

STERLING COLLEGE SYLLABUS  
COMMUNICATION, MEDIA & THEATRE ARTS DEPARTMENT

Course Number: CM209	Name: Mass Media Writing (Writing Intensive)
Credit Hours: 3 Credit Hours	Semester/Year: Fall 2018
Meeting Place: Art / Comm – 122	Time: MWF, 8 – 8:50 A.M.

Instructor Name: Todd Vogts  
Office Location: ARTC4  
Phone: (620) 278-4444  
E-mail: todd.vogts@sterling.edu  
Website: www.profvogts.com

**Office Hours**

Monday: 9 a.m.-10 a.m., 11 a.m.-12 p.m.  
Tuesday: 8 a.m.-9 a.m., 11 a.m.-12 p.m.  
Wednesday: 9 a.m.-10 a.m., 11 a.m.-12 p.m.  
Thursday: 8 a.m.-9 a.m., 11 a.m.-12 p.m.  
Friday: 9 a.m.-10 a.m., 11 a.m.-12 p.m.

**Readings:**

- 2018 Associated Press Stylebook (required)
- Batty, C. & Cain, S. (2016). *Media writing: a practical introduction*. London New York, NY: Palgrave. (required)
- Additional readings are required and are uploaded to LMS for your retrieval.

**COURSE DESCRIPTION**

This course is an introduction to various media writing formats, techniques, and styles. Students will write journalism-oriented print stories for the web and a short broadcast documentary package. Commercial ads and PSA scripting will also be explored. Students will learn how to develop a silent short film script for future production potential. (Writing Intensive).

**PERFORMANCE OUTCOMES**

Course Objective	Introduced (I), Practiced (P), Demonstrated (D)	Activities	Assessments
G1 - Students will demonstrate knowledge of communications processes	I,P,D	Class discussions and projects	Class discussion, exams and written projects
G2 - Students will demonstrate an understanding of theoretical and critical perspectives of communication	I, P, D	Class discussions and projects	Completed projects and exams
G3 - Students will demonstrate competency in the creation and application of communication techniques	I,P,D	Class discussions and scripts and papers	Finished papers and scripts
G4 - Students will demonstrate an understanding of the legal	I	Class discussions	Class Discussion

and/or ethical standards governing communications			
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## Connections to KSDE Standards

This course meets the following Kansas State Department of Education General Education Standard #3: “The teacher of speech/theatre has practical content knowledge and skills in teaching and critically evaluating mass media.”

At the conclusion of this course a student:

*Knowledge St. 1.* “is aware of the historical development of the mass media and the role mass media play in local, national, and global societies;” and

*Knowledge St. 2.* “understands how persuasion techniques in mass media influence audience attitudes and behaviors;” and

*Knowledge St. 3.* “understands characteristics of various forms of mass media and the supportive technological trends;” and

*Knowledge St. 4.* “is aware of analytical criteria in the students’ selection and use of mass media.”

In addition, a student:

*Performance St. 1.* “explains and demonstrates the significance of mass media in students’ own lives,” and

*Performance St. 2.* “critically evaluate messages of the mass media.”

## GRADING POLICY

Final Grades will be based on the following scale:

Activity/ Assignment	Points
<b>Involvement</b>	
Attendance ( <i>5 points per day</i> )	215
Participation/Discussion/Exercise	100
<b>Tests &amp; Quizzes</b>	
Weekly AP Quizzes ( <i>13 quizzes worth 10 points each</i> )	130
Midterm	100
Final	100
<b>Writing Assignments</b>	
Print Journalism Draft	70
Print Journalism Final Copy	30
News Package Script Draft	70

News Package Final Copy	30
Magazine/Blog Draft	70
Magazine/Blog Final Copy	30
Press Release Draft	80
Press Release Final Copy	20
Live Tweet Journalism Project	100
Ad/PSA Draft	80
Ad/PSA Final Copy	25
2 Person Silent Film Draft	25
2 Person Silent Film Final Copy	25
Documentary Script Research (40) & Draft (40)	80
Documentary Final Copy	20
Online Portfolio	100
<b>Points Total</b>	<b>1,500</b>

#### Letter Grade Scheme:

A 100-94; A- 93-89; B+ 88-86; B 85-82; B- 81-79; C+ 78-76; C 75-72; C- 71-69;  
D+ 68-66; D 65-62; D- 61-58; F 57-0

### CLASSROOM BEHAVIOR

Students are strictly forbidden from using or creating any content that is obscene, indecent, or profane as defined by the [FCC's broadcast regulations](https://www.fcc.gov/consumers/guides/obscene-indecent-and-profane-broadcasts).  
<https://www.fcc.gov/consumers/guides/obscene-indecent-and-profane-broadcasts>

You will respect everyone's opinions and ideas no matter how different from your own. Lack of respect toward classmates will not be tolerated.

You will also bring all required materials and resources to class every day. This includes, but is not limited to, writing devices, paper, textbooks, AP Stylebooks, et cetera.

#### Technology

You may use a laptop or tablet to take notes during course sessions. You are not allowed to have your cell phone ringer or alert notifications on during class.

Students found texting or using computers for anything other than note taking during class will be asked to discontinue the practice or leave. Repeated issues will result in the lowering of your attendance/participation grade.

### ATTENDANCE

You are required to attend the class. The following points serve as clarification to any questions about this policy that you might have.

- 1) There is not necessarily such a thing as an excused absence in the real world. If you are unable to attend class and it should be excused, I should receive an e-mail from you, the coach/sponsor, and/or the Academic Dean's office indicating the validity of your excuse.
  - a. The emails highlighting the week's events and required absences are helpful, but in addition to this you need to take ownership and communicate with me as well.
- 2) If you miss more than 5 class periods, you will lose all of your attendance points.
- 3) If you miss more than 10 class periods, you will fail the course
- 4) Students greater than or equal to 5 minutes late to class will be considered absent – unexcused
  - a. 2 times tardy (< 5 minutes late) equal 1 unexcused absence
- 5) Students who miss class are responsible for knowing material covered in class and for completing all assignments and exercises.
- 6) In case of a death in the family, please notify me before class and as soon as possible. **This is your responsibility.**
- 7) Athletic and performance-based absences are permitted **only with prior notification**.
  - a. Even if you are gone for an athletic event, understanding the course material still is your responsibility.
  - b. Missing class for any activity does not grant an excuse for gaps in knowledge in this content area. Extra leniency will not be applied to essays, quizzes, tests, or assignments to compensate for missing class.
- 8) Being physically present does not mean that you are in attendance.
  - a. Students who violate classroom behavior policies **will not** be considered in attendance for the days in which classroom behavior policies are violated.
  - b. Students who choose to nap in class will also not be considered present.
- 9) Under some circumstances, I reserve the right to not mark a person absent.

## LATE WORK

We are studying journalism and media. Journalism and media are deadline-driven professions. Missing a deadline is not acceptable in the professional world. Therefore, late work is not accepted in the classroom. The following points serve as clarification about the ways in which this policy is applied.

1. If an assignment is missing, it immediately becomes a zero.
2. There are no excuses for not completing work, even in the instance of computer hardware malfunction. You have access to our institutional computer labs on the college/university campus. You should not find you are unable to access a computer lab because they are rarely closed.
3. Know the tools that exist and are available to you.
4. Simply put, there is no excuse for late work or missing assignments.
5. Instructor has the right to amend this policy as needed or grant an extension solely at his/her discretion when circumstances of a dire nature dictate such an allowance.
  - a. Do not count on an allowance being made.

### **Missed Assignments**

Missed assignments cannot be made up without my approval. I will not accept assignments sent to class with peers. If you miss class, it is your responsibility to obtain any assignments, handouts and notes that you miss. I will not contact you regarding your absence. I also will not save copies of course materials distributed during individual class sessions.

### **ELECTRONIC COMMUNICATION**

I make a concerted effort to read and respond to e-mail within 24 hours of receiving your message. You may contact me via any electronic or social media profile that I have shared with you, but do not expect to receive a response unless it is through SC e-mail.

### **ACADEMIC INTEGRITY**

Students are expected to abide by university policies regarding plagiarism and as such, plagiarism of any sort will not be tolerated. Assignments which have been plagiarized will receive a zero in the grade book — no exceptions. In addition, all university policies regarding plagiarism will be followed.

Academic integrity violations (i.e. plagiarism, cheating, false information, recycling previous assignments, supporting academic integrity violations, and disrupting the learning process and/or experience) will be dealt with in accordance with the Academic Catalog processes.

