JOURNALISM 250 – Media Writing (CRN 64283)
3 Credits (Writing Intensive)
Spring 2017

CLASS TIMES: TR 10 - 11:15 a.m., ʻĀkoakoa 240
INSTRUCTOR: Kimberlee Bassford
OFFICE: ʻĀkoakoa 239
OFFICE HOURS: TR 9-10 a.m. and 2:15-3:00 p.m. or by appointment
CONTACT: kbassfor@hawaii.edu, 235-7396

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai‘i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O‘ahu’s Ko‘olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

CATALOG DESCRIPTION

An introductory course in reporting and writing news stories for delivery to different media, including print, online media and video. Prerequisite: C or better in ENG 100.

The course requires individual conferences with the instructor outside of our regularly scheduled class time. There is also a required field trip scheduled outside of the class.

STUDENT LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

1. Analyze the quality of coverage in stories produced by the mass media to become a more informed consumer of news.
2. Describe the basic journalistic issues related to news values and communication law and ethics.
3. Produce various multimedia writing (print, online media, and video) using journalistic concepts and principles.
4. Write, edit and proofread stories for readability, clarity, accuracy, news value, conciseness and mechanics.

COURSE CONTENT

This course will be taught in a variety of methods, including considerable practical experience writing, small group sessions, conferencing, guest speakers and a field trip.

Students will have story assignments that will involve fact-gathering and interviewing on campus and/or in the community. The emphasis will be on learning by doing. Individual conferences will be required on all major written assignments.
Concepts or Topics

• Becoming a more informed consumer of news
• Sharpening communication skills to write effective news articles, including listening, observing, questioning, writing and editing
• Developing an understanding of journalistic terms and principles
• Developing news judgment and an appreciation of journalistic ethics

Skills or Competencies

1. Develop thoughtful questions and conduct background research for interviews.
2. Gather and organize facts; take accurate notes.
3. Distinguish fact from opinion; use quotations and attributions correctly.
4. Write strong lead sentences and readable stories in different formats.
5. Edit for clarity, conciseness and completeness.
6. Explain and apply news terms.
7. Use news style rules and correct grammar and mechanics.
8. Meet deadlines.
9. Read a newspaper regularly to develop awareness of journalistic style and issues.

Below are the main content areas covered this semester (subject to change):

• The role of the mass media and how it influences us
• What is news and newsworthiness
• Detecting bias and distinguishing fact from opinion
• Journalism ethics
• The basics of news writing: the 5Ws and H, inverted pyramid story structure and ABCOH (accuracy, balance, clarity, objectivity, human interest)
• Multimedia and video journalism techniques
• Writing under a deadline and how to process information quickly and accurately
• Editing for clarity, accuracy, grammar and style

ASSESSMENT AND GRADING

All assignments will be graded on a point system. Your final semester grade will be made up of:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short news (out of 10 total points)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proposal (200+ words)</td>
<td>T Jan. 17</td>
<td>1</td>
</tr>
<tr>
<td>Rough draft</td>
<td>T Jan. 24</td>
<td>2</td>
</tr>
<tr>
<td>Final draft (500+ words)</td>
<td>T Jan. 31</td>
<td>7</td>
</tr>
<tr>
<td>Feature profile (out of 13 total points)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proposal (200+ words)</td>
<td>T Feb. 7</td>
<td>1</td>
</tr>
<tr>
<td>Rough draft</td>
<td>T Feb. 14</td>
<td>2</td>
</tr>
<tr>
<td>Final draft (650+ words)</td>
<td>T Feb. 21</td>
<td>10</td>
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</tbody>
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Percentages and Letter Grades:
Note: These are whole grades. +/- (such as A-, B+) will not be given.

90 – 100 points = A
80 – 89 points = B
70 – 79 points = C
60 – 69 points = D
Below 60 points = F

Attendance, absences and difficulties: You are expected to attend all classes. This is crucial to understanding the work we do both inside and outside the classroom. Excused absences (for illness, jury duty, military duty, bereavement, etc.) must be cleared with me via email prior to or within 24 hours of your absence. You must provide documentation (doctor’s note, jury summons, etc.). I will make the final determination of whether the absence is excused.

Unexcused absences will count against your final grade. At the end of the semester, you will be awarded up to 5 attendance points based on the percentage of classes you attended. So if you had 4 unexcused absences during the semester, you will have attended 27 out of the 31 total classes or 87%. This would translate to .87 x 5 = 4.355 attendance points. Being tardy more than 20 minutes of class counts as an unexcused absence.
If you do miss class, it is your responsibility to obtain any missed material. If difficulties arise during the course, please see me before the problem affects your performance in the course. Waiting until the end of the semester does not work. We can work together to troubleshoot, but not if you allow the problems to linger and overwhelm you at the end of the semester.

**Deadlines and late work:** The journalism world is built on meeting deadlines. If you miss a deadline, you will be assessed a 5% late deduction for each class that the assignment is late, up to 25% of the assignment’s total worth. So if the assignment is worth 10 points and it is one class late, you can only earn up to 9.5 points. Two classes late, you can only earn up to 9 points. Three classes late, you can only earn up to 8.5 points. After 5 classes late, it will only be worth up to 7.5 points.

**Learning environment:** You are expected to maintain a supportive learning environment with appropriate behavior in class demonstrated by showing consideration for others, paying attention and focusing on specific tasks. **Personal entertainment/communication devices must be turned off during class.** Listening to music, web browsing, using your phone, text messaging, tweeting, social networking and email activities are prohibited, unless authorized under special circumstances. Violations will affect your participation grade.

