

Chaminade University
COM274: Writing for Mass Media
Spring 2008

Instructor: Danielle Lum, APR

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Textbooks (2): Stovall, James G. Writing for the Mass Media. Sixth edition. Allyn & Bacon 2006
Associated Press. AP Style Guide. 2004

Description: Learn, develop and understand the writing skills used in the fields of advertising, broadcasting, journalism, and public relations. Law and ethics in determining news values, gathering information and communicating clearly and accurately for mass audiences will also be examined. Grammar and Associated Press style are emphasized. Prerequisite: EN 102

Requirements:

- **Attendance.** Regular, on time attendance is expected. Failure to attend class will negatively affect your grade. Unexcused absences will result in the loss of 3 points per absence. Excused absences must be declared in advance. Absence due to illness must be accompanied by a doctor's note. Athletes should have a letter from his/her coach prior to missing class.
- **Timeliness.** Students are expected to be on time, ready to participate in class. Unexcused tardiness will result in the loss of 2 points per tardy.
- **Participation.** There will be ample opportunity for group discussions. Positive participation is expected. Disruptive behavior will not be tolerated and can result in loss of points and expulsion from class.
- **Textbook.** The above-named textbooks are required. Bring them to each class session unless told otherwise. Students will be docked 5 points if they do not have their textbook during in-class discussions and assignments.
- **In-Class Assignments.** There will be in-class assignments every Wednesday. You must be in class to participate in these assignments. No make up or late assignments will be accepted for in-class assignments. Arrangements will be made for anticipated absences (i.e., athletic event, retreat, etc.). Each in-class assignment is worth 10 points except #11, which will be worth 20 points.
- **External Assignments.** This is a writing course, so students can expect many writing assignments. There will be at least one assignment due each week. Some weeks, more than one assignment will be due. Assignments will be discussed during class and individual assignment sheets provided. Assignments will be due as indicated on this syllabus. No late assignments will be accepted, even with excused absences. If a student will be absent from class, the assignment can be emailed to me or turned in ahead of the absence. External assignments are worth 20 points each.
- **Exams.** There will be neither midterm nor final examination for this class.
- **Final Portfolio.** The final project for this class is a portfolio that demonstrates your ability to describe and practice the goals for this course.
- **Cell phones.** Please turn cell phones off before coming to class. Ringing cell phones will cost the owner 2 points. Should my cell phone go off during class, the entire class will receive 2 points.
- **Outside Reading.** You are expected to read the Honolulu Advertiser and the Honolulu Star Bulletin each day.

Grading: There will be a maximum of 690 points possible for the semester, allocated as follows:

Out of-Class Assignments: 320 points
In-Class Assignments: 120 points
Final Portfolio: 200 points
Attendance: 50 points

621 – 690 points A
552 – 620 points B
483 – 551 points C
414 – 482 points D
<413 points F

Week	Date	Topic	Assignment
1	Mon, Jan 14, 2008	Introductions/Expectations	
	Wed, Jan 16, 2008	Discussion: Writing. The Basics	Read: Chapter 1
	Fri, Jan 18, 2008	Discussion: Writing. More Basics	Read: Chapter 2 Assignment #1 due
2	Mon, Jan 21, 2008	HOLIDAY	HOLIDAY
	Wed, Jan 23, 2008	In Class Assignment #1 Discussion: The Writer's Best Friend. AP Stylebook	Bring AP Stylebook to Class Read: Chapter 3 Assignment #2 due
	Fri, Jan 25, 2008	Discussion AP Stylebook; Proofreading & Proofing Marks	
3	Mon, Jan 28, 2008	Discussion: What is news, and how do we write about it	Read: Chapter 4 Assignment #3 due
	Wed, Jan 30, 2008	In Class Assignment #2	
	Fri, Feb 1, 2008	Discussion: Interviewing	Assignment #4 due
4	Mon, Feb 4, 2008	Discussion: News stories. The lead, hook, attribution, using quotes	Read: Chapter 5
	Wed, Feb 6, 2008	In Class Assignment #3	
	Fri, Feb 8, 2008	Discussion: Story structures, using quotes, types of news stories	Assignment #5 due
5	Mon, Feb 11, 2008	Discussion: Feature stories	Assignment #6 due
	Wed, Feb 13, 2008	In Class Assignment #4	
	Fri, Feb 15, 2008	Discussion: Writing for the Web	Read: Chapter 6 Assignment #7 due
6	Mon, Feb 18, 2008	HOLIDAY	HOLIDAY
	Wed, Feb 20, 2008	Discussion: Writing for the Web	
	Fri, Feb 22, 2008	Discussion: Writing for the Web	Assignment #8 due
7	Mon, Feb 25, 2008	NO CLASS	
	Wed, Feb 27, 2008	NO CLASS	
	Fri, Feb, 29, 2008	NO CLASS	
8	Mon, Mar 3, 2008	Discussion: Writing effectively for the Web	Assignment #9 due Assignment #10 due
	Wed, Mar 5, 2008	In Class Assignment #5	
	Fri, Mar 7, 2008	Discussion: Writing for Broadcast	Read: Chapter 7 Assignment #11 due
9	Mon, Mar 10, 2008	Discussion: Writing for Broadcast	
	Wed, Mar 12, 2008	In Class Assignment #6	
	Fri, Mar 14, 2008	Discussion: Writing for Broadcast	Assignment #12 due
10	Mon, Mar 17, 2008	Discussion: Advertising. Writing to persuade	Read: Chapter 8
	Wed, Mar 19, 2008	In Class Assignment #7	Assignment #13 due
	Fri, Mar 21, 2008	HOLIDAY	HOLIDAY
11	Mon, Mar 24, 2008	HOLIDAY	HOLIDAY
	Wed, Mar 26, 2008	HOLIDAY	HOLIDAY
	Fri, Mar 28, 2008	HOLIDAY	HOLIDAY
12	Mon, Mar 31, 2008	Discussion: Advertising. Writing to persuade	
	Wed, Apr 2, 2008	Discussion: Advertising. Print, Radio, Television	Read: Chapter 8
	Fri, Apr 4, 2008	In Class Assignment #8	Assignment #14 due
13	Mon, Apr 7, 2008	In Class Assignment #9	Read: Chapter 9
	Wed, Apr 9, 2008	Discussion: Advertising. Print, Radio, Television	
	Fri, Apr 11, 2008	In Class Assignment #10	Assignment #15 due
14	Mon, Apr 14, 2008	NO CLASS	
	Wed, Apr 16, 2008	NO CLASS	

	Fri, Apr 18, 2008	NO CLASS	
15	Mon, Apr 21, 2008	Discussion: The Law	Assignment #16 due Read Chapter 10
	Wed, Apr 23, 2008	In Class Assignment #11	
	Fri, Apr 25, 2008	Discussion: The Law	
16	Mon, Apr 28, 2008	Discussion: The Law	
	Wed, Apr 30, 2008	In Class Assignment #11	
	Fri, May 2, 2008	Turn in your stuff and go!	FINAL PORTFOLIO DUE