

Media Writing
JOUR 2121-004
Spring 2014

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COURSE REQUIREMENTS

COURSE DESCRIPTION:

Basic instruction in journalistic forms and style; use of computer in composition of news reports or articles and in solution of news writing problems; laboratory writing exercises on computer; one lecture, four laboratory hours per week.

PREREQUISITE:

None.

TEXTBOOKS:

Required:

- Tim Harrower, *Inside Reporting*, 3rd ed. (McGraw Hill, 2013) ISBN: 978-0-07-352617-1
- Joe Hayden, *The Little Grammar Book: First Aid for Writers*, (Marion Street Press, 2012) ISBN: 978-1933338996
- *The Associated Press Stylebook and Briefing on Media Law* (Perseus, 2012) ISBN: 0-738-2074-03

Recommended:

- Lauren Kessler and Duncan McDonald, *When Words Collide: A Media Writer's Guide to Grammar and Style* (Thomson and Wadsworth, 2004) ISBN 0-534-56206-X
- William Strunk Jr. and E.B. White, *The Elements of Style*
- A dictionary

CLASSROOM FORMAT:

This is a writing course. Consequently, students will write every week and receive regular feedback and coaching on their work. The class will consist of both lecture and laboratory time to be determined by the instructor.

COURSE REQUIREMENTS:

- Writing assignments will be completed both in and outside the classroom. During the semester each student will complete three writing assignments produced out of class: (1) a news article based on a single interview; (2) a news article covering a meeting or an event; (3) a more in-depth news article based on multiple interviews. When article rewrites are due, the original edited article must be turned in at the same time. Rewrites will not be graded without the original article.
- All assignments must have a story slug, date and byline and be filed in a Word document that is double spaced with indented paragraphs. Do not put extra space between paragraphs. **If assignments do not follow this format, they will not be graded.**
- Media writing requires knowledge of Associated Press style. Therefore, all writing

assignments for JOUR 2121 will be written in correct AP style, and all students will complete five quizzes on basic AP style during the semester. The quiz schedule will be determined by your instructor.

- Students will complete an online portfolio as a final project to showcase their work, to begin building a professional online presence and to facilitate future coursework and internship placement. The portfolios will include clips, design work, résumés and social media.
- Students must stay informed about the news. They will, at minimum, read *The Daily Helmsman* and *The Commercial Appeal* every day in order to be prepared for weekly current events quizzes. Newspapers are located in boxes across campus.
- Students will complete a mid-term exam and a final exam. The mid-term exam will cover such things as leads, attribution and quotes. The final exam will include short stories written in class, along with AP style.
- All JOUR 2121 students also must take a Writing Diagnostic Test at the beginning and the end of the semester. The initial test scores will not impact course grades, but will be used as part of a department assessment of student achievement. The re-test will be graded.

GRADING:

Lab assignments, quizzes and mid-term	500 points
Three outside story assignments	300 points
Final exam	100 points
Online portfolio	50 points
AP quizzes	50 points
TOTAL	1,000 points

Grading Scale:

A = 900-1,000 points

B = 800-899 points

C = 700-799 points

D = 600-699 points

F = 599 and fewer points

OTHER ISSUES:

Media writing is a practical, hands-on course that teaches you to think and write as professionals. Consequently, regular attendance is vital. **When you miss a lab assignment, you cannot make up the work regardless of the reason.** Please do not email the instructor to ask what work was covered during your absence. Instead, check with a classmate. Remember: The work you do in class is worth 50 percent (that's half!) of your course grade.

Meeting deadlines is essential for media professionals. In other words, story deadlines are firm. Late stories will not be accepted, except for medical emergencies with verification. (A sinus infection is not a medical emergency.) Grammar, spelling, punctuation and AP style are crucial to your success in media writing. We will work in these areas every week, so please bring your textbooks to class.

Coming to class well prepared is equally important. This means reading the assigned chapters in the textbook and staying informed about current events. JOUR 2121 is the linchpin for a professional program; please act accordingly.

