

**BACHELOR OF APPLIED ARTS
DIPLOMA IN JOURNALISM, PUBLIC RELATIONS,
OR CREATIVE PHOTOGRAPHY**

**FALL 2009
MDST 1050**

INSTRUCTOR NAME (First & Last):	Darlene Frampton
INSTRUCTOR EMAIL (Guelph Humber):	darlene.frampton@guelphhumber.ca
PHONE NUMBER:	416-798-1331
FAX NUMBER:	416-798-2887
MAIN OFFICE:	GH 408
PROGRAM HEAD:	Ed Wright
EMAIL AND EXTENSION:	Ed.Wright@guelphhumber.ca ; ext 6267
PROGRAM ADVISOR:	Cheryl Nicholas
EMAIL AND EXTENSION:	Cheryl.Nicholas@guelphhumber.ca ext 6271
GUELPH-HUMBER WEBSITE:	www.guelphhumber.ca

Course Title:	Introduction to Media Writing
Pre-requisites:	None
Co-requisites:	None
Credits:	0.50
Course Website (If applicable):	http://www.onlineguelphhumber.ca/
Method of Delivery:	Lecture/Labs

Calendar Description:

This interdisciplinary course covers the theory and practice of writing and editing for media publications and public relations purposes. It examines the usefulness of these types of communication and analyzes the differences in journalistic and public relations intent. Students study and practice writing news stories, news releases, speeches, and other forms of media writing.

Course Learning Outcomes

On completion of this course the student will be able to:

1. Identify and distinguish between various forms of media writing, including alerts, news releases, press statements, news stories, editorials, columns, reviews and features
2. Explain the differences in intent between public relations and journalism
3. Analyze the impact of public relations on government, charitable organizations and corporations
4. Write a basic news story using inverted pyramid and applying best practices of grammar and style according to Canadian Press Stylebook
5. Demonstrate an understanding of current news events through daily examination of newspaper, radio, TV and online sources
6. Apply basic interviewing techniques as required by journalists and public relations practitioners
7. Write press releases as an agent working on behalf of a corporation (business and non-profit)
8. Demonstrate the use of various research tools including university library resources, online search engines and various hard-copy publications

Learning Resources

Required Textbook(s):

Title: Writing for the Mass Media

Author: James Glen Stovall

Edition: 7th

***ISBN-13:** 978-0-205-62784-4

***ISBN-10:** 0-205-62784-6

Supplementary Text/ Other:

Title: The Canadian Press Stylebook

Author: The Canadian Press

Edition: 15th

***ISBN:** 978-0-920009-42-0

Recommended daily reading: Any major Toronto newspaper (print or online)

