

Journalism 202: Mass Media Writing
SPRING 2012, Karen Flowers
Section 001: Tuesday and Thursday, 8-9:15 a.m.
Coliseum, 3004

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Office hours: 10 a.m. – 4 p.m. or by appointment Monday through Thursday

COURSE OBJECTIVES

Journalism 202 is designed to teach precise, accurate and clear writing that conforms to the conventions of standard English and the principles of good writing. The course also teaches structured methods of organizing information. Students will be expected to demonstrate mastery of these essential skills in writing for the mass media.

Students should be able to:

- organize and present information in both the inverted pyramid format and feature format using journalistic style – clear, concise and grammatically correct.
- demonstrate a working knowledge of Associated Press style, grammar and word usage preferences in standard English.
- create written work that is accurate and demonstrates attention to details.
- show a knowledge and understanding of current events.
- write summary copy for a variety of audiences via email, websites and social media.

REQUIRED TEXTS

1. *Working with Words: A Handbook for Media Writers and Editors* by Brian S. Brooks, James L. Pinson and Jean Gaddy Wilson; Bedford/St. Martin's, 2005 (ISBN-13: 978-0-312-44267-5)
2. *Associated Press Stylebook and Libel Manual, 2011* (ISBN: 978-0-917-360-52-7)

REQUIRED MATERIAL

You will need a *jump drive*.

SUGGESTED MATERIALS

A *dictionary* (*Webster's New World 4th Ed.*) and a *thesaurus*, in addition to the tools on your computer, will help you as you write. Please do not think you can rely solely on your computer's spell-check or grammar help function.

POLICIES

1. Bring your *Working with Words* textbook, *AP Stylebook* and *jump drive* to EACH CLASS.
2. Please be sure to **listen** to and **read** all assignments carefully, so you know exactly what is expected of you. Grading rubrics come directly from assignment directions.
3. All work must be typed and **formatted** according to assignment instructions. Correct **grammar**, **punctuation** and **spelling** are essential. Correct **use of AP style** will be expected.
4. **IN-CLASS ASSIGNMENTS** will be under **deadline pressure**. Homework and other out-of-class assignments are due on the dates specified on the assignment sheet, provided in class or via email.
5. **HOMEWORK**: There will be homework virtually every class. The due date is clear on every assignment. Sometimes a due date will be changed from the original syllabus, so be sure to **listen carefully in class** and **check your email between classes**.
6. **TURNING IN ASSIGNMENTS**: Some assignments will be due via email, some as hard copies in class, some both. **Listen** carefully to instructions. When hard copies are due, printing before class is expected. The lab printer is not always working, so don't rely on it unless you have to.
7. **LATE ASSIGNMENTS** are subject to a **penalty of 10 points a day** – not a class period. Thus an assignment due Tuesday and turned in Thursday is subject to a 20-point penalty. An assignment due Thursday and turned in the following Tuesday is subject to a 50-point penalty. **No assignment** will be **accepted later than two classes after the due date** without documented, extenuating circumstances. Emailing an assignment when you do not come to class does not necessarily negate a penalty for late work. **ASSIGNMENTS WILL NOT BE ACCEPTED LATE WITHOUT A REASON FOR THE LATENESS WRITTEN ON THE LATE WORK.**

8. **ASSIGNMENT CORRECTIONS:** You have the opportunity to correct written assignments and receive up to five points. (There are exceptions – in class assignments and the midterm, for example.) To receive credit for such corrections, you must (1) turn in a clean, corrected copy WITH THE ORIGINAL and (2) at the beginning of the next class. Be sure you correct all errors, not just what is marked. I sometimes miss – or do not mark – mistakes the first time around, but I’ll probably catch them the second time. Sometimes correcting one mistake may create another. Be sure to read through your corrected copy. Also be sure to:
 - a. **CHANGE HEADING: TYPE OR WRITE “CORRECTIONS”** by **assignment line**
 - CHANGE THE DATE** to the date the corrected copy is turned in.
 - b. **RETURN the ORIGINAL**, graded assignment.
9. **QUIZZES:** You will have a quiz the first 15 minutes of class each Thursday. These quizzes will be a combination of current events, AP style, grammar, spelling and punctuation. Quizzes **cannot** be made up because of tardiness or absence from class. However, the two lowest grades will be dropped. A missed quiz because of tardiness or an absence will be counted in the dropped grades.
10. All written assignments will be kept in a folder of the individual’s work in my office. Thus **graded assignments must be returned** whether corrected or not. Points may be deducted for failure to comply with this procedure.

ATTENDANCE & ASSIGNMENTS

1. Attendance is critical in any course. In a writing course attendance is essential. **Missing more than three classes may result in a failing grade.** Because we evaluate and discuss in-class assignments during the class periods, missing even once or twice may have a negative impact on your work. You should understand that **an absence from class is not being in class** – for whatever reason. Your responsibility is to keep up with all assignments.
2. You **will not be able to make up in-class assignments unless** you have **written documentation** for your absence.
3. The syllabus may be revised during the semester. I will email you changes as well as discuss them in class.

ACADEMIC RESPONSIBILITY

Students are expected to follow the University Student Affairs Policy on Academic Responsibility in completing the work and assignments in this course. Simply stated, it is the responsibility of every student at the University of South Carolina to adhere steadfastly to truthfulness and to avoid dishonesty, fraud or deceit of any type in connection with any academic program. Any student who violates this rule or who knowingly assists another to violate this rule shall be subject to discipline.