### **ASSIGNMENT SUBMISSION EXPECTATIONS**

Each writing that you complete will have (2) drafts: a first or rough draft and a final draft. Your rough drafts are to be uploaded to MySterling under the appropriate assignment by 11:55 p.m. on the due date. In some cases, you will have an online critique due. In other instances, you will critique a piece in class and give face-to-face feedback to a partner.

You will read and react to two of your course mates each time there is an assignment due. These and other discussion posts, as well as in class participation, account for 100 points of your grade. It is important for you to post your assignments as early as possible in order to allow your course mates a chance to read and react what you have posted. All assignments which have not been posted online on or before the MySterling deadline are considered late.

**After I receive your rough draft**, I will notate specific content alterations which need to be made. I will also mark up for grammar. All stories are to be written in AP Style. There are a limited number of copies of the AP Style Guide in the Writing Center or in my office. Drop by my office to check out a copy (always due back the next class period or receive a deduction from your project grade).

All final drafts are due at 11:55 p.m. on the specified due date unless otherwise noted in the course schedule.

Each assignment will have an accompanying assignment sheet uploaded to MySterling (CM209 → Handouts → Assignment Sheets). We will review these directions and rubrics in class unless otherwise noted.

There may be assignments in this course where you are required to turn in your assignment to TurnItIn.com, which is a plagiarism detection service and the platform through which I will grade these assignments. In order to submit these assignments, you must register for the course at [www.turnitin.com](http://www.turnitin.com). If you already have a turnitin.com account, you may log in with that account and then enter the new class information. If you do not yet have an account, you may create one at this site: [https://www.turnitin.com/newuser\\_join.asp](https://www.turnitin.com/newuser_join.asp). If the use of TurnItIn.com is required, more information will be given to you.

## **READING EXPECTATIONS**

This is a writing intensive course and requires that you model said writing off of professional, industry-wide standards. As such, our course text models itself towards answering the question “how” you write for each specific media. The question “what should my writings look like?” is answered through additional readings which will be assigned (see Course Outline).

All readings are presumed to have been read before class begins unless otherwise noted. Failure to read and engage in course discussions will result in deductions from your attendance in the course. (We need your brain in the class, not just the vehicle that transported it there!)

## **STATEMENT OF NONDISCRIMINATION**

Sterling College does not discriminate on the basis of race, color, national origin, sex, disability or age. The policy in the current Academic Catalog will be followed for this class.

## **DISABILITY ACCOMMODATIONS**

Any student with a disability who may need classroom accommodations in this course should contact the Academic Support Office, located in Mabee Library (campus ext. 463). The office serves students with a wide range of documented physical and learning disabilities.

## **ADDITIONAL INFORMATION**

**Dates and assignments are subject to change per instructor.** I reserve the right to change any course requirements during the course of the semester due to circumstances such as school closing due to weather, illness or problems with scheduling. Students will be notified with an either an announcement in class, via the LMS, via email, via profvogts.com or all four. Students are responsible for knowing of the changes. An effort will be made to post a new syllabus electronically via LMS.

## COURSE OUTLINE/DAILY SCHEDULE

Instructor reserves the right to make changes to the schedule or adjust the course outline to meet important needs as deemed necessary or reasonable. Any changes will be announced in class; students who are absent are responsible to become informed of such changes/adjustments.

1	8/22	Introduction (Expectations & Guidelines)	Syllabus	
	8/24	Why Do We Write?	Chapter 1	
2	8/27	Media Writing as Communication Task 1.1 & 1.2 Discussion		• Complete Task 1.1 & 1.2 <b>prior to class</b> for discussion
	8/29	Research & Narratives Task 1.3 & 1.4 Discussion	Articles A & B from MySterling	• Complete Task 1.3 & 1.4 • Print Journalism story 1 assigned
	8/31	Print & Online Journalism Task 2.3 Discussion Task 2.4 in class	Chapter 2	• Complete Task 2.2 & 2.3 • AP Style Quiz #1
3	9/3	<b>Labor Day – No Class</b>		
	9/5	Interviewing for Print and Broadcast - Intro to Broadcast	Chapter 3 (Batty)	• Task 3.2 <b>prior to class</b> • Print Journalism draft due by 11:55 p.m.
	9/7	Describing Sight & Sound in Writing	Read “2 column script A” & “2 column script B” on MySterling	• Task 3.4 <b>prior to class</b> • AP Style Quiz #2
4	9/10	Media Law		• News package script assigned
	9/12	Sight & Sound in Writing Continued		• Print Journalism final copy due by 11:55 p.m.
	9/14	<b>No Class Meeting</b>		

