

**Feature Writing - JOUR 3130-001**

Spring 2012

5:30-8:30 p.m., Wednesday, Meeman Journalism Building, Room 208

Instructor: Darrin M. Devault, M.A.

Office: Meeman Journalism Building, Room 332

Office hours: By appointment

Office Phone: (901) 678-2405; Cell Phone: (901) 569-6353

E-mail: darrin.devault@memphis.edu

**COURSE REQUIREMENTS****CATALOGUE/COURSE DESCRIPTION:**

Advanced practice in writing, publishing feature stories for magazines and newspapers and the Web; finding and developing publishable ideas; freelance techniques; advanced reporting skills; writing techniques with emphasis on leads, endings, description, effective use of anecdotes and quotations; critiques of student work.

**PREREQUISITE:**

Media Writing (JOUR 2121)

**TEXTBOOK:**

*Writing for Magazines* by Wray, C.S., 2nd edition (New York: McGraw-Hill, 2005). ISBN 978-0-07-286491-5

In addition, you are expected to regularly read *The Commercial Appeal*, *USA Today* and *The New York Times*. These newspapers are available free at various locations around campus, including Jones Hall (Tiger Den) near the Meeman Journalism Building. You also must read at least one different magazine each week.

**CLASSROOM FORMAT:**

Lecture, lab assignments and outside writing assignments.

**GRADING:****Grading Procedure:**

Writing assignments will count for 80 percent of your final grade. Keeping a weekly journal and writing a query letter will count for the remaining 20 percent.

Your major writing assignments will include four newspaper features and one multiple-source feature for a national consumer magazine. Feature stories that are rewritten will be graded in this way: 75 percent of the grade will come from the first draft you submit; the remaining 25 percent will come from your rewrite. All feature stories must be submitted for publication. You won't be penalized if your stories are not published, but you must actively try to get them published. Published work is important in obtaining internships and getting jobs after college. Any published story will receive extra credit, which will vary based on the prestige of the publication.

You also will be required to keep a one-page weekly journal. Be prepared to discuss it in class. Your journal entry will name a magazine and describe your favorite article in that issue. In the same report, you will describe the feature story in one of the newspapers (see above section on

Textbooks) you enjoyed most that week. Include what you thought was the best piece of description among the publications you read that week.

*Sources:* News releases are not acceptable sources, except as a starting point. Nothing, especially direct quotes, should be taken directly from a news release or from published works. Websites should rarely be quoted and when they are, the story should reflect that. Do not use a website as a source without first checking with the instructor.

