

Department of English and Writing Studies

Writing 2203 — 650 Writing for Publication: From Deadline to Headline
Fall 2020

Instructor: Mark Kearney



Email: mkearney@uwo.ca

Office hours: Via Zoom Tuesdays 1:30 pm to 3:00 pm or by appointment

Text: In lieu of a text, there will be a range of handouts and/or links to websites posted on the syllabus and the course OWL site for you to read.

Recommended Texts:

Ivor Shapiro. Editor. *The Bigger Picture: Elements of Feature Writing*. 2009. Emond Montgomery Publications Limited. (on reserve in Weldon)

William Zinsser. *On Writing Well: the Classic Guide to Writing Nonfiction*. 30th anniversary edition. Quill Harper Resource. (on reserve in Weldon).

Course Description and Requirements

From Deadline to Headline is designed to teach students how to write for various forms of publication including news stories, profiles, and magazine feature articles. Students will learn the ability to communicate information, arguments, and analyses accurately and reliably, orally and in writing to a range of audiences. Students will develop skills in the research, writing, editing, formatting and marketing of materials for publication. Students will acquire the ability to develop story ideas, research, interview, write query letters, produce features, revise and edit, prepare and meet the requirements of specific genres and publications. Strong emphasis will be given to the practicalities of writing as a career, including getting started, working towards success (and coping with rejection) and learning how to manage the organizational side. Students will encouraged to submit their work to outside publications when applicable.

Assignments

1. Local news story	15%	Due by Oct. 8
2. Profile of classmate	30%	Due by Oct. 29
3. Front of the book piece	15%	Due by Nov. 13
4. Feature Article	35%	Due by Dec. 1
5. Online Discussion/Exercises/Workshopping	5%	Ongoing

Assignment Format

All assignments should be double-spaced as they are easier to grade and as close to the assigned word count as possible. **Assignments must be submitted via the OWL site for the course.** Emailed assignments may be acceptable in certain circumstances.

Assignments Submission

I don't like to penalize late assignments; however, since one of the purposes of this course is to familiarize you with the writing profession, you need to know that deadlines are crucial. For this reason, all assignments will be due on the date specified unless you negotiate an extension at least 48 hours in advance. Following any other policy would be an injustice to you as a future writer. Assignments are submitted electronically. In certain circumstances with my permission, you may also place them in the drop box outside Room 2401 University College. **Late assignments will be penalized at 3 marks per day, including weekends.**

Attendance Policies

Obviously we do not meet formally as a "class" in a Distance Studies course. Therefore "attendance" and participation on the Discussion Board are intertwined. Distance Studies classes are generally self-paced, so you must attend class (defined as logging into our OWL section) and participate by introducing yourself, and posting questions and thoughts each week based on the given week's set discussion topic) **a minimum of two times weekly.** This means at least two separate posts per week (a week is defined as running from Monday to Sunday), at least one of which must be a "new" post rather than just a reply to someone else's. Extended absences, defined as a failure to post into the OWL classroom for more than a week, must be coordinated with the instructor. **The use of racist or any language that works against the values of Equity, Diversity, and Inclusion will not be tolerated.**

Postings on the Discussion Board must have the following characteristics:

- Must contribute something meaningful to the Board;
- Must support your opinion with sufficient reasons or evidence;
- Must display good grammar and organization.

Postings should also not:

- Contain disrespectful or insulting language;
- Be excessively long or excessively short;
- Be unrelated to the week's topic;
- Say things that do not contribute anything, e.g. "I agree with you" or "nice comment".

- I will track your postings to the discussion Board, and it will be part of your 5% Online Discussion/Exercises/Workshopping mark indicated above. **Failure to meet the minimum posting requirements**

may result in your final grade in the course being reduced by 10% (e.g. an earned final grade of 80% will be reported as a final grade of 72).

Although this is an online course, you are expected to check into the OWL site on a regular basis, to read the material and your fellow students' comments, participate in online discussions and to interact online with your fellow classmates by workshopping your drafts as much as online allows you. This policy will be waived only for medical or compassionate reasons. If your absence is extended and prolonged (over one week of continuous non-attendance), then you should discuss it with your academic advisor in your home faculty, who may require documentation. That advisor may then contact all of your instructors. See also: '**Medical Accommodation Policy**' below.

Note: a class meeting missed in order to write a test, exam, or other form of 'make-up class' in another course **will** count as non-attendance, and **will** attract penalties as defined above if applicable. Instructors at the University of Western Ontario **shall not require** a student to write a make-up test or similar at times which conflict with that student's other scheduled class times. If you are asked or 'required' to do this, you should immediately contact an academic counsellor in your Dean's office. If you elect to miss a class in order to write such a test, that is **your** choice; your absence will not be excused.