PLAGIARISM: “the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one’s own original work.”

SELF-PLAGIARISM: Using self-produced work in two separate classes without permission.

GRADES: Your final grade will be based on the following percentages:

Written assignments (class & homework)	50%
Quizzes: AP style, current events, grammar & punctuation	10%
Midterm project	20%
Exam	20%

GRADING SCALE

A	93-100
B+	88-92;
B	85-87
C+	79-84;
C	74-78
D	65-73
F	below 65

The lowest written assignment grade and the two lowest quiz grades MAY be dropped. However, a zero on a written assignment because of failure to turn in will NOT be dropped.

Our class schedule is flexible and may change because of availability of guest speakers and/or mastery of topics.

Be sure to check on the work you missed and the assignment you have if you miss a class.

JOUR 202, SEC. 1 AGENDA – SPRING 2012

Tuesday & Thursday, 8-9:15 a.m., Coliseum 3004

Although we have scheduled quizzes on Thursday and scheduled in-class writing assignments on the agenda, these quizzes/assignments may also be given at any time. Please bring your *AP Stylebook* and *Working with Words* texts, your class notebook and your jump drive to EVERY class.

Jan. 10 – Tuesday

- **COURSE INTRODUCTION:** Individual information sheets & syllabus
- **INTRODUCTION TO AP STYLE:** 1st/2nd references, city/state
- **Assignment - Defining moment paragraphs - due by email (see assignment sheet)**

Jan. 12 – Thursday

- Diagnostic grammar test
- **STYLE:** • numerals • money • time • places (city/state/addresses) • dates
- **Assignment – narrative essay (1 copy email; 1 print)**

Jan. 17 – Tuesday

- Handout & notes on interviewing
- **HANDOUTS:** (1) P-sheet, (2) Editing and Use of Quotes, (3) Narrative Essay to Feature
- Exchange narrative essays
- **Assignment: Interview questions for class interview (1 copy email; 1 print)**

Jan. 19 – Thursday

- Defining moment: interviews
- Diagnostic Grammar Test discussion
- **Assignment: Write DM feature (DM: feature)**

Jan. 24 – Tuesday

- ✓ email ✓ Internet ✓ Web, website, Web page, webcam, webcast, webmaster
- Share DM features – what you learned about interviewing, integrating quotes, writing & editing
- Personality features: **email** subject, contact, interview date & time;
due noon (see assignment sheet) final due 8 a.m. (see assignment sheet)
- **HANDOUT:** feature leads
- **Assignment: Look for personality feature subjects**

Jan. 26 – Thursday

- Characteristics of News
- Inverted pyramid
- Leads
- **Assignment: PF interview email due by noon (see assignment sheet)**
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Jan. 31 – Tuesday

- Leads
- Campus Issues brainstorming & man-on-street interviews
- **Assignment: Man-in-the-Street interviews (Campus Issues)**

Feb. 2 – Thursday

- Personality feature models and feature leads
- **Assignment: TBA**

Feb. 7 – Tuesday

- In-class assignment
- **Assignment: Work on personality feature questions/interview**

Feb. 9 – Thursday

- Introduction of press releases
- **Assignment: Award/promotion press release**

Feb. 14 – Tuesday

- Personality feature due
- In-class writing: Press releases – festival
- **Assignment: TBA**

Feb. 16 – Thursday

- GUEST SPEAKER: Using social media to network and provide information

Feb. 21 – Tuesday

- GUEST SPEAKER: Crisis Management

Feb. 23 – Thursday

- Midterm assignment distributed: **due** (*see assignment sheet*)
- **Assignment: email URL of organization for midterm by noon Feb. 27.**

Feb. 28 – Tuesday

- In-class writing: Crisis Management Press Release
- **Assignment: Send overview of midterm by noon Wednesday, Feb. 29**

March 1 – Thursday

- MEDIA KITS

MARCH 4, SUNDAY – MARCH 11, SUNDAY: SPRING BREAK

March 13, Tuesday

- ADVERTISING

March 15, Thursday

- Midterm workday

March 20, Tuesday

- MIDTERM DUE
- ADVERTISING
- **Assignment: Wright's Auto Repair copy platform (#1 on assignment sheet)**

March 22, Thursday

- **In class writing:** Wright's Auto Repair press release
- **Assignment:** Wright's Auto Repair copy sheet (#2 on assignment sheet)

March 27, Tuesday

- Writing for the Ear – radio ads
- **Assignment:** Wright's Auto Repair print ad (#3 on assignment sheet)

March 29, Thursday

- Radio ad script
- **Assignment:** Wright's Auto Repair radio script

April 3, Tuesday

- Introduction to Final Projects
- Assignments of work groups and topics for **BOARD GAMES & M&M'S**
- **Assignment:** (1) platform, (2) copy sheet for print and (3) radio script for **BOARD GAME**

April 5, Thursday

- Final Projects
- **Assignment:** (1) Platform, (2) copy sheet for print and (3) radio script for **M&M'S**

April 10, Tuesday

- TRANSFER print ads from jump drive to Flowers' laptop for class PowerPoint Final Presentation
- **Assignment:** Prepare final presentations

April 12, Thursday

- **FINAL PRESENTATIONS**

April 17, Tuesday

- **FINAL PRESENTATIONS**

April 19, Thursday

- **FINAL PRESENTATIONS**

EXAM: Thursday, April 26 at 9 a.m.