

Writing for Media Audiences

Spring 2012

Meeting times: 9-9:50am MWF MC 110

Instructor: Lionel Grady 213 Centrum 586-7972 Grady_l@suu.edu

Office hours: MWF 2-3 pm TR 9-10am Other times may be scheduled at the student's and instructor's convenience.

Textbook: *Writing Broadcast News* (3rd Ed) by Mervin Block

Purpose of the course: To train students to write professional quality news and advertising copy. Particular emphasis will be placed on broadcast-style writing and journalism.

Enterprised Stories: There will be one due each week. They will be graded on several criteria:

Originality (not rewrites of other news stories)

Quality of Reporting: The effort that went into actually covering the story, interviews, etc.

Writing Quality: the degree to which the story conforms to the writing standards we have set in our class.

Written Assignments: Since this is a writing course, there will also be other writing assignments, both in and out of class. The details of each will be given at the appropriate time. These will primarily be exercises that will hone our skills in various areas of media writing.

Quizzes: From time to time, it will be necessary to have short tests to determine how our well our course material is being assimilated.

Other Assignments: Outside readings, group work, and short research assignments will also be required. These will be explained further at the appropriate time.

Grade elements	:	Enterprised Stories:	50 points each
		Written (and other) Assignments:	25 points each
		Quizzes	10-25 pts each

All work is expected to be word-processed neatly and conform in all ways to the guidelines we will discuss in class. The final grade will be an average of all grading elements.

Late Work: All work is expected on the date it is due. Late work will receive a lower grade. No work will be accepted after one week past the due date.

<u>DATE</u>		<u>TOPIC/ACTIVITY</u>	<u>READINGS</u>
M	1/9	Intro to course	
W	1/11	Newswriting Basics	Chap 1
F	1/13	News Lab	Chap 4
W	1/18	Broadcast style	Chap 2
F	1/20	Broadcast style	
M	1/23	News Style/ Enterprising stories	Chap 3
W	1/25	News Style	
F	1/27	News Lab	
M	1/30	Writing the Lead	Chap 5
W	2/1	Writing the Lead	
F	2/3	News Lab	
M	2/6	Compelling leads	
W	2/8	Compelling leads	
F	2/10	News Lab	
M	2/13	Looking for sources	Chap 6
W	2/15	Looking for sources	
F	2/17	News Lab	
W	2/22	Attribution	Chap 7,8
F	2/24	News Lab	
M	2/27	Writing for tape	Chap 9
W	2/29	Writing for tape	
F	3/2	News Lab	
M	3/5	Writing for tape	
W	3/7	Writing for tape	
F	3/9	News Lab	
M	3/19	Ethical considerations	chap 10
W	3/21	Ethical considerations	
F	3/23	News Lab	
M	3/26	A word from our sponsor: Ad copy	
W	3/28	A word from our sponsor: Ad copy	

F	3/30	News Lab
M	4/2	Ad copy and scripting
W	4/4	Ad copy and scripting
F	4/6	News Lab
M	4/9	Professional Journalism
W	4/11	Professional Journalism
F	4/13	News Lab
M	4/16	to be announced
W	4/18	to be announced
F	4/20	News Lab
M	4/23	Wrap up
W	4/25	Wrap up

Final Exam: Day 3 of finals week at 9am

Learning outcomes:

1. To learn basic and advanced skills in scripting news stories for radio and television, including writing for video and audio tape inserts.
2. To learn broadcast journalistic skills including (but not limited to) broadcast leads, story selection, enterprising of stories, journalistic research, and ethical considerations in broadcast newswriting.
3. To learn scripting techniques for radio and television commercial copy.
4. To improve writing skills pursuant to journalistic endeavors.

Measurement: Each of the grading elements will assess one or more of the learning outcomes of this course.

The numerous in-class and out-of-class writing assignments will each focus on one or more of the learning outcomes specified above. Class discussion and in-class activities will also supplement the learning outcomes specified.

PLAGIARISM or cheating of any kind will not be tolerated. Make sure your work is yours alone.

Plagiarism is the act of presenting "as one's own the ideas or words of another." Therefore, cheating, using unattributed information or allowing another to supply information which you present as your own, is a serious violation of academic integrity. Any cheating or plagiarism may result in your failing this course.

Academic Integrity: Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

Students with medical, psychological, learning, or other disabilities desiring academic adjustments, accommodations, or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in room 205C of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

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Final Disclaimer:

Information contained in this syllabus, other than the grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor.