

LSC Use Only Proposal No:
LSC Action-Date:

UWUCC Use Only Proposal No: 12-659
UWUCC Action-Date: AP-11/27/12 Senate Action Date: App-1/29/13

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Journalism	Phone 724-357-4411

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

- | | | |
|---|---|--|
| ☐ New Course | ☐ Course Prefix Change | ☐ Course Deletion |
| ☒ Course Revision | ☒ Course Number and/or Title Change | ☒ Catalog Description Change |

Current course prefix, number and full title: **JRNL 220 Writing for the Print Media**

Proposed course prefix, number and full title, if changing: **JRNL 220 Writing for Media**

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

- | | | | |
|--|---|---|---|
| ☐ Learning Skills | ☐ Knowledge Area | ☐ Global and Multicultural Awareness | ☐ Writing Across the Curriculum (W Course) |
| ☐ Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one) | | | |
| ☐ Global Citizenship | ☐ Information Literacy | ☐ Oral Communication | |
| ☐ Quantitative Reasoning | ☐ Scientific Literacy | ☐ Technological Literacy | |

3. Other Designations, as appropriate

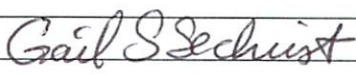
- | | |
|--|---|
| ☐ Honors College Course | ☐ Other: (e.g. Women's Studies, Pan African) |
|--|---|

4. Program Proposals

- | | | | |
|---|--|--|------------------------------------|
| ☐ Catalog Description Change | ☐ Program Revision | ☐ Program Title Change | ☐ New Track |
| ☐ New Degree Program | ☐ New Minor Program | ☐ Liberal Studies Requirement Changes | ☐ Other |

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		10-14-12
Department Chairperson(s)		10-15-12
College Curriculum Committee Chair		10/29/12
College Dean		10/29/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		11/28/12

Received

NOV 28 2012

Liberal Studies

Received

NOV 8 2012

Liberal Studies

II. Description of the Curriculum Change

1. New Syllabus of Record

I. Catalog description:

JRNL 220 Writing for Media

3c-3l-3cr

Prerequisites: JRNL 102 (grade of C or better), majors only

A course in journalistic style for students who plan to become professional writers. Teaches the basic journalistic formats and strategies used in print media -- such as the summary lead, the delayed lead, and the conventional news-story format -- and in digital and online media, such as writing for blogs and writing in chunks. Throughout emphasizes economy, clarity and the development of voice for a given medium.

II. Course Outcomes

1. Students will develop skills necessary to succeed in news reporting and feature writing courses as well as in other writing courses in the department.
2. Students will learn to write sharply focused leads and well-crafted paragraphs arranged in the so-called inverted pyramid. They will also demonstrate the ability to write in specialized forms such as obituaries, brights, sidebars, follow-ups, and round-ups.
3. Students will learn to quote accurately and effectively.
4. Students will demonstrate the ability to write in these journalistic forms with economy, clarity, and a modicum of grace.
5. Students will become proficient in the departmental word-processing software and proficient with the Mac Lab computers.
6. Students will become proficient in writing for digital media, including blogs, and for Internet readers using the technique of chunking, or composing stories and information in small chunks to speed reader comprehension.

III. Course Outline

A. Introduction (**2 hours**)

Course objectives, rationale, methodology, assignments, requirements, policies

B. Copyediting techniques and newswriting style (**3 hours**)

C. Leads (**9 hours**)

1. Questions a lead should answer

2. Characteristics of leads: Developing guidelines
3. Generating leads from cases

D. Alternative lead forms (**3 hours**)

1. The delayed lead
2. Multiparagraph leads
3. Descriptive leads
4. Chronological leads

E. Portfolio Review (**3 hours**)

F. Objectivity, Fairness, Accuracy, Research

G. The inverted pyramid (**9 hours**)

1. Structure of a news story
2. Writing the second paragraphs
3. Quotations and attributions
4. Transitions
5. Cases
6. Some Hard-News Stories
7. Numbers in the News

H. Specialized types of stories (**3 hours**)

1. Roundups
2. Follow-ups
3. Sidebars
4. Obits
5. Second-day stories
6. Speech stories

I. Alternative story forms (**3 hours**)

1. News/feature story
2. The “Nut Graf”
3. Writing for the Internet and the Web; blogs and chunking

J. Ethics, Communications Law (**3 hours**)

K. Interviewing Techniques (**3 hours**)

L. The Interview/Poll Story (**1 lecture**)

M. Final Activity (2 hours)

IV. Evaluation Methods

Grading for the course will be determined as follows:

- 75% Careful evaluation of at least 20 written assignments. The latter story assignments are weighted more heavily than the first ones.
- 15% Class participation in discussions and exercises
- 10% Quizzes and Tests

V. Example Grading Scale

Scores on course work will correspond to the following letter grades, and vice versa:

90 to 100	= A
80 to 89.5	= B
70 to 79.5	= C
60 to 69.5	= D
59.5 and below	= F

VI. Course Attendance Policy

The course's attendance policy will be in compliance with the university's attendance policy.

VII. Required Textbooks, Readings

Instructors can choose from the following or other texts the department deems effective.

- Fred Fedler. *Reporting for the Print Media*. 7th ed. New York: Oxford University Press, 2000.
- Bunton, Kristie, et. al. *Writing Across the Media*. Boston: Bedford/St. Martins, 2000.
- Brooks, Brian S., George Kennedy, Daryl R. Moen and Don Ranly. *Telling the Story: Writing for Print, Broadcast and Online Media*. New York: Bedford/St. Martins, 2001.
- The Missouri Group. *News Reporting and Writing*. 10th ed. New York: Bedford/St. Martin's Press, 2011.