**Assignment specifics:** All written assignments must be typed on a computer, using a standard 12-point font, double-spaced and with 1-inch margins on each side. Assignments turned in electronically must be done in Microsoft Word (.doc) or as a .pdf. With the student’s consent, stories of high quality may be published in WCC’s student newspaper *Ka ‘Ohana*.

**Academic honesty:** Windward Community College follows the University of Hawai‘i Code of Student Conduct which defines expected conduct for students and specifies those acts subject to University sanctions, such as cheating and plagiarism. Plagiarism includes but is not limited to submitting any document to satisfy an academic requirement that has been copied in whole or part from another individual’s work without identifying that individual; neglecting to identify as a quotation a documented idea that has not been assimilated into the student’s language and style, or paraphrasing a passage so closely that the reader is misled as to the source; submitting the same written or oral material in more than one course without obtaining authorization from the instructors involved; or drylabbing, which includes (a) obtaining and using experimental data from other students without the express consent of the instructor, (b) utilizing experimental data and laboratory write-ups from other sections of the course or from previous terms during which the course was conducted, and (c) fabricating data to fit the expected results.

To avoid plagiarism, you must give the original author credit whenever you use another person’s ideas, opinions, drawings, or theories as well as any facts or any other pieces of information that are not common knowledge. Additionally, quotations of another person’s actual spoken or written words; or a close paraphrasing of another person’s spoken or written words must also be referenced. Accurately citing all sources and putting direct quotations – of even a few key words – in quotation marks are required. **Note that all information on the Web is copyrighted just as it is in print. Do not use any online information without attribution or permission.**
A failing grade will be given on any assignment that has been plagiarized, and you will be reported to the Vice Chancellor of Student Affairs. The assignment must also be redone in order to pass the course.

**LEARNING RESOURCES**

Required text:
*Inside Reporting: A Practical Guide to the Craft of Journalism (3rd edition)* by Tim Harrower

Recommended text:
*The Associated Press Stylebook*

Both textbooks are available at the WCC bookstore. We will use a variety of class handouts, hands-on training and tutorials. Students will also be expected to keep up with the day’s news, online or in print.

**Writing Intensive (WI) Courses** are part of a University of Hawai‘i system-wide movement to incorporate more writing in courses from all disciplines. A WI course is a discipline-specific course in which writing plays a major integrated role. Students in course sections designated as a “WI” (preceding the course title in the Schedule of Classes) learn to understand course content through writing and to write in ways appropriate to that discipline.

English 100 is a prerequisite before students take the two required WI courses for the Associate in Arts degree. Students transferring to some bachelor’s degree campuses in the UH system may bring two or three WI courses with them to count for the bachelor’s degree. The hallmarks of a writing intensive course are:

1. **The course uses writing to promote the learning of course materials.** Instructors assign formal and informal writing, both in class and out, to increase students' understanding of course material as well as to improve writing skills.

2. **The course provides interaction between teacher and students while students do assigned writing.** In effect, the instructor acts as an expert and the student as an apprentice in a community of writers. Types of interaction will vary. For example, a professor who requires the completion of one long essay may review sections of the essay, write comments on drafts, and be available for conferences. The professor who requires several short papers may demonstrate techniques for drafting and revising in the classroom, give guidance during the composition of the papers and consult with students after they complete their papers.

   *At least one student-teacher conference on a writing assignment is required in writing intensive courses.*

3. **Writing contributes significantly to each student's course grade.** Writing assignments must make up at least 40% of each student's course grade.
4. The course requires students to do a substantial amount of writing—a minimum of 4000 words, or about 16 pages. This may include informal writing. Depending on the course content, students may write analytic essays, critical reviews, journals, lab reports, research reports, or reaction papers, etc. In-class exams and drafts are not counted toward the 4000-word minimum. To allow for meaningful professor-student interaction on each student's writing, the class is restricted to 20 students. Professors who team teach or who are assisted by a teaching assistant may request that the enrollment be higher as long as a 20-to-1 student to faculty ratio is maintained.

THE WRITING CENTER

You are encouraged to use WCC’s Writing Center for assistance with your work. The staff can assist you at any stage of the writing process (brainstorming, drafting, revising, etc.). The FREE service offers:

- One-on-one tutoring
- Thesis development
- Peer editing
- Assistance with:
  - Pre-writing – understanding and analyzing the assignment
  - Planning – gathering and organizing information, structuring the report
  - Feedback – on drafts for organization, idea development and grammar/punctuation/format

The Center is located in Hale La’akea, Room 222 (phone: 235-7473) and is open on the following days and times:

- M...........11:30am-2:30pm and 4:00-8:00pm
- T.............10:00am-8:00pm
- W...........11:30 am-2:00pm and 4:00-8:00pm
- R............10:00 am-1:00 pm and 3:00-8:00pm
- F.............12:00-4:00pm

Students can make appointments using MySuccess (accessible through MYUH). The center also takes walk-ins. For more information, contact Center coordinator Annette Priesman at priesman@hawaii.edu.

MY SUCCESS

At Windward Community College, we want every student to be successful. MySuccess is a system-wide effort that seeks to connect students to campus supports early in the semester. If I feel you’re having difficulty in the class within the first few weeks of the semester (e.g. missing class, missing assignments), you will receive an email from me through MySuccess. The email
will explain my concern and encourage you to make an appointment with me and other campus resources through MySuccess.

DISABILITIES ACCOMMODATION STATEMENT

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale ‘Akoakoa 213 for more information or go online at: https://windward.hawaii.edu/Disabilities.