



**CAMOSUN COLLEGE**  
*School of Arts & Science*  
*Applied Communication Program*

**COMM 151, Writing 2**  
**Winter 2012**

## **COURSE OUTLINE**

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

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### **1. Instructor Information**

- (a) Instructor: Kim O'Hare
- (b) Office hours: Monday-Friday by appointment
- (c) Location: Y315
- (d) Phone: 370-3395
- (e) E-mail: oharel@camosun.bc.ca

### **2. Intended Learning Outcomes**

The student will be able to:

1. Write news stories and features that meet industry standards.
2. Write news releases and public service announcements that are clear, accurate and concise.
3. Write clear, concise opinion pieces using logical argument and correct structure.

### **3. Required Materials**

Handouts and other course materials will be provided on the instructors D2L site:

[www.online.camosun.ca](http://www.online.camosun.ca)

### **4. Course Content and Schedule**

Weekly workload

- classroom - supervised writing lab 1.5 hours
- estimated out-of-class 2 hours

Writing forms the basis for much of what happens in mass media. Writing is a key element of every aspect of media; radio, television, internet or advertising. Writing is also an important prerequisite to production.

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, in addition to writing news stories and features, we will practice 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 non opinion piece. 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.

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## 5. Basis of Student Assessment (Weighting)

Periodic quizzes/drills of key concepts	20%
In Class Writing assignments	60%
Nexus Writing assignments	20%
Marks may be deducted for poor attendance, inappropriate participation, failure to demonstrate professional practice	
Total	100%

## 7. 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%	

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*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](http://www.camosun.bc.ca/divisions/pres/policy/2-education/2-5.html)

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