

F-D '02

COMMUNICATION 274

WRITING FOR MASS COMMUNICATION

FALL 2002

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Course Description: Developing and practicing writing skills for advertising, broadcasting, journalism and public relations. Introduction to the study and practice of law and ethics in determining news values, gathering information and communicating clearly and accurately for mass audiences. Grammar and mechanics and associated Press style are emphasized.

Course Goals:

By the conclusion of this course, students will be able to describe the principles and demonstrate practice in the following areas:

1. Basic tools of writing
2. Writing for an audience
3. Writing for print
4. Writing for the web
5. Writing for broadcast
6. Writing for advertising
7. Writing for public relations
8. The role of editing and rewriting
9. The role of legal and ethical considerations in media writing

Course Competencies:

- All written work must be typed
- All homework is due on the date for which it is assigned. Late papers will be penalized in grading.
- Attendance is mandatory. Final grades will be lowered ½ point (from A to A-) for each classed missed.

- The final grade for this course will be based on an average of all grades with the final portfolio assignment counting as 30% of the final grade.
- The number of assignments may change during the semester depending upon the needs of the class as a whole.

Texts:

All readings and assignments on this syllabus will be found in *Writing for the Mass Media*, James Glen Stovall, fifth edition, and *The Associated Press Stylebook and Briefing Media Law*, any edition. Students are also required to read the *Honolulu Advertiser* daily. Most weeks, a factual quiz will be drawn from that newspaper.

WEEK	DATE	TOPIC	
1	8/27	Introduction to the Course Topics: Writing:	Basic principles of good writing Ch 1 exercises, Quiz
2	9/3	Basic Tools of Writing Topics: Writing:	Grammar, punctuation and word precision Importance of rules of writing Associated Press Stylebook Ch 3 exercises, Quiz Assignment 1 due
3	9/10	Writing for the media environment Topics: Writing:	Conventions and practices Writing for an audience Development; Transitions Ch 4, leads, short news articles, Quiz
4	9/17	News and newswriting I Topics: Writing:	Writing with unity Inverted pyramid Ch 5, exercises, Quiz Assignment 2 due
5	9/24	News and newswriting II Topics: Writing:	Writing conventions Ch 5, writing leads, Quiz

* For the student who would like to calculate his or her own grade at any time, the following instructions are offered: 1.) Assign each grade its equivalent number (an A=12, an A-=11, a B+=10, etc.). 2.) Total the numbers of all grades. 3.) Divide the total points by the number of grades. 4.) Convert the average point score to an equivalent average grade.

WEEK	DATE	TOPIC	
6	10/1	Writing for the web I Topics: Writing:	General principles Demands of writing for the web Beginning web writing, Quiz Assignment 3 due
7	10/8	Writing for the web II Topics: Writing:	Writing styles and techniques Demands for writing for the web Additional web writing, Quiz
8	10/15	Editing and rewriting Topics: Writing:	Purposes and techniques of editing Editing, wordiness, repetition, redundancy, clichés, technical errors Quiz Assignment 4 due
9	10/22	Writing for broadcast I Topics: Writing:	Characteristics of broadcast news Criticism of broadcast writing Dramatic unity Ch 6, exercises Word precision quiz
10	10/29	Writing for broadcast II Topics: Writing:	Dramatic unity Use of the present tense Ch 6, newscast Word precision quiz Assignment 5 due
11	11/5	Writing advertising copy I Topics: Writing:	Purpose of advertising writing Product, audience, purpose, medium Advertising objectives Ch 7, exercises Word precision quiz

WEEK	DATE	TOPIC	
12	11/12	Writing advertising copy II Topics: Writing:	Key facts Advertising appeals Ch 7, exercises Word precision quiz Assignment 6
13	11/19	Writing for public relations I Topics: Writing:	Internal/external publics News releases Speeches and statements Ch. 8 exercises Word precision quiz
14	11/26	Writing for public relations II Topics: Writing:	Writing letters and email Writing memoranda Ch 8 exercises Word precision quiz Assignment 7
15	12/3	Legal and ethical considerations Writing:	Assignment 8
16	12/10	Portfolio due	

The final project for this class is a portfolio that demonstrates your ability to describe and practice the nine goals at the beginning of this syllabus. You will submit two copies of your portfolio: one in hardcopy and one digitally (on disk or CD-rom).

You will also be assigned a class partner who will read each of your formal assignments before it is turned in. It will be up to you and your partner to decide the most convenient method of exchanging each other's papers. However, not exchanging papers may affect your final grade.