

# Department of Mass Communications

## Writing Proficiency Portfolio (WPP) Requirements

### Juniors & Seniors

***Deadline:***  
***FRIDAY, OCTOBER 15, 2021***

***\*\*\*All portfolios must be turned into Ms. Kathleen Clark, @  
[kclark@lincoln.edu](mailto:kclark@lincoln.edu) by 5pm on deadline date.\*\*\****

Mass Communications majors are required to submit the following four (4) writing samples:

**1. Résumé:** *\*for resume writing assistance, please visit the Career Services Office in Wright Hall Suite 316*

**2. Personal Statement:** *The personal statement should be appropriate for an internship or graduate school application, digital portfolio or professional website*

**3. Conceptual Writing Assignment:** *This writing sample must be a minimum of three (3) pages in length and come from one of the following Conceptual courses:*

*\*Include the name of course, the semester in which you were enrolled in the course, and name of instructor.*

- COM-201 - Mass Media and Society
- COM-300 - Communication Theory
- COM-320 - Gender and the Media
- COM-322 - African Americans and the Media
- COM-323 - Media and Popular Culture
- COM-401 - Research Methods in Mass Communication
- COM-404 - Mass Media Law and Ethics
- COM-495 - Research/Independent Study

**4. Communication Industry Writing Assignment:** *This writing sample demonstrates your ability to meet professional standards and format in a communication profession. The sample (such as a script, press release, news article, blog, press kit) must come from one of the following skills courses:*

*\*Include the name of course, the semester in which you were enrolled in the course, and name of instructor.*

- COM-202 - Writing and Reporting Across the Media
- COM-302 - Strategic Communication Principles and Theory
- COM-331 - Digital News Reporting and Production
- COM-332 - Digital Media Strategies and Publishing
- COM-416 - Television News Producing
- COM-402 - Advertising and Integrated Mkg Communications
- COM-452 - The Lincolnian Practicum
- COM-453 - The Lincolnian Management
- COM-455 - Entrepreneurial Journalism
- COM-490 - Internship in Mass Communications