MM 1311 Writing for Mass Media

Instructor: Ellada Gamreklidze, Ph.D.

Office: LIB 306H

Class meeting times and location: M/W/F 10 – 10:50 a.m. in LIB326

Due to the current situation, this course is offered in hybrid mode. It means that even though the number of students registered for this course is within the maximum number of people allowed to be in the lab, those of you who prefer to take it online, are still able to do so. Before the first day of class you will have received a questionnaire where you will be able to indicate your choice (face-to-face or online).

If at any point during the semester you change your mind and decide to switch, you are able to do so as well. You, however, cannot just stop coming to class (if you were taking it face-to-face) or start attending it (if you were taking it online). You need to email me requesting the change at least one business day before you want the change to take effect. You also need to make sure I send you a clear OK.

Office hours: Tuesdays and Thursdays 10 a.m. to noon and/or by appointment. If you would like to schedule an appointment beyond office hours, please, email me at least a day in advance. If you prefer to have an online session, please let me know about it in the email, and I will accommodate.

E-mail: ellada.gamreklidze@angelo.edu

You can order it online at https://www.apstylebook.com/?ref=google&gclid=EAIaIQobChMIyc2Q_J3N1QIVhGh-Ch3ExA5MEAAYASAAEgIqvD_BwE

You can purchase either print or digital version. Which one you choose makes no difference for the purposes of this course. The important thing is that you get the latest (currently, it is the 55th) edition and that you always have access to it when you are in class or working on the course assignments.

Additional reading materials are available for rent at ASU and/or will be provided by the instructor.

Statement on Required Use of Masks/Facial Coverings by Students in Class At Angelo State University:

As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers
the nose and mouth areas. Therefore, in compliance with the university policy, students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

There will be a seating arrangement in each classroom. The classrooms’ capacity is reduced, and students will be asked to be seated in designated spots. Each spot is properly distanced from the next one. Students should follow the relevant signs. Students are also expected to sit in the same spot throughout the semester. Professors will have seating charts where they will mark every student who is present in class during every class session and will request students to change their seating if they are not in their assigned spot. You are also responsible for wiping your work space before and after you use it. Cleaning wipes will be provided to you.

*****

“In the English language, it all comes down to this: Twenty-six letters, when combined correctly, can create magic. Twenty-six letters form the foundation of a free, informed society.”
John Grogan

“News is something someone wants suppressed. Everything else is just advertising.”
Lord Northcliffe

“All the words I use in my stories can be found in the dictionary—it’s just a matter of arranging them into the right sentences.”
Somerset Maugham
Source: http://www.writersdigest.com/writing-quotes

Writing for mass media is different from other types of writing in many ways. Even if you excelled in English essay courses, you may not necessarily find media writing easy. It does not mean you won’t be able to master it; it just means you will need to break all your writing habits and start anew. Conversely, if essay writing is not your forte, do not despair; you can be an excellent mass media, if you are willing to learn.

Writing for mass media has its quirks, it has standards, it has procedures and it has rules. It is storytelling, so good writing skills are essential. Writing for mass media means presenting and interpreting important reality as accurately as possible, so adherence to facts, proper research and information gathering are a must.
This course will cover all of the above. It will tell you about writing for mass media and it will teach you writing for mass media.

**With this in mind, the course objectives are:**
- To develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course;
- To develop skills in expressing oneself orally or in writing;
- To gain a basic understanding of the subject (e.g., factual knowledge, methods, principles, generalizations, theories).

**Now, how are we going to accomplish this?**

**Course Structure**
This is a writing-intensive course, duh… It will also involve some reading, class discussions, a lot of in-class practice and take-home assignments.

Since this is a hybrid course, those of you who choose to take it online will have an opportunity to “listen on” the classes through live Collaborate sessions. You are expected to log in during every class session at the scheduled day and time and be “present” this way. Collaborate allows you to participate, practice and ask questions just like the students who are physically in the classroom. I will create a new Blackboard Collaborate link for every class session, and you will be able to attend them remotely. Your attendance will be graded (please, see the relevant policy below).

Each class session will also be video recorded in Collaborate, so if you were unable to be present for any reason (face-to-face or online), you can catch up with the class progress at any time.

**Your active participation in class discussions is highly encouraged.** While there will be a lot of guidance and teaching from me, the skills and knowledge we are seeking to develop should not only come from lectures and practice. They should also come from exchange of opinions and constructive discussion.

**Responsibilities**
We all have responsibilities and have to be active contributors and proactive inquisitors. All this is especially important under the current circumstances. This is a learning curve for all of us, but we will succeed. My responsibility is to supply you with all the necessary knowledge, information and pedagogical support. Yours, on the other hand, is to attend the class regularly, listen carefully, participate actively, study diligently and complete your work according to instructions and on time. I will not make content accommodations for this course, so you need to be open-minded and respectful to diverse viewpoints and your peers.

