

LSC Use Only

Number: _____

Action: _____

Date: _____

UWUCC Use Only

Number: 93-19

Action: App

Date: UWUCC 2/15/94
Senate 5/3/94

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: JN 220 Writing for Print Media
Suggested 20 Character Course Title: Writing/Print Media
Department: Journalism
Contact Person: Dr. James DeGeorge

II. If a course, is it being Proposed for:

x Course Revision/Approval Only
_____ Course Revision/Approval and Liberal Studies Approval
_____ Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

James DeGeorge _____
Department Curriculum Committee Department Chairperson

[Signature] _____
College Curriculum Committee College Dean *

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*No New Resumes
Required: Similar
to Ongoing Course*

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____

Semester to be
implemented: _____

Date to be
published
in Catalog: _____

to UWUCC: _____

I. CATALOG DESCRIPTION**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.

Course Syllabus

I.

Jn 220 Writing for Print Media

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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, 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 MacLab 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
 - 2. 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. Followups
 - 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.

10% Quizzes and Tests.

V. REQUIRED TEXTBOOKS.

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. 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.

Course Analysis Questionnaire

A. DETAILS OF THE COURSE

- A.1. Jn 220 is the fundamental writing course in the department. It is required of all majors. The course is not intended for inclusion in the Liberal Studies program.**
- A.2. Jn 220 does require changes in the journalism major. It replaces Jn 120 as the required writing course for majors. It becomes the prerequisite for all 300 and 400-level courses.**
- A.3. Jn 220 is a refinement and enhancement of Jn 120. These changes reflect the increasing professional demands on journalists entering the field and the recent approval of our minor in journalism. Jn 120, a less demanding course, will be required of minors.**
- A.4. Jn 220 has not been offered on a trial basis. But its predecessor, Jn 120 has been offered since the inception of the journalism concentration.**
- A.5. Jn 220 is not a dual level course.**
- A.6. This course cannot be taken for variable credit.**
- A.7. All accredited and unaccredited journalism programs we have surveyed have such a fundamental writing course. In some cases, it is combined with reporting. In the SSHE System all the universities with journalism programs offer a journalistic writing course like Jn 220. Other universities offering such a course are Columbia University, the University of Missouri, The University of Florida and Syracuse University.**
- A.8. A course which covers the material in Jn 220 is required by the Association for Education in Journalism and Mass Communication.**

B. INTERDISCIPLINARY IMPLICATIONS

- B.1. This course will be taught by one instructor. Each faculty member in the department at one time or another teaches this course.
- B.2. No corollary courses will be needed now or in the future.
- B.3. This course will not overlap with any courses in the university.

C. IMPLEMENTATION**C.1. Resources**

a. No new faculty will be needed to teach this course since the course substitutes for the Jn 120 courses offered for majors only. The sections of Jn 220 offered each semester will be equal to the sections of Jn 120 which have been offered for majors only in the past.

b. Current resources for Jn 120 are adequate.

c. Library resources are adequate.

d. No travel funds are required.

C.2. No grant funds are associated with the course.

C.3. As a required course, Jn 220 will be offered every semester.

C.4. At least two sections of the course will be offered every semester.

C.5. Fifteen students will be accommodated in this course.

C.6. Fifteen students is the class-size limit suggested by the AEJMC.

C.7. This course is a curriculum requirement.

D. MISCELLANEOUS

The department will seek Writing-Across-the-Curriculum status for Jn 220 as it did successfully for Jn 120, which is being replaced as a major requirement.

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Indiana University of Pennsylvania
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JUL 16 1993

IUP

July 14, 1993

SUBJECT: Permission for entering revised course number in spring 1994
schedule

TO: Dr. Mark Staszewicz
Interim Provost

THROUGH: Dr. Brenda Carter, Dean
Humanities and Social Sciences

FROM: Jim DeGeorge 
Acting Chair, Journalism

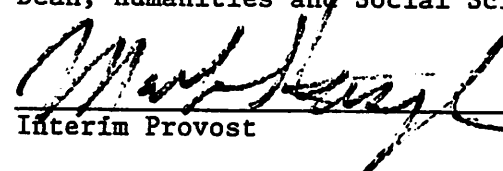
Please grant permission for the attached course proposal to be listed under its new number in the spring 1994 schedule which has an Aug. 1 deadline.

The proposal has cleared the college curriculum committee and has been forwarded to the Jan Parker for inclusion on the University-wide curriculum agenda for September. This proposal is a renumbering of an existing course.

Thank you.

Approved: 
Dean, Humanities and Social Sciences

7/28/93
Date

Approved: 
Interim Provost

7/28/93
Date

JD/mal

XC: Diane Duntley
Gary Buterbaugh
Marcia McCarty
Brenda Carter
7/30/93

AUG 04 1993