

## COMM 2010: Writing for Professional Communicators

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**Course Prerequisite:** ENGL 1002 with a grade of C or better.

**Communication Courtesy:**

Please address me as Dr. Kauffman, “Dr.K,” or Prof. Kauffman in recognition of our professional relationship. If you have a preference as to what I call you, please let me know when I call the role the first day of class. I’ll do my best to comply.

Moodle will be used to communicate with the class via Warhawk e-mail accounts, and I prefer to hear from you via e-mail. If you tell me something at the end of class or in the hall or anyplace on campus except my office, I am likely to forget it before I get it written down. I’m not bragging or complaining; it’s just a fact. So, please, e-mail me if it is something I need to remember.

**Course Description:**

Introduction to writing for professional communicators, especially writing for media in both informational and persuasive styles. We’ll cover basics of print and broadcast journalistic writing, print and broadcast copywriting, and writing for online media. We’ll learn to use the AP Stylebook, which is required for success in media writing.

**Course Objectives and Outcomes:**

- Students learn about the various forms of writing for communication purposes, specifically how writing for broadcast, for print and for online differ, and how journalistic writing differs from persuasive writing.
- Students can produce examples of basic media writing forms, e.g., a news story, a press release, etc.
- Students pass the departmental basic writing skills exam that is a prerequisite to continuing in the major.

**Textbooks Required:**

Associated Press. *The Associated Press Stylebook*. No more than two years old.  
Stovall, James Glen. Current edition. *Writing for the Mass Media*. Allyn and Bacon.

NOTE: The above textbooks are absolutely required. Waiting for your refund is not accepted as an excuse for not having your textbook. A little planning on your part will prevent that problem.

**Instructional Methods and Activities:** Class meetings consist of lecture and discussion. Labs consist of writing and stylebook activities.

**Course Requirements & Grading:**

|                           |     |
|---------------------------|-----|
| Exams/quizzes             | 30% |
| Stories 1 & 2             | 25% |
| Enterprise Story          | 25% |
| Lab/Class Participation   | 20% |
| Dept’l Basic Writing Exam | P/F |

Quizzes and exams will consist of multiple choice, true-false, matching and fill in the blank questions. They will cover the textbooks and current events. They will be administered via Moodle.

Stories 1 & 2 must be submitted to The Hawkeye in addition to me for grading for the course. The grading of the story for this course and the editorial process of The Hawkeye are completely independent and will not affect each other in any way. In short, having your story published—or not—will not affect your grade for the story.

The enterprise story will be of a topic of your own choosing. It is to be written in news style for a specific publication of your choosing. It must be based on two of the “sources of information” discussed in Ch. 4 of the textbook, specifically observational sources and personal sources. (We will discuss these definitions in class.) Your story must be well written.

Class participation will include not only class discussion, but also a variety of lab activities.

The departmental basic writing skills exam is pass/fail. It is available on Moodle. You have four attempts to make a passing grade of 60% or better. Failure to pass this exam means you cannot get a grade higher than D for the course. However, your score on the exam is NOT calculated into your final grade.

**Class Policies and Procedures:** See syllabus addendum for information about policies that apply to all students at ULM and for information about how to access various student services.

**PLEASE NOTE: Most semesters, I teach two sections of this course. The two sections meet together for lecture and separately for lab. If space in the lab allows, students can attend the “other” lab when they need to due to schedule complications that require them to miss their own lab.**

**The instructor reserves the right to adjust the schedule as needed.**

**Course Schedule:**

|          |                                                                                                                                                                                                                                                                    |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Week 1:  | Intro: This is a <i>writing</i> class; <i>mastery</i> matters; no “extra credit” passes<br>Textbooks + Jump Drive; Moodle + Warhawk account<br>The only way to learn how to write is to write!!!<br>Pop Quiz & discussion Qs over Ch. 1<br>Reading: Stovall, Ch. 1 |
| Week 2:  | Basic Tools of Writing<br>Reading: Stovall, Ch. 2                                                                                                                                                                                                                  |
| Week 3:  | Style and the Stylebook<br>Reading: Stovall, Ch. 3                                                                                                                                                                                                                 |
| Week 4:  | Writing in Media Environments<br>Reading: Stovall, Ch. 4                                                                                                                                                                                                           |
| Week5:   | Reporting with Text<br>Reading: Stovall, Ch. 5<br>Enterprise Stories + Catch-up Day<br><b>DUE: Story 1</b>                                                                                                                                                         |
| Week 6:  | Writing for Print Journalism<br>Reading: Stovall, Ch. 7                                                                                                                                                                                                            |
| Week 7:  | Reporting with Audio & Video<br>Reading: Stovall, Ch. 8<br><b>DUE: Story 2 (BEFORE YOU LEAVE FOR FALL BREAK!)</b>                                                                                                                                                  |
| Week 8:  | Writing for Broadcast Journalism<br>Reading: Stovall, Ch. 9<br><b>DUE: Draft of Enterprise Story</b>                                                                                                                                                               |
| Week 9:  | Writing for Broadcast & Web Journalism<br>Reading: Stovall, Ch. 10                                                                                                                                                                                                 |
| Week 10: | Writing Advertising Copy<br>Reading: Stovall, Ch. 1                                                                                                                                                                                                                |
| Week 11: | Writing for PR<br>Reading: Stovall, Ch. 12                                                                                                                                                                                                                         |
| Week 12: | Reporting with Images<br>Reading: Stovall, Ch. 6                                                                                                                                                                                                                   |
| Week 13: | The Writer and the Law<br>Reading: Stovall, Ch. 13                                                                                                                                                                                                                 |
| Week 14: | Catch-Up & Course Review<br><b>DUE: Enterprise Story (Before you leave for thanksgiving.)</b>                                                                                                                                                                      |
| Week 15: | Review & final exam.                                                                                                                                                                                                                                               |