**Some more expectations**
Because you are preparing to be professionals, you are also expected to demonstrate professional conduct. For example, professionals must timely, clearly and cordially communicate with others.
(the instructor, the classmates and other relevant individuals), complete assignments by the deadline, meet their obligations and effectively manage their time.

Your work does not end in class. I expect you to have read the assigned (if any) material prior to the respective class session and complete your take-home assignments and practice. As a rule, for each hour you are in class, you should plan to spend at least two hours on preparing for the next class and completing assignments.

I expect and encourage you to ask questions and let me know right away if you are having problems, do not understand something, are overwhelmed or just want to talk. I am always there to talk/listen/help. My goal is your success. See me after class, during the office hours or make an appointment. We will discuss your issue and think of a solution. I check and answer my emails from the time I wake up until the time I go to bed (with the exception of the times when I eat, drive, am in a meeting or in a store).

Email me. If I know the answer, I will email back right away. If I don’t know the answer, I will email as soon as I do know it. Do not wait until it is too late to do something about anything (examples include but are not limited to waiting a day or several days to email me after you missed an assignment deadline or had technical issues either uploading or having access to an assignment; not getting back to me after I email you that we need to meet to discuss your current situation and find a solution; waiting until all the deadlines pass to meet with me; and other similar situations).

Keeping up with ALL the deadlines (including the ones for assignment makeup opportunities) is YOUR responsibility. The syllabus informs you about everything and provides instructions on when and how; your job will be to follow, accordingly. I will NOT be reminding you about the deadlines and the opportunities. This is why it is ESSENTIAL that you read the syllabus and all other instructions closely and carefully and check Blackboard regularly (several times a day). Having said that, I am ALWAYS open and available to answer any questions about both the opportunities and the instructions and find solutions (if possible) to your situation.

**Attendance**

It is in your best interest to attend each class (no matter how, face-to-face or remotely). Attending the class, if you are not paying attention, engaging in discussions and completing assignments, however, is not going to earn you much knowledge.

Your attendance is graded. By default, at the beginning of the semester, each of you has four extra credit points for attendance on top of your overall grade. Every time you are absent without excuse, you will lose one of these extra credit points. After you run out of extra points (four unexcused absences), every unexcused absence will result in a five-point deduction from your grade for this course.

If you are more than 10 minutes late to class (or late to log in) or leave (sign off) before it is over, it will count as an unexcused absence. If you think you will be late for more than 10 minutes or have to leave early, you need to talk to me in advance. Depending on the reason, I will or will not excuse you. Some of you might experience internet or other issues and find
yourselves not being able to log in while trying to do so or in the middle of a class session. Email me immediately and let me know what is going on. We will act according to the situation.

If you are sick (see the relevant policy), or there is another excused reason listed in the University policy https://www.angelo.edu/student-handbook/community-policies/class-absences.php, you will not lose any points, but you are responsible for TIMELY informing me of your absence (based on the above policy), completing the assignments (if any are due at that time), catching up on the missed material, making up practice, and bringing yourself up to date with the class progress.

Having said that, I am here to help and guide you in this process. Catching up or keeping up can be overwhelming, especially under the current circumstances. You don’t need to go through this alone. Let me know, ask for help, email me if you are in a tough spot. I am here for you. Please, also check the following webpage for the circumstance-specific university policies: https://www.angelo.edu/covid-19/

Please remember, I do not allow any makeup work unless you had an excused absence. For the deadline extensions connected with the excused absences, please, see/email me either prior to the date when (and if) you know you will be absent or immediately after you are back. There will be no extensions granted if you haven’t requested one within seven days from the first day you are back.

The above policy is in place to help us all stay on track and successfully complete this course. We, however, are all facing challenging times, and the unfortunate reality is that individual circumstances can change in a day. I am here to see that your specific situation is accommodated as best as possible and you do not fall behind. If at any point during the semester you are unable to attend the class/log in or will find yourself in a position where you cannot be “present” or complete other course requirements for some time, please, do let me know ASAP. I will do everything possible to help you and find a solution to your situation that will allow you to come out of it with best possible result.

**Course Requirements:**

**Assigned Readings**
Although writing-intensive, this course does involve some reading. I will assign what to read as we go. You must complete the assigned reading before the day it is listed on the course schedule; therefore, ALWAYS check Blackboard.

**Assignments**
You will have 10 assignments to complete throughout this semester. Each is worth 100 points:
- ✓ AP Style I
- ✓ AP Style II
- ✓ Assignment I
- ✓ Assignment II
- ✓ Assignment III
- ✓ Assignment IV
✓ Assignment V
✓ Assignment VI
✓ Assignment VII
✓ Assignment VIII

Why are we doing this?
✓ To develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course;
✓ To develop skills in expressing oneself orally or in writing;
✓ To gain a basic understanding of the subject (e.g., factual knowledge, methods, principles, generalizations, theories).