		<i>Applies to this course only. Institution still open. Assignments may still be due.</i>		
5	9/17	Print, Broadcast Audience	Read 2 perspectives on Cord-cutting on MySterling	• AP Style Quiz #3
	9/19	Long Features	Chapter 4 (Batty) (pg. 89 – 112)	• News package draft due by 11:55 p.m.
	9/21	<b>No Class Meeting (re: KCM)</b> <i>Applies to this course only. Institution still open. Assignments may still be due.</i>		• Online Lecture: Visual Assets for Print Stories (photo journalism) — Must take online quiz over lecture by 11:55 p.m. • Magazine/Blog Assignment Assigned • AP Style Quiz #4
6	9/24	Public Relations vs. Journalism	Chapter 5 (Batty)	• Final draft, news package due at 11:55 p.m.
	9/26	Writing for PR Writing Press Releases in Class	Read press release sample A & B from MySterling	• Press release & Live Tweet (same topic) Assignments assigned
	9/28	Social Media writing for PR		• AP Style Quiz #5 • Magazine/Blog Draft Due in class, peer review by 11:55 p.m.
7	10/1	Social Media Writing Continued		
	10/3	Guerilla Journalism	Read Week 7 Guerilla Journalism on MySterling	• Press Release draft due • AP Style Quiz #6
	10/5	<b>Midterm in class</b>		



8	10/8	Writing Copy for Advertising (print)	Chapter 6 (Batty)	• Magazine/Blog Final Copy due 11:55 p.m.
	10/10	Writing Copy for Advertising (Visual)		
	10/12	PSAs		• AP Style Quiz #7 • Press Release Final Copy Due, 11:55 p.m. • Ad or PSA Assigned
9	10/15	Copywriting vs. Scriptwriting	Read Freidmann Ch. 6 (MySterling)	
	10/17	Fiction on Screen pt. 1		• AP Style Quiz #8 • Live Tweet Assignment Screenshots Due, 11:55 p.m.
	10/19	<b>Fall Breather — No Class</b>		
10	10/22	Fiction on Screen pt. 2, Review ad draft one in class	Chapter 7 (Batty)	• Ad Draft One due, 11:55 p.m.
	10/24	Micro-stories, vinettes, skits		
	10/26	“Vines” & Intro to Screenplays		• AP Style Quiz #9 • 2 Person Silent Film assigned
11	10/29	Trottier’s Method for Screenwriting, Trottier Assignment	Trottier’s 7 Magnificent Plot Points (MySterling)  Trottier’s “How To” Guide (MySterling)	• Ad final copy due, 11:55 p.m.
	10/31	Creating characters for screen		
	11/2	Writing Day & Film Watching Day (Film TBD)		• AP Style Quiz #10 • 2 person silent film draft due 11:55 p.m.

12	11/5	Packaging writings for Online, creation of Wordpress site	Chapter 8 (Batty)	• Online portfolio assigned
	11/7	Screenwriting for Factual		
	11/9	Screenwriting for Factual pt. 2		• AP Style Quiz #11 • 2 person silent film final copy due 11:55 p.m. • Documentary script assigned
13	11/12	Documentary viewing day (TBD)	Read “Documentary Interview” (MySterling)	• AP Style Quiz #12
	11/14	Documentary viewing day continued (TBD)		
	11/16	Ethics of Documentaries		
14	11/19	Documentary research day (in Mac Lab, Bring computer!)		• Documentary research & annotated bibliography due, 11:55 p.m.
	11/21	<b>Thanksgiving Break — No Class</b>		
	11/23	<b>Thanksgiving Break — No Class</b>		
15	11/26	Writing Parodies	Watch 1 episode of TV show of your choice before class.	• AP Style Quiz #13 • Documentary script draft due, 11:55 p.m.
	11/28	Film & Television <i>Discussion: TV vs Film differences</i>		
	11/30	Review Writing		

16	12/3	Online Portfolio Work	Select Wordpress theme and read handbook by this class period.	<ul style="list-style-type: none"><li>• Work on portfolio in class</li></ul>
	12/5	Finale		<ul style="list-style-type: none"><li>• Documentary final copy due, 11:55 p.m.</li></ul>
	12/7	Final Exam Review		<ul style="list-style-type: none"><li>• Online Portfolio Due at 11:55 p.m. – send link via LMS &amp; e-mail to Professor Vogts</li></ul>
17	12/10	Final Exam (8-10 a.m.)		

