



## COURSE OUTLINE

The course description is online @ <http://camosun.ca/learn/calendar/current/web/comm.html>

Ω Please note: the College electronically stores this outline for five (5) years only.  
It is **strongly recommended** you keep a copy of this outline with your academic records.  
You will need this outline for any future application/s for transfer credit/s to other colleges/universities.

### 1. Instructor Information

(a)	Instructor:	Kim O'Hare		
(b)	Office Hours:	Monday – Friday 8:00-4:30 appointments preferred		
(c)	Location:	Y 315-D		
(d)	Phone:	370-3395	Alternative Phone:	
(e)	Email:	ohare@camosun.bc.ca		
(f)	Website:	www.online.camosun.ca		

### 2. Intended Learning Outcomes

(No changes are to be made to these Intended Learning Outcomes as approved by the Education Council of Camosun College.)

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

Handouts and other course materials will be provided on the instructor's D2L site.

### 4. Course Content and Schedule

Weekly Workload

Classroom 1.5 Hours

Estimated out of class hours 2.5

This course will build upon the skills developed in Writing I. Virtually all of the skills associated with journalism; skills such as clarity, brevity and accuracy are key elements in other writing forms. This semester we will focus on writing to persuade, specifically writing news releases and editorial or opinion pieces.

New material will be presented in the classes and specific writing assignments will be done during class time. Each Thursday several students will be expected to attend editorial meetings at Nexus. By the end of the semester you are expected to have at least two items published in Nexus: one opinion piece and one feature story. Bonus marks will be awarded for contributions beyond the two items required.

As deadlines are a crucial element in journalism and most other areas of media, deadlines will be stressed throughout this course. Writing exercises and assignments will all be done to strict time constraints. You will learn to write well and write quickly under pressure of meeting a deadline.

## 5. Basis of Student Assessment (Weighting)

Periodic quizzes/drills of key concepts	10%
In Class Writing assignments	70%
Nexus Writing assignments	20%
Marks may be deducted for poor attendance, inappropriate participation, failure to demonstrate professional practice	
Total	100%

## 6. Grading System

(No changes are to be made to this section unless the Approved Course Description has been forwarded through the Education Council of Camosun College 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](http://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 <sup>rd</sup> 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](http://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 the College web site in the Policy Section.

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ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED