

# COMMUNICATION 150

## WRITING 1 – SEPT.-DEC., 2002

### COURSE OUTLINE:

In this semester students will learn basic research, interviewing and writing techniques. Writing I focuses on the print media with an emphasis on writing for newspapers and magazines, although writing techniques for radio, television and the Internet will also be included. Through workshops and assignments, students will learn to generate ideas, research stories, conduct interviews and write, edit and proofread copy.

### INSTRUCTOR:

Shelagh Stanley

Students can leave a written message at the “other” desk in Helen Pearce’s office or in the student/faculty message box. Other arrangements can be made by calling the instructor at home, 380-7303, or at her office between 8:30 a.m. and 4:30 p.m., 356-2279. She is also available in person after class or upon request. She can also be reached by e-mail at

[shelagh.stanley@gems2.gov.bc.ca](mailto:shelagh.stanley@gems2.gov.bc.ca)

### COURSE OBJECTIVES:

Students will:

1. Write to Canadian Press Stylebook standards on grammar, spelling and usage and learn where broadcast styles differ (use of numbers, “pronouncers”, and the use of attribution, titles, ages and acronyms)
2. Learn the differences between news and feature writing and how those differ in print and broadcast journalism
3. Learn how to develop story ideas appropriate for specific media outlets
4. Learn how to gather information by developing good reporting and interviewing skills (both in person and via telephone)
5. Write to deadlines
6. Adhere to legal and ethical reporting standards
7. Write and edit a variety of styles of copy (print news and news features, broadcast news and news features and Internet news and news features)

### COURSE OUTCOMES:

By the end of the course, students will be able to:

1. Conduct interviews that provide clear, accurate, relevant and newsworthy information
2. After assessing news value of a particular story, write that story in a clear, correct, concise and interesting style for print, broadcast and Internet media
3. Edit and/or respond to editing symbols, adding and deleting information as required for clarity, conciseness and timeliness
4. Write a compelling news story within tight deadlines

## **JOB-RELATED SKILLS:**

Upon completion of the course, students will be able to demonstrate professional news writing and interviewing skills which would equip them for an entry-level job as a reporter for a community newspaper, magazine or specialty publication, or a researcher for a daily newspaper, consumer or specialty magazine, radio or television news department or a position in government or private-sector media relations or media monitoring.

### **The only effective way to learn to write is to DO IT!**

Students should expect to do a lot of writing both in and out of class. The course offers intensive writing experience with feedback from the instructor and fellow students.

## **TEXTS AND MATERIALS:**

*The CP Stylebook*, Buckley

Hand-outs on broadcast and Internet writing techniques

## **ASSIGNMENTS:**

Students should expect:

- Written assignments to be done in class under the pressure of deadlines
- Written assignments completed outside of class with specific deadlines
- Two major writing assignments (news story and feature story) due Dec. 3, 2002. Students will be allowed one rewrite on each assignment (except the two major assignments) to try to improve their grade.

## **EVALUATION:**

Participation and professionalism	10%
Two major writing assignments (news and feature)	20%
Series of five in-class quizzes on avoiding cliches and redundant words, and how to correctly use quotations, numbers, punctuation and "pronouncers" (best four marks)	20%
Assignment portfolio (best five writing assignments)	<u>50%</u>
	100%