**FINAL EXAM POLICY:** *The final exam is the last meeting for all classes.* Instructors are not permitted to change times for class or individual examinations. Any student who has four exams in one day may request permission from the Academic Dean to reschedule one test. **Students should make travel arrangements for the end of term that will permit taking of all examinations as scheduled.**

**Evening Courses:** Finals for evening classes will be at their usual class time during finals week.  
**ED 490:** The final exam for ED 490 will be M 6:30 to 8:30.

**Seniors:** Please note that Assessment Testing is *required* of all graduates. Contact the Associate VP for Academic Affairs in Kelsey Hall with any questions.

	<b>FINAL EXAM SCHEDULE</b>			
<b>CLASS MEETING TIMES</b>	<b>EXAM DAYS</b>			
<b>MWF, MTWThF or any combination of MWF</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>
7:30 a.m.	8:00-10:00 a.m.			
8:00 a.m.	8:00-10:00 a.m.			
9:00 a.m.			8:00-10:00 a.m.	
10:00 a.m.	6:30-8:30 p.m.			
11:00 a.m.			11a.m. – 1 p.m.	
Noon	2:00-4:00 p.m.			
12:35	2:00-4:00 p.m.			
1:00	11a.m.-1 p.m.			
2:00			2 – 4 p.m.	
2:25			2 – 4 p.m.	
3:00			6:30-8:30 p.m.	
<b>T-Th</b>				
7:50		8 – 10 a.m.		
8:15		8 – 10 a.m.		
9:15				8 – 10 a.m.
9:40				8 – 10 a.m.
10:40		11 – 1 p.m.		
11:00		11 – 1 p.m.		
12:00				11 a.m. - 1 p.m.
1:00		2 – 4 p.m.		
2:00				2 – 4 p.m.

2:35				2 – 4 p.m.
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#### **The Purpose of the Final Exam Schedule and Policy is...**

1. ... to establish the official last meeting for all classes;
2. ... to establish and communicate exam dates/times to students for all courses at Sterling College;
3. ... to avoid overlaps in exam dates/times;
4. ... to avoid situations where a student has more than 3 exams in one day;

#### **Special Instructions for Faculty...**

1. *Faculty are not permitted to change times for class or individual examinations, without express written approval from the Academic Dean.*
2. *Final exam dates/times must be posted in all syllabi, and for all courses, for each term they are offered... and addressed with students during the first week of classes when the syllabus is distributed.*
3. Instances where students should be forwarded to the Academic Dean for exceptions...
  - a. Four or more exams scheduled on one day;
  - b. Two (or more) exams scheduled and overlapping on the same day/time;
  - c. Requests to reschedule based on flight arrangements;
  - d. Requests to reschedule based on other valid and extenuating circumstances.

#### **Special Instructions for Students...**

1. *Students should make travel arrangements for the end of the term that will permit taking of all examinations as scheduled.*
2. Potential exceptions...
  - a. **Four or more exams on one day**
    - i. Any student who has four exams in one day may request permission from the Academic Dean to reschedule one exam.
    - ii. This request should be made by (1) a personal visit with the Academic Dean; or (2) via an email to the Academic Dean, listing the reason for the request along with the four course names, instructors, and exam times.
  - b. **Overlap of final exams**
    - i. Any student who has exams that overlap on a given day/time may request permission from the Academic Dean to reschedule one of those exams.
    - ii. This request should be made through (1) a personal visit with the Academic Dean; or (2) via an email to the Academic Dean, listing the reason for the request, along with the two course names, instructors, and exam times.
  - c. **Flight arrangements**
    - i. Any student that has an exam conflict due to outgoing flight arrangements, may request permission from the Academic Dean to reschedule that exam.

- ii. This request must be made through a **personal visit with the Academic Dean.**
- iii. At this meeting, *a copy of the plane ticket must be produced by the student to verify the conflict, and reasoning why this flight arrangement was made in conflict to the Final Exam Schedule policy.*
- d. **Other extenuating circumstances**
  - i. If a student has extenuating circumstances that are in conflict with a scheduled exam date/time, the student may request permission from the Academic Dean to reschedule that exam.
  - ii. This request must be made through a **personal visit with the Academic Dean.**
  - iii. At this meeting, **proper information and evidence of a valid conflict with the scheduled date/time must be produced, for a potential exception to be approved.**