

COMM 1002 section 005
SPRING 2005
TU, THU from 1100-12:15
Ragsdale 130

East Carolina University
Frederic A. Moritz

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Hours to be announced
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REQUIRED TEXTS: James Glenn Stovall, Writing for the Mass Media.

COMMUNICATION: I will need the e-mail addresses of all students for regular or emergency messages concerning the class. In all e-mail to me, be sure to put “Comm 1002” in the subject field. All assignments must be submitted in paper (“hard copy.”) I may sometimes ask for an assignment in e-mail form, if it is to be published, for example, on the web.

COURSE FOCUS and OBJECTIVES:

This is a WRITING INTENSIVE class. There will be many writing and rewriting assignments involving gathering and organizing information from the “real world.” You will be held responsible for basic skills in writing, spelling, and grammar. The goal is to challenge, to build your confidence in your ability to work or contribute to the communications world.

READ, READ, WRITE, AND REWRITE!

These are the keys to success in this course!

Students will learn to report, assemble and write news copy which is timely, accurate, newsworthy and geared toward the needs of a variety of media and audiences.

The skills you develop here apply to careers in news reporting, public relations, advertising, marketing, corporate communications – and to any other career that will call upon your ability to communicate through writing.

Even jobs, which fall outside the field of professional communication – business management or geological research, for example – require that you have a sound command of grammar and language.

The ability to write clearly is one of the most important skills for a successful professional in today's work environment.

The beginning focus of this course will be on writing for the news media. There are two reasons for this: 1) news writing is concise and geared for a general audience, which means that it pushes you to be clear, and 2) the ability to gather information, regardless of the topic, is an invaluable skill.

DEADLINES: If you miss too many deadlines in the real world of journalism, your boss loses money and you lose your job. In this class missing a deadline risks getting you a "F" for the assignment. Plan ahead!

CHEATING: A journalist who makes up or copies the work of others without attribution risks quick dismissal. In this class submission of work copied from others, assisted by others, or of work submitted for other classes, will be considered as cheating and severely punished according to university regulations.

Your responsibility: to know university policy. See your student handbook and the school web page at <http://www.ecu.edu/studenthandbook/III.htm>. Violations risk a failing grade on both the assignment and the course. In some cases plagiarism can mean expulsion from ECU. For further information, see Part IV of the ECU Faculty Manual, "Academic Integrity."

ATTENDANCE POLICY: Students are expected to attend all classes, just as professionals go to work every day. A student who misses without acceptable excuse more than six sessions of this class automatically receives an F for the course. The final class grade will be lowered a step for each absence beyond three "unexcused absences."

An exception may exist for a student who misses classes for a sanctioned university activity, such as presenting research at a national forum, class travel or university athletic travel. Students participating in such events must submit a written request in advance to the professor.

ASSIGNMENTS: All assignments are due on the assigned date even if the student is absent from class. The instructor may choose not to accept late work, or to lower a grade by one letter for each week day it is late. All outside work for this course must be typed. Work done in class cannot be made up, including quizzes, without proof of extenuating circumstances, subject to my discretion.

ADA: East Carolina University seeks to comply fully with The Americans With Disabilities Act (ADA). Students requesting accommodations based on ADA must go to the Department of Disability Services, located in Brewster A-117, to verify the disability before an accommodation can occur. The telephone number 252-328-6799.

ADVERSE WEATHER: Statements on severe weather and official closings due to adverse weather may be found on the ECU web site at <http://www.ecu.edu>.

CLASS BEHAVIOR: disturbance of class by chatting or reading will not be tolerated. In extreme cases offenders will be expelled from the session and given a grade demerit.

GRADES: Your final grade will very heavily reflect the degree of improvement your writing shows during this course. Don't be surprised by low grades at first. To maximize your opportunity for a good grade, be sure have done the relevant reading before you do writing exercises.

Writing assignments are worth 70 percent of your grade.

1. Interview 10%
2. Print Story 15%
3. Broadcast Story 15%
4. Ad copy 15%
5. News Release 15%.

Nine in-class assignments and class participation (including attendance) make up the other 30% of your grade.

To receive an A on a writing assignment: In addition to meeting the requirements of the assignment, your text will need to be empty of typos, misspellings, and grammatical snafus and it must be written formally, in proper journalistic style.

Comm 1002 Course Calendar (tentative)

January 11-January 13

Introductions
Chapter 1

January 18-January 20

Chapter 1
In-class exercise 1

January 25-January 27

Chapter 2
In-class exercise 2

February 1-February 3

Chapter 3
In-class exercises 3,4

February 8-February 10

Chapter 4
Assignment 1: Interview a professor and write a 2-page double-spaced article about him or her. Details provided in class. Due Thursday Feb. 17

February 15-February 17

Chapter 4

In-class exercise 5

February 22-February 24

Chapter 5

Assignment 2: Print Story, details provided in class. Due Thursday March 3

March 1-March 3

Chapter 5

In-class exercise 6

March 8-March 10

Chapter 6,7

March 15-March 17

Spring Break

March 22-March 24

Assignment 3: Broadcast Story, details provided in class. Due March 31.

Chapter 7

In-class exercise 7

March 29-March 31

Chapter 8

Assignment 4: Ad copy, details provided in class. Due April 7

In-class exercise 8

April 5-April 7

Chapter 8

April 12-April 14

Chapter 9

Assignment 5: News release, details provided in class. Due April 21

In class exercise 9

April 19-April 21

Chapter 9, Wrap up