



Department of English and Writing Studies

Writing 2203F — 650

Writing for Publication: From Deadline to Headline

Winter 2025

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) Approx: \$41

William Zinsser. On Writing Well: the Classic Guide to Writing Nonfiction. 30th anniversary edition. Quill Harper Resource. (on reserve in Weldon) Approx: \$26

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 be encouraged to submit their work to outside publications when applicable.

Assignments

1. Local news story	25%
2. Profile of classmate	30%
3. Feature Article	35%
* feature pitch required *	5%
4. Online Discussion/ Exercises	5%

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. **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) **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 OWL classroom for more than five consecutive days, must be coordinated with the instructor.

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 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.