VIII. Special Resource Requirements

Each student will be expected to supply a digital medium for saving files created in the department's computer lab. Extensive use will be made of the lab's computers.

IX. Bibliography

- Fox, Walter. *Writing the News: A Guide for Print Journalists*. 3rd ed. Ames: Iowa State University Press, 2001.
- Mencher, Melvin. *Basic Media Writing*. 11th ed. New York: McGraw Hill, 2010.
- William Strunk and E.B. White. *The Elements of Style*. 4th ed. Pearson Longman Publishing Group, New York, 1999.
- William Zinsser. *On Writing Well*. 10th ed. Collins, New York, 2001.
- Kessler, Lauren and Duncan McDonald. *When Words Collide: A Media Writer's Guide to Grammar and Style*. Boston: Thomson/Wadsworth, 2008.

2. A Summary of the Proposed Revisions

Dropping the word “Print” from the course title.

Adding “writing for blogs and writing in chunks” to the course description.

Adding to course outline “I. Alternative Story Forms,” the following: Writing for the Internet and the Web; blogs and chunking

3. Justification/Rationale for the Change

Old Course Description

JRNL 220 Writing for Print Media

3c-0l-3cr

Prerequisites: JRNL102 (grade of C or better, majors only)

A course in journalistic style for students who plan to become professional writers.

Teaches the basic journalistic formats and strategies used in print media such as the summary lead, the delayed lead, and the conventional news-story format. Throughout emphasizes economy, clarity and the development of voice for a given medium.

The news industry has moved into the digital age, and the word “Print” in the old course title was not inclusive of the changes in news writing and delivery. The course content has expanded to include the teaching of the new forms of news writing being employed in the digital news industry.

4. Old Syllabus of Record

(see attached)

4. Old Syllabus of Record

- I. JN 220 Writing for Print Media 3 credits
3 lecture hours
(3c-3l-3sh)

Prerequisites: EN 101, JN 106

A course in journalistic style. Intended for students who plan to become professional writers. Teaches the basic journalistic formats and strategies used in print media such as the summary lead, the delayed lead, and the conventional news-story format. Throughout emphasizes economy, clarity and the development of voice for a given medium.

II. Course Objectives

1. Students will develop skills necessary to succeed in news reporting and feature writing courses as well as in other writing courses in the department.
2. Students will learn to write sharply focused leads and well-crafted paragraphs arranged in the so-called inverted pyramid. They will also demonstrate the ability to write in specialized forms such as obituaries, brights, sidebars, follow-ups, and round-ups.
3. Students will learn to quote accurately and effectively.
4. Students will demonstrate the ability to write in these journalistic forms with economy, clarity, and a modicum of grace.
5. Students will become proficient in the departmental word-processing software and proficient with the Mac Lab computers.

III. Course Outline

A. Introduction (2 lectures)

Course objectives, rationale, methodology, assignments, requirements, policies

B. Copyediting techniques and newswriting style (1 week)

C. Leads (3 weeks)

1. Questions a lead should answer
2. Characteristics of leads: Developing guidelines
3. Generating leads from cases

D. Alternative lead forms (1 week)

1. The delayed lead
2. Multiparagraph leads
3. Descriptive leads
4. Chronological leads

E. Portfolio Review (1 week)

F. Objectivity, Fairness, Accuracy, Research

G. The inverted pyramid (3 weeks)

1. Structure of a news story
2. Writing the second paragraphs
3. Quotations and attributions
4. Transitions
5. Cases
6. Some Hard-News Stories
7. Numbers in the News

H. Specialized types of stories (1 week)

1. Roundups
2. Follow-ups
3. Sidebars
4. Obits
5. Second-day stories
6. Speech stories

I. Alternatives story forms (1 week)

1. News/feature story
2. The “Nut Graf”

J. Ethics, Communications Law (1 week)

K. Interviewing Techniques (1 week)

L. The Interview/Poll Story

IV. Evaluation Methods

Grading for the course will be determined as follows:

75%	Careful evaluation of at least 20 written assignments. The latter story assignments are weighted more heavily than the first ones.
15%	Class participation in discussions and exercises
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Instructors can choose from the following or other texts the department deems effective.

- Fred Fedler. *Reporting for the Print Media*. 5th ed. Harcourt Brace Jovanovich, New York, 1994.
- George Hough. *News Writing*, 4th ed. Houghton Mifflin Co., Boston 1988.
- George Hough. *Practice Exercises in News Writing*, 4th ed. Houghton Mifflin Co., Boston 1988.
- The Missouri Group. *News Reporting and Writing*. 4th ed. St. Martin's Press, New York, 1992.

VI. Special Resource Requirements

Each student will be expected to supply a data disk for saving files created in the Mac Lab. Extensive use will be made of the lab's computers.

VII. Bibliography

- R. Thomas Berner. *The Process of Writing News*. Allyn and Bacon. Boston, 1990.
- William Strunk and E.B. White. *Elements of Style*. 3rd ed. Macmillan Publishing Co., New York, 1979.
- William Zinsser. *On Writing Well*. 2nd ed. Harper and Row, Publishers, New York, 1982.
- William Zinsser. *Writing with a Word Processor*. Harper and Row, Publishers, New York, 1983.