TENTATIVE TIMETABLE:

Week 1: Course Introduction

Jan. 20: Martin Luther King Jr. Holiday/NO CLASS
Jan. 22: Course introduction

Week 2: The Story of Journalism

Jan. 27: What is news?
Jan. 29: The changing face of media

Read Chap. 1, pages 17-21

Week 3: How Newsrooms Work

Feb. 3: How news comes together
Feb. 5: Introduction to AP style

Read Chap. 2
Read pages 56-57

Week 4: Media Writing Basics

Feb. 10: Accuracy and the inverted pyramid
Feb. 12: The five Ws and leads

Read Chap. 3, pages 36-47

Week 5: More Media Writing Basics

Feb. 17: More leads
Feb. 19: Story structure and nut graphs

Read Chap. 3, pages 48-63

Week 6: Reporting Basics

Feb. 24: The “super source”
Feb. 26: Quotes and attribution

Read Chap. 4, pages 82-85
First Outside Article Due

Week 7: More Reporting Basics

March 3: Story ideas and sources
March 5: Using the ‘Net; Diversity in news coverage

Read Chap. 4, pages 68-73
Read Chap. 4, pages 88-91

Week 8: Spring Break

March 10: No class
March 12: No class

Week 9: Interviewing

March 17: Observation and taking notes
March 19: Interviewing; Speeches, meetings
and events

Read Chap. 4, pages 74-81
Read Chap. 5, pages 106-114
Second Outside Article Due

Week 10: More Interviewing

March 24: In-depth interviewing techniques
March 26: In-depth interviewing techniques

Week 11: Features and Soft News

March 31: Types of feature articles
April 2: Types of soft news articles

Read Chap. 6, pages 116-124

Week 12: Pulling It All Together

April 7: Polishing your work
April 9: Working with editors

Third Outside Article Due

Week 13: Creating Online Portfolios

April 14: Examples of online portfolios

April 16: Creating your online portfolio

Week 14: Catch-up Week

April 21:

April 23:

Online Portfolio Due

Week 15: Final Exam

April 28: Course review for final exam

April 30: Final Exam

ASSESSMENT**PROFESSIONAL VALUES AND COMPETENCIES:**

- think critically, creatively and independently
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET FOR JOUR 2121:**Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- Recognize the characteristics of news and newsworthiness, demonstrated through current events quizzes, lecture, and workbook exercises
- Acquire basic information-gathering techniques, including interviewing and research, through classroom exercises and field experiences
- Be familiar with libel and journalism ethics through classroom discussion and assignments
- Understand the difference between fact and opinion
- Learn the value of original content

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

- Write an entry-level news story utilizing at least three sources and direct quotations.
- Write a speech or event story.
- Utilize the AP Stylebook in applying basic news writing style rules to lab and outside assignments, pass AP quizzes.
- Demonstrate an ability to write on deadline.
- Score 80 percent or above on a grammar proficiency exam.
- Write different types of newsworthy leads.
- Take weekly current events quizzes.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 2121:

Media Writing is designed to provide the beginning journalism major with the essential skills that are crucial to careers in journalism, public relations, and advertising. These are the abilities to gather and process information, and, above all, to write effectively. The goal is for each student to have acquired entry-level professional writing skills by the end of the semester.

Awareness:

- learn how journalism works in today's media environment

Understanding:

- understand the difference between fact and opinion;
- appreciate the value of original journalism, of intellectual integrity;
- recognize the qualities of newsworthiness;
- learn the basics of news gathering;
- study the principles of effective storytelling

Application:

As the first training step toward a career, JOUR 2121 will require students to do the following:

- read and analyze news stories in order to learn what constitutes news;
- practice correct grammar, punctuation and word usage;
- learn AP news writing style;
- practice lead writing;
- develop information-gathering skills and apply them to assignments;
- keep abreast of local, national, and international news

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 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 communications.
- 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

EMAIL:

You must have your UM email 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> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

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 class. 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 this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. 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 the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.