### **Grading Scale:**

Four Feature Newspaper Stories — 600 points

One Feature Magazine Story — 200 points

Weekly Journals/Writing a Query Letter— 200 points

**TOTAL: 1,000 points**

A = 900-1,000 points

B = 800-899 points

C = 700-799 points

D = 600-699 points

F = 599 and fewer points

### **WEEKLY JOURNALS**

**Journal #1 (15 points):** due January 25

**Journal #2 (15 points):** due February 1

**Journal #3 (15 points):** due February 8

**Journal #4 (15 points):** due February 15

**Journal #5 (15 points):** due February 22

**Journal #6 (15 points):** due February 29

**Journal #7 (15 points):** due March 7

**Journal #8 (15 points):** due March 14

**Journal #9 (15 points):** due March 21

**Journal #10 (15 points):** due April 4

**Journal #11 (15 points):** due April 11

**Journal #12 (15 points):** due April 18

**Journal #13 (15 points):** due April 25

**Query Letter (5 points):** TBA

**JOURNAL TOTAL: 200 points**

### **NEWSPAPER/MAGAZINE FEATURES**

**Newspaper Feature #1 (150 points):** due February 8

**Newspaper Feature #2 (150 points):** due February 24

**Newspaper Feature #3 (150 points):** due March 21

**Newspaper Feature #4 (150 points):** due April 4

**Magazine Feature (200 points):** due April 25

**FEATURES TOTAL: 800 points**

**TOTAL POSSIBLE SEMESTER POINTS: 1,000 points**

### **TENTATIVE CLASS SCHEDULE:**

**Week #1 (January 18):** Course Introduction/What Is a News Feature?

**Week #2 (January 25):** Developing Story Ideas/Leads and Story Organization

**Week #3 (February 1):** Descriptive Writing

**Week #4 (February 8):** How to Make a Pitch/*First Feature Due*  
**Week #5 (February 15):** Editing and Rewrites  
**Week #6 (February 22):** Personality Profiles/Group or Organization Features/Hobby Features  
**Week #7 (February 29):** Historical Features/Science, Research and Health Features/*Second Feature Due*  
**Week #8 (March 7):** Spring Break – No class  
**Week #9 (March 14):** Critical Writing (film, book, concert, food reviews)  
**Week #10 (March 21):** Seasonal Features/*Third Feature Due*  
**Week #11 (March 28):** Travel Writing/Personal Experience  
**Week #12 (April 4):** The Differences Between Magazine and Newspaper Features/*Fourth Feature Due*  
**Week #13 (April 11):** Development of Final Features  
**Week #14 (April 18):** So You Want to Be a Freelancer/Discussion of Final Features  
**Week #15 (April 25):** Presentation of Magazine Features/*Magazine Feature Due*

### **ASSIGNED TEXTBOOK READINGS**

*Here are the assigned readings from your textbook:*

**Chapter 1:** “So You Want to Be a Magazine Writer,” January 18  
**Chapter 2:** “The Wonderful World of Magazines,” January 25  
**Chapter 3:** “What’s the Big Idea?” January 25  
**Chapter 4:** “What Do I Do with This Article,” February 1  
**Chapter 5:** “You Can’t Hit Anything If You Don’t Aim at It,” February 8  
**Chapter 6:** “So Much to Write, So Little Time,” February 15  
**Chapter 7:** “A Writer’s Tools,” February 22  
**Chapter 8:** “Getting Started,” February 29  
**Chapter 9:** “Writing the Article,” March 14  
**Chapter 10:** “The Mechanics of Writing,” March 21  
**Chapter 11:** “Writing That Shines,” March 28  
**Chapter 12:** “Writer’s Block,” April 4  
**Chapter 13:** “The Business and Legal Side of Writing,” April 11  
**Chapter 14:** “A Potpourri of New Writer Concerns,” April 18  
**Chapter 15:** “Twenty Ways to *Not* Get Published,” April 25

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR 3130:**

- + Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- + Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- + Think critically, creatively and independently.
- + Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- + Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- + Apply tools and technologies appropriate for the communications professions in which they work.

#### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET FOR JOUR 3130:**

### **Cognitive Objectives To Be Mastered (Ability to Explain, Analyze, Understand, Think Critically):**

- + Acquire the technical knowledge necessary to write news feature stories.
- + Utilize interviewing skills to develop information needed to write feature stories.
- + Practice higher order critical thinking skills by analyzing feature stories for style, structure and focus.
- + Enhance retention and transfer of information from class discussions to the real world by researching and writing feature stories.
- + Be familiar with Associated Press style and appropriate magazine styles.
- + Students can write a query letter and submit to a publication.
- + Students know how to find appropriate publication market for an article idea.

### **Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

- + Students will write at least four newspaper features and one magazine feature. Story length will vary based on the assignment.
- + Students are responsible for developing the story idea and researching and writing the story within the stated deadline.
- + Students will analyze award-winning features for class discussion.
- + Students will utilize the *Associated Press Stylebook* in writing newspaper features.
- + Magazine articles will be extensively researched with multiple and multi-cultural sources.

### **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 3130:**

- + Require multi-cultural sources.
- + Require a list of sources with contact information so professor can do spot-checks for accuracy.
- + Required to gather and analyze secondary data.
- + Required to write at least newspaper and/or magazine stories, including one article for specific publication.
- + Analyze targeted publication and write query letter, then produce multiple-sourced article appropriate to publication market.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

- + understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- + demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- + demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
- + demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- + understand concepts and apply theories in the use and presentation of images and information;
- + demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

- + think critically, creatively and independently;
- + conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- + write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- + critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- + apply basic numerical and statistical concepts;
- + apply tools and technologies appropriate for the communications professions in which they work.

### **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM**

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- + Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- + Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- + Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

### **DEPARTMENT POLICIES**

#### **E-MAIL:**

You must have your UM e-mail account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> Web site to implement forwarding of UM e-mail. You are required to check your email daily. You are responsible for complying with any e-mail sent to you by your professor or the University.

#### **CELL PHONES:**

You must turn them off during class.

#### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g., with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another course. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

#### **CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree

determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

**ONLINE SETEs:**

You are urged to complete the SETEs evaluation of the course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that course. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

**EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.