Course Schedule

Week(s)/ Lesson	Topic	Reading(s)/ Activities
1.	<p>WEEK ONE Thursday, September 10</p> <p>INTRO</p> <p>Review of course outline, rules and expectations</p> <p>DISCUSSION</p> <p>Publicity vs. News</p> <p>What is publicity, what is news, how they vary and how they mesh.</p> <p>HOMEWORK</p> <p>Writing for the Mass Media Chapter 1 Chapter 2</p> <p>Canadian Press Stylebook – 15th Edition Pages 50-110</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
2	<p>WEEK TWO Thursday, September 17</p> <p>NEWS QUIZ 1</p> <p>News, sports, entertainment questions</p> <p>DISCUSSION</p> <p>What is good writing, basic writing techniques and writing for the mass media.</p> <p>LAB</p> <p>Writing exercises</p> <p>HOMEWORK</p> <p>Writing for the Mass Media Chapter 3 Chapter 4</p> <p>CP Stylebook Pages 243-296</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
3.	<p>WEEK THREE Thursday, Sept. 24</p> <p>NEWS QUIZ 2</p> <p>News, sports, entertainment questions</p> <p>DISCUSSION</p> <p>News values (news pegs)</p> <p>ASSIGNMENT #1: Based on the NEWS PEGS, write a two-page report detailing the news elements used in a print story in the past week and with accompanying photo(s). Analyze both words and photos for the NINE NEWS PEGS and detail how Public Relations is a factor in the coverage. Examine if the story was effective in communicating the news to its target audience. DUE: Thursday, Oct. 1</p> <p>LAB</p> <p>Review newspapers. Work on news pegs assignment.</p> <p>HOMEWORK</p> <p>Writing for the Mass Media Chapter 5 Chapter 6</p> <p>CP Stylebook Pages 303-348 of 15th Edition Pages 68-70 of 15th Edition (Freedom of Information)</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
4.	<p>WEEK FOUR Thursday, Oct. 1</p> <p>NEWS QUIZ 3</p> <p>News, sports, entertainment questions</p> <p>DISCUSSION</p> <p>The inverted pyramid and writing leads. Story types.</p> <p>LAB</p> <p>Practice leads.</p> <p>ASSIGNMENT #2: Write leads from news releases and info provided. DUE: Thursday, Oct. 8</p> <p>HOMEWORK</p> <p>Writing for the Mass Media Appendix C</p> <p>CP Stylebook Pages 349-393 of 15th</p> <p>ASSIGNMENT #1 IS DUE TODAY</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
5.	<p>WEEK FIVE Thursday, Oct. 8</p> <p>NEWS QUIZ 4</p> <p>News, sports, entertainment questions</p> <p>DISCUSSION</p> <p>Researching techniques.</p> <p>GUEST SPEAKER: University Librarian</p> <p>LAB</p> <p>Discussion of final project and project ideas Exercise on developing story ideas</p> <p>HOMEWORK</p> <p>Writing for the Mass Media Chapter 4 (re-read interviewing techniques)</p> <p>CP Stylebook Pages 393-434 of 15th</p> <p>Submission of final project ideas due next week</p> <p>ASSIGNMENT #2 IS DUE TODAY</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
6.	<p>WEEK SIX Thursday, Oct. 15</p> <p>NEWS QUIZ 5</p> <p>News, sports, entertainment questions</p> <p>DISCUSSION</p> <p>Interviewing techniques and how to get the most out of a subject.</p> <p>GUEST SPEAKER: TBA</p> <p>LAB</p> <p>Practice writing interview questions Conduct mock interviews</p> <p>HOMEWORK</p> <p>Study for mid-term exam next week</p> <p>FINAL PROJECT IDEAS DUE TODAY</p>	
7.	<p>WEEK SEVEN Thursday, Oct. 22</p> <p>MID-TERM EXAM</p> <p>One hour exam in five sections:</p> <p>(A) Punctuation (B) Grammar (C) Journalistic writing (D) News values and leads (E) Text readings</p> <p>Homework</p> <p>Writing for Mass Media Chapter Nine</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
8.	<p>WEEK EIGHT Thursday, Oct 29</p> <p>NEWS QUIZ 6</p> <p>News, sports, entertainment questions</p> <p>DISCUSSION</p> <p>Broadcast writing and how it differs from print</p> <p>Guest Speaker TBA</p> <p>LAB</p> <p>Writing broadcast scripts</p> <p>ASSIGNMENT #3 Write a two page news story from one of the scenarios provided DUE: Thursday, Nov 5</p> <p>HOMEWORK Writing for Mass Media Chapter 11</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
9.	<p>WEEK NINE Thursday, Nov. 5</p> <p>NEWS QUIZ 7</p> <p>News, sports entertainment questions</p> <p>DISCUSSION</p> <p>The public relations industry. The differences between publics, markets and audiences. The qualities of a successful PR agent.</p> <p>LAB</p> <p>Format and types of news releases</p> <p>ASSIGNMENT #4 Write a news release based on the info provided DUE: Thursday, Nov. 12</p> <p>ASSIGNMENT #3 IS DUE TODAY</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
10.	<p>WEEK TEN Thursday, Nov. 12</p> <p>NEWS QUIZ 8</p> <p>News, sports, entertainment questions</p> <p>DISCUSSION</p> <p>Public relations, publicity and developing a relationship with the media.</p> <p>GUEST SPEAKER: TBA</p> <p>HOMEWORK</p> <p>Writing for the Mass Media Pages 295-297 and 136-137 (speechwriting)</p> <p>CP Stylebook Pages 404-408</p> <p>ASSIGNMENT #4 IS DUE TODAY</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
11.	<p>WEEK ELEVEN Monday, Nov. 19</p> <p>DISCUSSION Speech Writing</p> <p>LAB Write and prepare a speech. Work in groups (topic to be assigned) Group to pick speaker. Analyze speech effectiveness in class – clarity of message; could wording have been improved.</p> <p>HOMEWORK Prepare for final review Continue to work on final project</p>	
12.	<p>WEEK TWELVE Monday, Nov. 26</p> <p>DISCUSSION</p> <p>Review for final exam Sample CP style and spelling test</p> <p>LAB</p> <p>Continue to work on final project (due next week)</p>	

