

Journalism 202 – Mass Media Writing for Advertising and Public Relations Majors

College of Mass Communications and Information Studies
University of South Carolina

Semester: Spring 2012

Instructor: Mr. Mike Quinn

Office hours: 3 - 4 p.m. on M-W, Room 4028 or by appointment

Cell Phone: (803) 361-3608 (call at any time)

E-mail: MWQuinn@aol.com

COURSE OBJECTIVE

This is a three-credit writing course designed to practice the basic skills of mass media writing and understand the writing process (planning, prewriting, writing and revision) required for public relations and advertising professionals.

TEXTS

Required: *Writing for the Mass Media*, 8th Edition, James Glen Stovall
Stylebook and Libel Manual, Associated Press

ASSIGNMENTS

Students will be graded on their ability to understand the mechanics of writing, including grammar, syntax, punctuation, style and spelling by writing basic news stories, news releases and advertising copy. In addition, there will be two (2) in-class quizzes and a final examination.

GRADING POLICY

Since the teaching of writing in this course is directed toward preparing the student to do quality professional work, the following criteria will be used for evaluating assignments.

Letter grades will be given to all assignments as follows:

- A** (93-100) Work is professional and would be accepted for an “on the job” assignment. (A+, 98-100)
- B** (85-92) Work is good, but needs limited editing. Rewrite may be required. (B+, 90-92)
- C** (77-84) Work is average and needs editing. Rewrite is required. (C+, 82-84)
- D** (59-76) Work is not acceptable. Rewrite is required. (D+, 74-76)
- F** (<58) Failure. Rewrite is required.

A student's final grade is calculated by averaging the grades from the writing assignments and the two quizzes. This average counts for 75 percent of the final grade. The final examination makes up the remaining 20 percent of the final grade. Class participation completes the remaining 5 percent of your grade.

Homework assignments are due at the beginning of each class. Class exercises are due at the end of each class. You'll have a chance to do rewrites on some of the writing assignments to improve your grade. If your rewrite earns you a higher grade, I'll average the two scores. All rewrites are due no later than the next scheduled class after the assignment is returned. IMPORTANT NOTE: Any homework turned in late will not be eligible for a graded rewrite – no exceptions.

ATTENDANCE

I would like to approach this course as a professional journalist would his or her job. Because this is a writing course, class attendance is essential. If you anticipate an absence, please notify the instructor. Absence from more than 10 percent of scheduled class sessions (3 classes) is excessive, according to USC policy. **A grade of zero will be assigned for homework due on a class day with an unexcused absence.** If you notify me **prior** to missing a class, assignments missed due to excused absences must be completed by the next class session or a grade of zero will be assigned. **No in-class assignments or quizzes can be made up without a valid excuse.** Students are responsible for completing all assignments before the last class meets on Apr. 23. **Simply put, if you miss more than three classes, you could have your final grade reduced or even fail this course.**

ACADEMIC RESPONSIBILITY

Students are expected to follow the University Student Affairs Policy on Academic Responsibility in completing the work and assignments in this public relations writing course. The Rules of Academic Responsibility can be found in the University's Student Handbook and Policy Guide. 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 disciplinary action.

IMPORTANT REMINDER

During many class sessions, we will **not** be using the computers. During class do not surf the web, check your e-mail, work on other class assignments, print documents or update your Facebook status. Remember, class participation counts toward part of your final grade.

AGENDA

Week 1 (Jan. 9, 11)

Introduction to communications theory, news judgment and the writing process (Chapter 1)

Week 2 (No class Jan. 16, Jan. 18)

Basic tools of writing, style and use of the AP Stylebook (Chapter 2, 3)

Week 3 (Jan. 23, 25)

Writing in a media environment (Chapter 4)

Week 4 (Jan. 30, Feb. 1)

News story style and construction (Chapter 5)

Week 5 (Feb. 6, 8)

Quiz, Chapters 1- 5. Writing for the print media (Chapter 5)

Week 6 (Feb. 13, 15)

Writing for the print media, continued (Chapter 7)

Week 7 (Feb. 20, 22)

Writing for the print media, continued (Chapter 7)

Week 8 (Feb. 27, 29)

Writing for the Web. (Chapter 10)

Week 9 (Mar. 5-9 – Spring Break, no classes)

Week 10 (Mar. 12, 14)

Writing for the broadcast media (Chapter 8)

Week 11 (Mar. 19, 21)

Writing advertising copy. (Chapter 11)

Week 12 (Mar. 26, 28)

Writing advertising copy, continued. (Chapter 11)

Week 13 (Apr. 2, 4)

Writing for public relations. (Chapter 12)

Week 14 (Apr. 9, 11)

Writing for public relations (Chapter 11), Quiz #2 (Chapters 6-11)

Week 15 (Apr. 16, 18)

Media relations. Guest speaker, class evaluations.

Week 16 (Apr. 23)

Review for final examination.

Final Examination

Friday, April 27, 2 p.m., Room 3004

LEARNING OUTCOMES

This course introduces students to writing in a professional environment and to the forms of writing for the mass media. These forms include news stories for print and broadcast, World Wide Web, advertising copy for print and broadcast, and other types of writing for public relations.