See also: '**Medical Accommodation Policy**' below.

Scholastic Offences, including Plagiarism

The University Senate requires the following statements, and Web site references, to appear on course outlines:

"Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy as above).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>)."

Prerequisites

The University Senate requires the following statement to appear on course outlines:

"Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."

The prerequisite for registration in this course is: At least 65% in one of Writing 2101F/G, Writing 2125F/G (or the former Writing 2121F/G), Writing 2111F/G, Writing 2130F/G or Writing 2131F/G; or at least 65% in one of Writing 1000F/G, Writing 1030F/G, or Writing 1031F/G; or at least 65% in each of MIT 1020E (or both of MIT 1021F/G and MIT 1022F/G) and MIT 1025F/G; or permission of the Department (consult the Undergraduate Program Director, Writing).

Antirequisites

Please note that MIT 3829, Writing for Magazines, and Writing 2203 are antirequisite to each other. You will not receive credit for both courses if you take both.

Medical Accommodation Policy

The link to the official Western/Writing Studies Medical Accommodation Policy appears below. This remains in effect, but may be modified temporarily by the university during the academic year as conditions change. Western has a comprehensive policy covering requests for accommodation by students who are not registered with Student Accessibility Services. All students should review this policy here, under the heading 'Accommodation for Illness – Undergraduate Students', noting the procedures, restrictions, and notice requirements:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectCalendar=Live&ArchiveID=#Page_12

Academic Consideration for Student Absence

Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are not met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty

Students seeking academic consideration **must communicate with their instructors no later than 24 hours** after the end of the period covered by either:

- i. A Self-Reported Absence, or
- ii. Academic consideration supported by the Academic Counselling Office.

In Writing courses, students covered by this policy who are seeking academic consideration must proceed as follows.

Writing Studies' Basic Policy: students seeking academic consideration **on medical or any other grounds** for any missed tests/exams, class attendance/participation components, or late or missed assignments must either initiate a Self-Reported Absence (**for a grade component worth up to 30% of their final grade, but excluding final exams scheduled during the exam period**) or apply in person to the Academic Counselling or Undergraduate office of their home Faculty and provide a Student Medical Certificate (SMC) or other supporting documentation as required in accordance with official Western policy (linked above).

Exception: in Writing Studies courses, a student seeking academic accommodation **on non-medical grounds** for any missed in-class tests/exams, class attendance/participation components, or late or missed assignments **worth less than 10% of a final grade** may first consult directly with her or his instructor, who will – in his or her discretion – elect either to make a decision on the request directly or instruct the student to follow the procedures set out in **Writing Studies' Basic Policy**.

Please note that individual instructors will **not under any circumstances** accept or read medical documentation directly offered by a student, whether in support of an application for accommodation on medical grounds or for related reasons (e.g. to explain an absence from class which may result in a grade penalty under an 'Attendance' policy in the course). **All medical documentation must** be submitted to the Academic Counselling or Undergraduate office of a student's home Faculty.

Students who are or who feel they should be covered under Student Accessibility Services should review Western policy here:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelecteCalendar=Live&ArchiveID=#Page_10

Students who are in emotional/mental distress should refer to MentalHealth@Western:

<https://www.uwo.ca/health/psych/index.html> for a complete list of options about how to obtain help.

Other links you may find helpful are:

Registrarial Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>

Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>

Services provided by the USC <http://westernusc.ca/services/>

Student Development Centre <http://www.sdc.uwo.ca/>

At least three days prior to the deadline for withdrawal from a 1000- or 2000-level course without academic penalty, students will receive assessment of work accounting for at least 15% of their final grade. Generally, students can expect some form of feedback on their performance in a course before the drop date." November 12 is the last day to drop a first-term half-course without academic penalty.

Special Requests: Special Examinations, Incomplete Standing, Aegrotat Standing

Please refer to the "Information for All Students in a Writing Course" for more detailed information. Briefly, remember that your instructor does not have the discretion to initiate, consider, or grant (or not) such requests; you must go directly to the Dean's office of your home faculty.

NO ASSIGNMENTS WILL BE ACCEPTED AFTER DECEMBER 9, 2020. OUTSTANDING WORK AS OF THIS DATE WILL RECEIVE A GRADE OF ZERO.

