

COMMUNICATION 151

WRITING 1 – JAN.-APRIL, 2003

COURSE OUTLINE:

Students will learn writing styles for many “advocacy” purposes – public relations, advertising, editorial and instructional writing. Persuasive writing for newspapers, broadcast and the Internet will also be included.

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

COURSE OBJECTIVES:

Students will learn to:

1. Write public relations materials (news releases, public service announcements, promotional brochures)
2. Write instructional copy
3. Write advertising copy
4. Write opinion pieces (columns, letters to the editor, editorials)

LEARNING OUTCOMES:

On completion of Communications 151, students will be able to:

1. Write and distribute news releases and public service announcements that are clear, accurate, concise, newsworthy and interesting. This requires the development of skills in research, listening, interviewing and note taking and the correct use of quotes from
2. Write clear, concise opinion pieces/editorials using logical argument and correct structure to shift public opinion
3. Produce informational/promotional/advertising and instructional/technical materials that are clear, accurate and concise and reflect a knowledge of the target audience
4. Research and write an effective news release, opinion or instructional piece within tight deadlines

JOB-RELATED SKILLS:

Writing skills learned in this course will qualify graduates for an entry-level job as an editorial writer for newspapers and specialty or advocacy publications, an advertising copy writer, a publicist for service, charitable or political organizations, a public relations officer or communications officer in the private or public sector.

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:

No text; students will work from lecture notes and hand-outs.

ASSIGNMENTS:

News releases, public service announcements:

- Public service announcements (one for print, one for broadcast)
- News release on government program
- New release on hospital fund-raising campaign
- News release on new hockey team manager

Instructional copy:

- How to draw geometric figure (from drawing handed out)
- How to...(chosen from grab bag of topics); to be presented orally in class and also handed in

Advertising copy:

- Ad slogans
- Ad for product chosen from grab bag of topics
- Ad for funeral home (print and broadcast, 5 marks each)
- Ad for Internet page

Opinion pieces:

- Editorial on topic chosen from list of 10
- Opposite view on same editorial topic
- Radio or television commentary (analysis) on news item

EVALUATION:

Participation and professionalism	10%
Top nine writing assignments	90%
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	100%