Overview
This course allows faculty and staff to learn the basics of external print, broadcast and web news media.

Objectives
The objectives of this course are as follows:

- Understand what makes a topic newsworthy
- Learn the basic elements of news stories
- Identify changing trends in media coverage

Activities
To reinforce lecture and class discussion, the following activities are used in the class:

- Interactive overview of important news values
- Hands-on analysis of real news stories
- Discussion of USC’s News and Internal Communications

Evaluation
Course will be evaluated by attendance and post-course evaluation forms.