Class Meeting Schedule

Date	Meeting focus	Readings
------	---------------	----------

<p>Week 1</p> <p>(Course starts Sept. 9 and Week 1 runs through to Sept. 20).</p>	<p>Learn to write leads to a variety of story styles; using quotes</p> <p>Dissect a newspaper or magazine lead. Why does it pull you into the story and does it match what the story is about? Find a fresh quote. Tell your fellow students why it's compelling or not</p>	<p>Award winning leads—</p> <p>https://www.poynter.org/reporting-editing/2018/and-the-winner-for-the-best-pulitzer-prize-lead-in-2018-is%c2%85/</p> <p>Article on Leads – (see OWL)</p> <p>Article on quoting –</p> <p>http://journalism.about.com/od/reporting/a/goodquotes.htm</p>
<p>Week 2</p> <p>(Sept 21 to 27)</p> <p>This pattern continues until the final week</p>	<p>Developing news sense; write a local story</p> <p>Using the details provided in the lecture notes, write a practice news lead and story. Comment on each other's stories: does the lead include enough details? Is it too long?</p>	<p>See sample localizing story posted on course site</p> <p>10 Writing Tips – (see OWL)</p>
<p>Week 3</p>	<p>Discover magazine styles and understand the magazine you will write for. Learn about the five major differences between journalistic and academic writing.</p>	<p>Choose a magazine or newspaper from online links provided and write a few sentences about it. What makes its tone and style different from academic writing? What magazines do you read and why?</p>
<p>Week 4</p>	<p>Interviewing techniques for writing a profile.</p> <p>If you could interview anyone, dead or alive, who would it be and why? What two questions would you ask? Why is interviewing important to the stories we write?</p>	<p>Read</p> <p>http://www.thestar.com/life/fashion_style/2012/01/02/mic_key_man_covers_body_in_whimsical_world_of_disney.html</p> <p><u>AND</u></p> <p>Sample profiles with analysis provided on OWL</p>
<p>Week 5</p>	<p>Ideas for stories; learn how to find a winning idea that sells and how to spin it into several ideas.</p> <p>Start thinking about what you would like to write for a feature. It takes some time to develop a good idea—so let's start now. In three sentences, write your idea. Include an angle and what steps you'll take to get it written.</p>	<p>Story ideas article posted on OWL.</p>

<p>Week 6</p>	<p>Query letters/Other types of stories</p> <p>How to pitch stories to editors. We'll do an exercise where you pretend you are an editor who just received a sample query letter provided? Would you accept it? Why or why not?</p> <p>Front of the book stories and service articles</p>	<p>21 Rules for Writing Stellar Query Letters posted on OWL</p> <p>Sample Query Letter with Analysis</p>
<p>Week 7</p>	<p>Feature writing</p> <p>How do features differ from news story? What elements make for a good feature and how do you go about developing a story that can be done in a relatively short time.</p>	<p>See sample feature articles posted for this week.</p> <p>Feature article tips</p> <p>Sample feature with analysis</p>
<p>Nov. 2 - 8</p> <p>Reading Week</p>	<p>No Classes</p>	
<p>Week 8</p>	<p>Research techniques. Where to find data, research and content online and elsewhere.</p> <p>For the following story provided, find five possible sources and explain their relevance to the story: is it factual information, colour and description, etc...</p> <p>What sources would you include for your potential story idea?</p>	<p>Exercise on finding information</p>
<p>Week 9</p>	<p>Editing, headlines and fact checking/feature update</p> <p>Write headlines for stories provided. Update the class on the progress you've made on your feature. Are you running into challenges getting it done? What solutions can you offer? Other types of stories that magazines use.</p>	<p>http://journalism.about.com/od/writing/a/headlines.htm</p>
<p>Week 10</p>	<p>Markets online and learning to write for the internet</p> <p>Find two web sites that accept freelance writing. What type of stories do they accept? Do not include writer's guideline details; rather, provide your opinion of the tone and style, length and details.</p>	<p>How much they pay (posted on OWL)</p>

<p>Week 11</p>	<p>Online ethics and copyright. Discuss the provided ethical situation you might find yourself in as a writer and decide what you would do in this scenario. In light of what you've learned about copyright this week, do you feel any differently about downloading various materials without paying for them?</p>	<p>Watch Harlan Ellison video -- http://www.youtube.com/watch?v=mj5IV23g-fE</p> <p>An article on recycling your work (on OWL)</p>
<p>Week 12 (Dec. 7- 9)</p>	<p>Freelancers tool box Do you think your feature could be sold to a publication outside of this class? What publications do you have in mind and how do you plan to go about getting an editor's attention for it. Final thoughts on magazine writing and its future.</p>	