. Students will study the particular challenges posed by digital communication and explore approaches and technologies that make possible effective communication to a networked audience.</p> <p>Note: Students will be required to participate in global social media environments.</p>																	
<b>Prerequisites (or NONE):</b>		One of the following: C+ or better in English 12, CPT score of 48, or evidence of any test score or course grade listed under the Degree/diploma-level English language proficiency standards in the UFV academic calendar at <a href="http://www.ufv.ca/calendar/current/General/EnglishProficiency.htm">www.ufv.ca/calendar/current/General/EnglishProficiency.htm</a> .															
<b>Corequisites (if applicable, or NONE):</b>																	
<b>Pre/corequisites (if applicable, or NONE):</b>																	
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Special Topics</b> <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i>															
		<b>Independent Study</b> If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit															
		<b>Transfer Credit</b> Transfer credit already exists: <i>(See <a href="http://bctransferguide.ca">bctransferguide.ca</a>.)</i> <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Submit outline for (re)articulation: <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>															
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>30</td> </tr> <tr> <td>Tutorials/workshops</td> <td></td> </tr> <tr> <td>Supervised laboratory hours</td> <td>15</td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>45</b></td> </tr> </table>		Lecture/seminar hours	30	Tutorials/workshops		Supervised laboratory hours	15	Experiential (field experience, practicum, internship, etc.)		Supervised online activities		Other contact hours:		<b>Total hours</b>	<b>45</b>	<b>Grading System</b> <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit	
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<b>Total hours</b>	<b>45</b>																
		<b>Maximum enrolment (for information only):</b> 25 <b>Expected Frequency of Course Offerings:</b> Every semester <i>(Every semester, Fall only, annually, etc.)</i>															
Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes																	
<b>Department / Program Head or Director:</b> Samantha Patridge		<b>Date approved:</b> January 24, 2020															
<b>Faculty Council approval</b>		<b>Date approved:</b> April 28, 2020															
<b>Dean/Associate VP:</b> Jaqueline Nolte		<b>Date approved:</b> April 28, 2020															
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> June 26, 2020															
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> October 2, 2020															

**Learning Outcomes:**

Upon successful completion of this course, students will be able to:

- Explain the communication context and process, particularly as it pertains to electronic communication.
- Analyze the online audience with its distinct characteristics.
- Draft and revise an effective organizational story.
- Critique examples of digital communication formats, including text, motion, sound, non-linear and interactive media in short, medium and long formats.
- Apply the principles of text-audio/visuals interaction in copy writing.
- Apply Search Engine Optimization (SEO) for Internet writing.
- Discuss copyright and ethical issues relevant to digital communication.
- Demonstrate techniques of document design.
- Prepare presentations for the digital environment.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes      ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods** (*Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.*)

- Lectures
- Demonstrations
- Applied projects
- In-class exercises
- In-class discussion

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials** (*If more space is required, download Supplemental Texts and Resource Materials form.*)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Fenton, N., & Lee, K. K.	<i>Nicely Said: Writing for the Web with Style and Purpose</i>	<input type="checkbox"/>	New Riders.	2014
2. McCulloch, G.	<i>Because Internet: Understanding the New Rules of Language.</i>	<input type="checkbox"/>	Penguin	2019
3. Veloso, M.	<i>Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them to Buy</i>	<input type="checkbox"/>	AMACOM	2013
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

**Required Additional Supplies and Materials** (*Software, hardware, tools, specialized clothing, etc.*)**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	65%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	25%	Practicum:	%	Other:	%
Quizzes/tests:	10%	Lab work:	%	Shop work:	%	Total:	100%

**Details (if necessary):****Typical Course Content and Topics**

1. Introduction to communications theory
2. How technology influences writing and publishing
3. Determining purpose and audience for digital communications
4. Evolving digital formats: short format (Twitter, Instagram, Pinterest, etc.), medium format (Facebook, LinkedIn, etc.) and long format (Blogpost, website, digital publication, periodicals)
5. Writing and revising material for electronic distribution
6. Layout and page design for electronic documents
7. Incorporating graphics and visual information
8. Ethics and communications technology: intellectual property and copyright
9. Research — and documenting research — in online environments
10. Using technology to supplement and enhance public presentations