Week(s)/ Lesson	Topic	Reading(s)/ Activities
13.	<p>WEEK THIRTEEN Monday, December 3</p> <p>FINAL EXAM</p> <p>SECTION A: CP style, spelling, punctuation and grammar (30 points)</p> <p>SECTION B: Style - know what makes a good lead to a story (10 points)</p> <p>SECTION C: Tests theory (40 points)</p> <p>SECTION D: Two writing assignments (20 points)</p> <p>The exam is 100 points and worth 20% of your final mark</p> <p>FINAL PROJECT IS DUE TODAY</p>	

Evaluation and due dates

Students will be evaluated in this course through:

Class participation	10%
Assignments (4x10%)	40%
Final Project	20%
Mid-term	10%
Final	20%
Total	<u>100%</u>

Drop Box Policy

- If late submissions are permitted by the late policy of this course outline, such assignments submitted after the due date must be electronically date stamped and placed in the secure assignment drop box, located on the second floor in the Learning Commons.

Academic Policies

Important University of Guelph-Humber Academic Regulations

Academic Integrity / Academic Honesty

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges commonly rest, undermines the University's exercise of its responsibility to evaluate students' academic achievements, or restricts the University's ability to accomplish its learning objectives.

The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours. In addition to this policy, the University has adopted a number of policies that govern such offences, including the policies on Misconduct in Research and Scholarship and the Student Rights and Responsibilities regulations. These policies will be strictly enforced.

It is the responsibility of the University, its faculty, students and staff to be aware of what constitutes academic misconduct and to do as much as possible through establishment and use of policies and preventive procedures to limit the likelihood of offences occurring. Furthermore, individual members of the University community have the specific responsibility of initiating appropriate action in all instances where academic misconduct is believed to have taken place. This responsibility includes reporting such offences when they occur and making one's disapproval of such behaviour obvious.

University of Guelph-Humber students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students should also be aware that if they find their academic performance affected by medical, psychological or compassionate circumstances, they should inform the appropriate individuals, (instructors, Program Advisor) and follow the available procedures for academic consideration outlined in the University's calendar.

Students are encouraged to review the policy in the 2008-2009 Academic Calendar at:

<http://www.uoguelph.ca/registrar/calendars/guelphhumber/current/c07/c07-amisconduct.shtml>

Grading Procedures

Feedback to students on work completed or in progress is an integral part of teaching and learning in that it allows students to measure their understanding of material and their progress toward achieving learning objectives. Feedback often goes beyond grading and should be an indication of the standard a student has achieved and should to include comments on the particular strengths and weaknesses of a student's performance. While the nature and frequency of such feedback will vary with the course, the University of Guelph-Humber is committed to providing students with appropriate and timely feedback on their work. Faculty members are urged to provide meaningful feedback (approximately 20% of the total course evaluation is the standard), prior to the 40th class day. This is the last day that students are permitted to drop classes without incurring any academic penalties.

Missed Final Exams / Deferred Privileges

When students do not write a required final examination, complete a final assignment, or complete a work term report prior to the last class date, they must request Academic Consideration to be considered for a deferred privilege. When granted, a deferred privilege allows a student the opportunity to complete the final course requirements after the end of the semester, but during established timelines.

Please note that faculty members do not grant deferred privileges. Faculty can only grant academic consideration for work that is due during the semester and cannot grant extensions beyond their deadline for submission of final grades.

The nature of the deferred privilege may take the form of either a deferred condition or a deferred examination. The Admissions and Academic Review Sub-Committee grants deferred privileges on the basis of **medical**, **psychological** or **compassionate** consideration. Please see your Admission and Program advisor for details.

Accommodation Procedures

Students will identify themselves to Services for Students with Disabilities and, where required, provide appropriate documentation of their need. Where appropriate, students will inform individual instructors of their disabilities and academic accommodations required, by distributing the "*SSD Memo to Faculty*".

When students require test accommodations, they will:

- Remind instructors at least **one week in advance** of each test or as soon as possible, that they require test accommodations
- Book the test date and time in the SSD office or make the appropriate arrangements to write in the Test Centre at least one week in advance of each test, or as soon as possible.

Students with special needs are accommodated through Humber ITAL Services for Students with Disabilities. Students should make themselves familiar with the policies relating to special accommodations by visiting the website at:

http://studentservices.humberc.on.ca/ssd/pnp/fac_resp.htm.

It is the student's responsibility to be familiar with the University's policies and Academic Regulations. These policies can be found at:

<http://www.guelphhumber.ca/cstudents/policies/index.shtml>