



**School of Arts & Science
APPLIED COMMUNICATION DEPARTMENT**

**COMM 151-01
Writing 2
Winter 2008**

COURSE OUTLINE

The Approved Course Description is available on the web @ _____

Ω Please note: this outline will be electronically stored for five (5) years only.
It is strongly recommended students keep this outline for your records.

1. Instructor Information

(a)	Instructor:	Kim O'Hare		
(b)	Office Hours:	8:00 to 4:30 M-F		
(c)	Location:	Y-315		
(d)	Phone:	370-3395	Alternative Phone:	
(e)	Email:	ohare@camosun.bc.ca		
(f)	Website:	www.ohare.disted.camosun.bc.ca		

2. Intended Learning Outcomes

(No changes are to be made to this section, unless the Approved Course Description has been forwarded through EDCO for approval.)

Upon completion of this course 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, while demonstrating a knowledge of the target audience.
4. Research and write an effective news release, opinion or instructional piece within tight deadlines.

3. Required Materials

- (a) Texts There is no required text for this course. Students who are interested in pursuing a career in Journalism or Media Writing should consult the instructor for recommended readings.
- (b) Other: The instructors website will be used to distribute handouts, assignments etc.

4. Course Content and Schedule

Course Overview

This course builds on many of the skills developed in Writing-I. While Writing I focused on news writing, Writing II emphasizes writing to persuade; from writing news releases and advertising to writing editorial commentaries and technical writing. There is a continuing emphasis on writing for outside publications including Nexus. The course will be delivered through a series of lectures and practical writing assignments.

Course Format

There are a number of writing assignments throughout this course. The only way to get good at writing is to do it! There will be in-class exercises and discussions to sharpen your skills. There will also be assignments intended to develop your ability to critically evaluate effective writing.

Course Structure

The course has been divided into four units.

1. Writing News releases
2. Writing editorials and commentaries
3. Writing Commercials
4. Technical Writing

Writing Portfolio

During the semester you are expected to regularly publish stories in Nexus or other community publications. The Tuesday writing class is a non-instructional work-period. During the Tuesday class you can work on your stories, seek assistance or book interviews etc., related to your stories. By the end of the semester you are expected to have at least four

5. Basis of Student Assessment (Weighting)

Student Evaluation

Writing assignments and projects	60%
Tests and quizzes	15%
Writing Portfolio*	25%
Total	100%

6. Grading System

(No changes are to be made to this section, unless the Approved Course Description has been forwarded through EDCO for approval.)

Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy E-1.5 at camosun.ca for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. (For these courses a final grade will be assigned to either the 3 rd course attempt or at the point of course completion.)
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

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, at Student Services or the College web site at camosun.ca.

STUDENT CONDUCT POLICY

There is a Student Conduct Policy **which includes plagiarism**. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, at Student Services and on the College web site in the Policy Section.

ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED