

Writing for Mass Communication (MMC 2100)
Summer A Session 2013
Lecture Syllabus
MTWR (4th period, Weimer XXXX)

Lecturer: Professor Marino

Office Hours: M, W: 3rd periods (TBA, Weimer Hall)

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Sakai: Tests, class notes, class announcements

COURSE DESCRIPTION

MMC 2100 is a pre-professional course designed to provide fundamental instruction and practice opportunities in writing as a basis for upper division courses in such areas as advertising, agriculture communications and technical communications. It is also an introductory course designed to provide basic instruction in writing for print, broadcast and online media, advertising and public relations. Exploration of the role of mass media in today’s world and its impact on our daily lives will be included in the course curriculum. When possible, experiences with media professionals and hands-on learning will be provided.

Instructional Methods: lecture, discussion, student-directed learning, hands-on production, observation, peer evaluation and guest speakers.

General Goals and Major Learning Outcomes

The major objective of MMC 2100 is for students to be able to write accurately and comprehensively using the tenets of good news writing. Students should also be able to use persuasive writing to sway selected publics without misrepresentation and to understand the dynamics of communication.

At the completion of the course, students will demonstrate:

1. Clarity, accuracy and timeliness of news-style writing
2. Immediacy and broad impact of online and breaking news-writing
3. Insight, narrative flair, and personal appeal of features-style writing
4. Ability to write broadcast news copy that stresses immediacy and basic news value
5. Ability to write public service announcements, advertising copy, and commercials that stress a unique selling point through emotional or rational appeal as well as PR material designed to garner public attention

You will receive a lab syllabus during your first lab meeting. The lab syllabus contains your lab instructor’s name, office location, phone number, office hours and weekly lab assignments. You **MUST ATTEND** lab and lecture each week, particularly in a summer course such as this. Each lesson builds on previous lessons, so consistent attendance is of utmost importance. Nearly every lab and lecture will include necessary information and opportunities for completing assignments. An absence may result in a zero (0) for the relevant assignment.

Prerequisite for course -- You must have completed the required six hours of English credit, typically ENC 1101 and ENC 1102. This requirement may be fulfilled through Advanced Placement scores.

Required Textbooks and Materials

Stovall, James Glen. *Writing for the Mass Media*. Sixth Edition. Boston: Allyn and Bacon. 2006.

Goldstein, Norm, editor. *The Associated Press Stylebook and Libel Manual*. Addison-Wesley Publishing. (2009 or later). The bookstores will often place the AP Stylebook in the section for JOU 3101. You may want to purchase the iPhone app, which costs more than the print version but is searchable.

Other Materials

- Flash memory drive for transporting drafts of required lab assignments
- Reporter's notepad or small notebook for interview notes
- Digital camera for taking photos
- Audio recorder – recommended

Resources

Communications Coaching Center (1088 Weimer Hall) – Student members of the Journalism and Communications Ambassadors staff the center. They can provide coaching on writing assignments, grammar and AP style issues. They also can assist you in applying for internships and finding sources for stories.

Computers – Call 392-HELP for locations and hours of computer labs on campus.

Career Resource Center – The CRC is located on the main floor of the Reitz Union and provides free career assessment and counseling. Check the CRC web site for information about workshops, career and job fairs, or to schedule an appointment.

<http://www.crc.ufl.edu>

Division of Student Services (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. This office will send a courtesy letter to your instructors about your absence.

Counseling Center (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues.

<http://www.counsel.ufl.edu>

Disability Resources – (352-392-1261) – Students requesting classroom accommodations must first register with the Dean of Students Office. You will receive documentation to give to each of your instructors. You must meet with your lab instructor and with me during office hours to discuss special arrangements.

Lecture portion of the course

You are expected to be in lecture each of the four days each week. Missing lecture will put you significantly behind. ALL your lab assignments will be based off material from a previous lecture. Several lectures involving guest speakers will turn into lab assignments. If you miss a lecture that is the basis of a lab assignment, such as an in-lecture interview, you must get notes from a classmate. It is not my responsibility nor any of the other lab instructors' responsibility to provide you with notes if you miss a lecture.

Grade for lecture portion of course – lecture counts 25 percent of your overall class grade. Your lecture grade will be broken down this way:

4 exams (average) – 90 percent of the lecture grade

Exam One (100 points)

Exam Two (100 points)

Exam Three (100 points)

Exam Four (100 points)

Each exam date is listed on this syllabus. Each exam will include from 30 to 50 multiple-choice or true-false questions. I will provide a study guide for each exam. NO make-up exams will be given. ALL exams will be taken through Sakai on the specified day in the syllabus.

Average of in-lecture pop quizzes (4 quizzes) – 10 percent of the lecture grade

Your quiz grade will be the average score of your FOUR (4) pop quizzes. There will be no make-ups offered on pop quizzes. Each of the quizzes will cover material from the textbook or material covered in lecture. ALL quizzes will be at the beginning of lecture. If you are not on time to lecture that day, you will miss the quiz.

Lab Portion of the Course

Your performance in lab is the majority of your grade. You must attend the lab in which you are enrolled. NO lab grades will be dropped or curved.

One of my goals as the lecture instructor and lab coordinator is to make sure the labs are comparable. The lab instructor and I meet to discuss the lab assignments and grading. We agree on the amount of time for deadline writing assignments so the students in each lab have the same amount of time. All instructors use the same grading standards. Your grade on most writing assignments will consist of the points earned for content minus the points deducted for grammatical errors and mechanics. We will conduct a grammar review in lecture early in the semester, but you are expected to know the basic rules of grammar (i.e. rules for use of commas).

Extra Credit Opportunities

1. Complete “Cleaning Your Copy” on <http://newsu.org> (except Style section) and send a course report to your lab instructor prior to LAB 3 Tuesday May 21 (10 points)
2. TBA in-lecture writing assignments

Grading Scale (for writing assignments and the course overall)

We do not assign minus grades

A	90-100	C+	77-79	D	60-66
B+	87-89	C	70-76	E	59 and below
B	80-86	D+	67-69		

Formula for calculating your overall grade in the course

+ Lecture grade (25 percent) (Average of 3 exams + 2/3 quizzes divided by 3)
+ Lab grade (75 percent) multiplied by 3

Total divided by 4 = overall grade

Academic Honesty Guidelines

Academic honesty is an important dimension of your performance as a student. As a student at the University of Florida, you have agreed to comply with the University Honor Code. I encourage you to review the information posted online that explains what academic dishonesty violations are, how to avoid those, and what the penalties are for those found guilty of violations.

In MMC 2100, if you are found to have committed an academic honesty violation in lecture or lab, you will receive a zero (0) for the assignment and may be reported to Student Judicial Affairs. Violations include:

- Receiving or giving help during a quiz or exam
- Using someone else's quotes or information without appropriate attribution
- Using friends, family members or work colleagues as sources in your stories
- Using someone else's photos for assignments that require you to take your own photos
- Making up quotes or information (i.e. fabrication)

You can read about issues related to academic dishonesty in the College of Journalism and Communications at <http://www.jou.ufl.edu/academic/jou/honesty/>

MMC 2100: WRITING FOR MASS COMMUNICATION
TENTATIVE MMC 2100 Course Outline/ Summer A 2013

*This schedule may change based on guest speaker availability, etc.

ASSIGNED READING MUST BE COMPLETED BY DATE IT WILL BE DISCUSSED.

Monday May 13: Course overview. Review syllabus. Chapter 1: Sit Down and Write. Chapter 2: Basic Tools of Writing.

Tuesday May 14: Grammar refresher. Appendix B & C. Grammar practice exercises.

Wednesday May 15: Chapter 14: Getting a Job in the Media Market. Preparation for resume/cover letter lab. Begin Chapter 3: Style and the AP Stylebook.

Thursday May 16: Continue Chapter 3: Style and the Stylebook. Writing in correct journalistic style. Using the AP stylebook. Appendix A. Using correct copy-editing symbols. AP style practice exercises.

Monday May 20: Chapter 5: Reporting with Text. Writing blind summary lead. Continue Ch. 5: Writing for Print. Practice news story. Inverted pyramid. Nut graph.

Tuesday May 21: Wrap-up of police brief. Continue Chapter 5. Chapter 7: Writing for Print Journalism (pgs. 131-136). Writing longer news story. How to correctly use attribution/direct quotation/paraphrasing.

Wednesday May 22: Begin online media unit: Chapter 10: Writing for Web Journalism. How to write an online news story and best news Web sites.

Thursday May 23: Social media networks. Guest: online content editor.

Monday May 27: NO CLASS. MEMORIAL DAY HOLIDAY.*****

Tuesday May 28: Test #1 (Chapters 1-5 and Chapter 7, Chapter 10) and Appendix A, B, C. ****Online through Sakai.**** -- NO LECTURE.

Wednesday May 29: Begin feature writing/personality profile unit. Chapter 7: Writing for Print Journalism. Writing Feature Stories. Guest: feature writing/interviewing tips.

Thursday May 30: Introduction to blogging. Pgs. 205-206. Guest: topics for creating your own blog.

Monday June 3: Wrapup blogging preparations. Begin Chapter 9: Writing for Broadcast. Guest: TV broadcast script writing.

Tuesday June 4: Continue Ch. 9: broadcast script writing. Final preparations/directions for broadcast script.

Wednesday June 5: Test #2 (Chapter 9: broadcast writing/blogging). ****Online through Sakai**** -- NO LECTURE.

Thursday June 6: Begin Chapter 13: The Writer and the Law

Monday June 10: Cont. Ch. 13: The Writer and the Law.

Tuesday June 11: Test #3 (Chapter 13: Media Law). ****Online through Sakai**** -- NO LECTURE.

Wednesday June 12: Begin Chapter 12: Writing for Public Relations. Guest: PR practitioner: how to write a news release.

Thursday June 13: Photo essay instruction. Chapter 6: Reporting with Images Guest: photojournalist/creating photo essay/Sound slides.

Monday June 17: Chapter 11: Writing Advertising Copy. Chapter 8 (pgs. 171-174): Audio Slide Show Soundslides instruction. Sound slides instruction and watch sample Soundslides project in lecture.

Tuesday June 18: Finish Chapter 11: Advertising and lecture wrapup.

Wednesday June 19: Test #4: Chapters 8, 11-12. ****Online through Sakai**** -- NO LECTURE.