

CAMOSUN COLLEGE
School of Arts & Science
Applied Communication Program

COMM 151, Writing 2
Winter 2004

COURSE OUTLINE

Note: the College will not keep this outline indefinitely. Please keep this outline for your records.

1. Instructor Information

- (a) Instructor: Alisa Gordaneer
- (b) Office hours: 1/2 hour after class, or other arrangements may be made by email or phone
- (c) Location: Y315A (shared office space)
- (d) Phone: 382-2100 between 8 am and 8 pm ONLY; 382-6188 ext. 137 between 9 am and 5 pm weekdays
- (e) E-mail: agordaneer@telus.net

2. Intended Learning Outcomes

The student will be able to:

- 1. Write news releases and public service announcements that are clear, accurate, concise, newsworthy and interesting.
- 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, demonstrating knowledge of the target audience.
- 4. Research and write an effective news release, opinion or instructional piece within tight deadlines.

3. Required Materials

None

4. Course Content and Schedule

Weekly workload
classroom 3 hours
estimated out-of-class 2 hours

Because this is a course that prepares you for an industry with tight, strict deadlines, any assignments turned in late (after the stated deadline) will receive 10 percent off for each day or portion of a day they are late, but must still be completed in order to fulfill course requirements.

I expect attendance and participation at all sessions. With the exception of illness or emergencies, I also expect you to negotiate absences with me prior to class. In the case of illness or emergency, you should leave a message for me at 382-2100 or by email as soon as possible, notifying me of your absence. You will lose one mark for each unexcused absence, and one mark for each unexcused lateness up to a total of 5 marks.

5. Basis of Student Assessment (Weighting)

Projects are due by deadlines stated on assignment sheets. Late assignments will lose 10% per week or portion of a week. Your grade will be based on your top 9 assignments (up to 90%) plus 10% for professionalism/participation.

Some assignments will be completed in class, while others will be done as homework.

News releases, public service announcements

- Public service announcements (one for print, one for broadcast; broadcast announcement to be presented orally in class)
- News release on a government program
- News release on hospital or charitable fund-raising program
- News release on individual or business of note

Instructional copy

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

Advertising copy

- Ad slogans
- Ad for product chosen from variety of topics
- Ad for organization (print and broadcast, 5 marks each; broadcast to be presented in class)
- 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
- Letter to the editor on topic of the day

6. Grading System

The following percentage conversion to letter grade will be used:

A+ = 95 - 100%	B = 75 - 79%	D = 50 - 59%
A = 90 - 94%	B- = 70 - 74%	F = 0.0 - 49%
A- = 85 - 89%	C+ = 65 - 69%	
B+ = 80 - 84%	C = 60 - 64%	

Note: Applied Communication Program students must maintain a minimum of "C" grade in all ACP courses in order to continue in the program.

7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Registrar's Office or the College web site at <http://www.camosun.bc.ca>

ACADEMIC CONDUCT POLICY

There is an Academic Conduct Policy. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section.
www.camosun.bc.ca/divisions/pres/policy/2-education/2-5.html