

Course Name and Number

Writing for Publication: From Deadline to Headline
Writing 2203F
Section: 650 (online)

Course Description and Objectives

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.

Required Texts and Course Materials

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 Brightspace site for you to read, but I've suggested some recommended texts below that you might want to look at.

Recommended Texts:

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

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

Course Requirements

Local news story	Due Sept. 29	20%
Profile of classmate	Due Oct. 27	35%
Feature Article	Due Nov. 27	40%
Online Discussion/Exercises/Workshopping	Ongoing	5%

Students are responsible for checking the course OWL site (<https://westernu.brightspace.com/>) regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class. If students need assistance with the course OWL site, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

Attendance policies

Obviously, we do not meet formally as a “class” in a Distance Studies course. Therefore “attendance” and participation on the Discussion forum on Brightspace are intertwined. Distance Studies classes are generally self-paced, so you must attend class (defined as logging into our Brightspace section) and participate by introducing yourself and posting questions and thoughts each week based on the given week’s set discussion

topic) **at least 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 Brightspace 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 forum must have the following characteristics:

Must contribute something meaningful to the Discussion;
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 up to 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 Brightspace 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 you have good reasons for your absence discuss these reasons with your instructor within one week of that absence. 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.