

UNC-Chapel Hill School of Journalism and Mass Communication

Learning Outcomes for JOMC 153

Students will demonstrate written communication skills through the ability to write and edit a news story for a professional news outlet regardless of medium.

4	3	2	1	0
No grammatical errors	No grammatical errors	Some grammatical errors	Major grammatical errors	Major grammatical errors
Lead is interesting and grabs reader attention	Lead is interesting and grabs reader attention	Lead is interesting and grabs reader attention	Lead is buried	Lead is buried; story has fact error
Proper usage of quotes that help tell the story	Proper usage of quotes that help tell the story	Quotes repeat what writer has written	Quotes in story do not help tell the story.	No quotes, or poorly used quotes
AP style is correct	Minor AP style errors	AP style errors	AP style errors	AP style errors
Punctuation is correct	One or two punctuation issues	Punctuation errors	Punctuation errors	Multiple punctuation errors
Structure of story flows well and keeps reader engaged	Structure of story flows well and keeps reader engaged	Structure of story flows well and keeps reader engaged	Story structure is disjointed and takes reader on wild ride	Story does not flow at all; No nut paragraph