

SYLLABUS

INSTRUCTOR: **Richard Rossi**
 (650)787-9951 (c)
 rrossi@ndnu.edu
 Office: St. Joe's 100
 Office hours: By appointment

After spending a dozen years in New York and Washington as a journalist for United Press International, Reuters, and U.S. News & World Report, I began a career in public relations by joining a large agency in Washington, D.C. Eventually I was recruited by a major client, Visa, to become head of public relations for Visa USA and Visa International. I have also been in charge of marketing, public relations, and communications for DHL and two high-tech start-ups and have run a successful PR and Marketing Communications consulting firm. Last year retired as the Director of Communications for NDNU after nine years.

CLASS DATES: **Fall 2017, T,R, 9:25 a.m. – 10:40 a.mn., Aug. 29 – Dec.16, 2017, SM 115**

REQUIRED TEXTS: Reaching Audiences: A Guide to Media Writing, 6th Ed., Yopp, Jan Johnson and McAdams, Katherine C.; Pearson ISBN: 978-0-205-87440-8

The McGraw Hill Handbook of English Grammar and Usage, 2nd Ed.;
Lester, Mark and Beason, Larry; McGraw Hill; ISBN 978-0-07-179990-4

The Associated Press Style Book and Briefing on Media Law 2017,
Associated Press, ISBN 978-0-465-09304-5 (earlier versions of this text are also acceptable)

COURSE DESCRIPTION: This course covers the mechanics of effective writing for various media, including broadcast, public relations and marketing as well as traditional media, as they meld onto the Internet. Fulfills General Education Upper-Division Writing requirement.

LEARNING OUTCOMES: Students will

1. Develop the ability to understand and demonstrate adherence to *ethical* principles and recognize the role diversity plays in all communication.
2. Effectively employ journalistic standards in all writing
3. Produce writing that is generally free of grammatical errors
4. Choose and employ an effective multi-step writing process

5. Demonstrate mastery of AP (Associated Press) style

CREDIT HOURS:

Hours in Class	45
Research/Homework	20
Written Assignments	25
Total	90

COURSE STANDARDS:

Plagiarism:

Plagiarism is the presentation of someone else's ideas or work as one's own. Students must give credit for any information that is not either the result of original research or common knowledge. If a student borrows ideas or information from another author, he/she must acknowledge the author in the body of the text and on the reference page. Students found plagiarizing are subject to penalties. For more information on proper citation and writing research papers see the web site listed below:

<http://www.wpacouncil.org/node/9>.

Classroom Conduct:

As a diverse community of learners, students must strive to work together in a setting of civility, tolerance, and respect for each other and the instructor. Rules of classroom behavior include but are not limited to the following:

- Conflicting opinions among members of a class are to be respected and responded to in a professional manner.
- Side conversations or other distracting behaviors are not to be engaged in during lectures, class discussions or presentations
- There are to be no offensive comments, language or gestures
- Students are expected to exhibit an appreciation for multinational and gender diversity in the classroom and to develop management skills and judgment appropriate to such diversity in the workplace.

Disability Services:

If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Disability Services to arrange for possible accommodations. Disability Services has recently become part of Counseling, Health, and Disability Services, located in New Hall E18 and New Hall E19. The main number for Counseling, Health and Disability Services is 650-508-3714. The Disability Services Specialist is Alice Wong and she may be contacted directly at awwong@ndnu.edu or 650-508-3670.

COURSE REQUIREMENTS:

Class Participation: Each student is required to participate in discussions, offer relevant input both in class and on line, and attend all class sessions. At least once a week, individual students or groups of students will be expected to lead a class discussion based on an assigned problem in the reading. More than **four unexcused absences** will result in a reduction in the final grade.

Quizzes: Quizzes will be given weekly throughout the semester. The material for the quizzes will be drawn from assigned readings in both texts. It should be noted that students are responsible for the information assigned whether or not it is covered in class.

Writing Project: Students will be expected to complete a writing project that demonstrates an understanding of how to write for different media and different audiences.

Mid-term and Final Exams: There will be an in-class mid-term and a take-home final

Portfolio: Each student will hand in a portfolio consisting of the work submitted and edited during the semester, including a minimum of eight blog entries.

Grading Plan and Evaluation

- Participation and quizzes 15%
- Mid-term 15%
- Writing project 25%
- Writing portfolio 25%
- Final Exam 20%

Grading:

The following scale will be used to assign your course grade:

93 – 100	A	73 – 76	C
90 – 92	A-	70 – 72	C-
87 – 89	B+	67 – 69	D+
83 – 86	B	63 – 66	D
80 – 82	B-	60 – 62	D-
77 – 79	C+	Less than 60	F

CLASS SCHEDULE AND ASSIGNMENTS

<u>Week of</u>	<u>Schedule</u>	<u>Assignments</u>
8/29	<ul style="list-style-type: none">• Introductions• Discussion of writing projects, group work and reading groups• The Writing Process	<ul style="list-style-type: none">• Chapter 1
9/5	<ul style="list-style-type: none">• Grammar• Math for Writers	<ul style="list-style-type: none">• Chapter 2
9/12	<ul style="list-style-type: none">• Editing• Writing/Grammar workshop	<ul style="list-style-type: none">• Chapter 3
9/19	<ul style="list-style-type: none">• Guidelines for Good Writing• Writing / Grammar workshop	<ul style="list-style-type: none">• Chapter 4
9/26	<ul style="list-style-type: none">• Writing the lead• Types of leads• Media differences• Grammar workshop	<ul style="list-style-type: none">• Chapter 5
10/3	<ul style="list-style-type: none">• Organizing a news story• Grammar workshop	<ul style="list-style-type: none">• Chapter 6
10/10 (One class)	<ul style="list-style-type: none">• Feature stories• Grammar workshop	<ul style="list-style-type: none">• Chapter 7
10/17	<ul style="list-style-type: none">• Midterm• Writing for the digital age	<ul style="list-style-type: none">• Chapter 8
10/24	<ul style="list-style-type: none">• Research	<ul style="list-style-type: none">• Chapter 9
10/31	<ul style="list-style-type: none">• Interviewing	<ul style="list-style-type: none">• Chapter 10
11/7	<ul style="list-style-type: none">• Bias and stereotypes	<ul style="list-style-type: none">• Chapter 11

11/14	<ul style="list-style-type: none"> • Legal and ethical issues 	<ul style="list-style-type: none"> • Chapter 12
11/21	<ul style="list-style-type: none"> • Broadcast media 	<ul style="list-style-type: none"> • Chapter 13
11/28	<ul style="list-style-type: none"> • Strategic communication 	<ul style="list-style-type: none"> • Chapter 14
12/5	<ul style="list-style-type: none"> • Portfolio writing 	<ul style="list-style-type: none"> • Chapters 17, 21
12/12	<ul style="list-style-type: none"> • Review • Final exam 	

Disclaimer: This course syllabus and schedule are subject to change.