I will distribute detailed instructions for each assignment on Blackboard. Unless I tell you otherwise, ALL completed take-home assignments need to be uploaded on Blackboard. I will NOT accept assignments over the email. If you experienced technical difficulties and thus failed to upload your assignment, you need to let me know right when it happened. You also need to call the eLearning Center as soon as you can after the problem occurred and ask for the proof of your upload attempt. Send it to me, and I will accept your assignment for full credit.

My general advice is to try to upload a file (even if your assignment is not yet complete) before the eLearning closes on the day when your assignment is due. You will have unlimited upload attempts until the deadline, so your new file will just override the one already uploaded. If you have problems during your trial upload, you will be able to call eLearning and get help before the deadline hits and it is too late to do anything about it.

AP Style:

When writing, you must follow AP style. I will distribute an AP style study sheet that will guide you through the most common problem areas. It is your job to make sure you do not make mistakes in these areas. You should also make a habit of referring to the AP Stylebook even beyond the areas included in the study sheet. Every AP style error in your take-home assignments (after the AP style part of the course is over) will result in a two-point deduction.

There may be other knowledge-based deductions in your assignments as we go and learn. I will introduce those in the assignment rubrics.

Opportunities:

Throughout the semester, you will have an opportunity to “revise and resubmit” one take-home assignment of your choice. You will have a week from the day you let me know you want to revise an assignment. The letting me know should take place via email and receive a clear “go ahead” from me in response. I will stop accepting requests for “revise and resubmit” at noon on May 7, 2021.

You will have some extra credit opportunities as well. There may be a few or one that will come as we go. One is discussed in one of the following sections.
There is no midterm and no final.

Some Important Policies (you do want to read them!):

Factual and spelling errors
You are expected to get your facts straight and spell the names correctly. Each factual mistake in your assignments will lower your grade for any given assignment by 20 percent. You will have one excused misspelling of a proper name (by excused, I mean it will only take your grade for a given assignment down 20 percent). After that, you will receive a zero if you spell any proper name incorrectly.

Cell phone and laptop use policy
Cell phones and laptops are not allowed at any time for any reason during class (with the exception of work during the in-class practice and if I say you need to use them). If necessary for an emergency, please slip out of the classroom to make or take a call. If you consistently violate this policy (I will be documenting), there will be no warnings, just a five-point reduction from your overall grade for this course at the end of the semester.

Tweeting, videotaping, audio recording, and more
Not allowed during class are the following: tweeting, blogging, vlogging, Snapchattting, Facebooking, Instagramming, video or audio recording, and/or anything remotely similar or dissimilar. Exceptions apply when any of the above is part of the coursework, and you receive instructions from me to do it. Violators, please, see the policy and the penalty above.

Class content
No recording (audio or video) of class content and distribution of those recordings or class notes is allowed without my permission. This is intellectual property.

Questions and/or concerns about a grade
I will be happy to answer questions about how you are doing in this course. That said, if you have any questions or concerns about a specific grade, contact me in person no earlier than 24 hours and no later than one week after receiving a grade and feedback. You must bring the assignment, due date, date it was turned in and the specific issue that warrants consideration.

Extra credit!
If more than 85% of students complete the student evaluation for this course, I will reward the entire class with a 1-point increase in the individual total grade. For example: if your overall grade averages out to an 89 (a B) and 85% of the whole class fills out the evaluation I award 1 point to your average, giving you a 90 and an A!

ASU Policies:

Student Disability Services
ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services,
programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

The Office of Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting:

Ms. Dallas A. Swafford  
Director of Student Disability Services  
325-942-2047  
dallas.swafford@angelo.edu  
Houston Harte University Center

**Title IX at Angelo State University:**
Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.  
Title IX Coordinator  
Mayer Administration Building, Room 210  
325-942-2022  
michelle.miller@angelo.edu

You may also file a report online 24/7 at [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form).

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above.

For more information about Title IX in general you may visit [www.angelo.edu/title-ix](http://www.angelo.edu/title-ix).
**Student Absence for Observance of Religious Holy Days**

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. See ASU Operating Policy 10.19 Student Absence for Observance of Religious Holy Day for more information.

**Incomplete Grade Policy**

It is policy that incomplete grades be reserved for student illness or personal misfortune. Please contact faculty if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required. See ASU Operating Policy 10.11 Grading Procedures for more information.

**Student Conduct Policies**

*Academic Integrity*

Students are expected to maintain complete honesty and integrity in all work. Any student found guilty of any form of dishonesty in academic work is subject of disciplinary action and possible expulsion from ASU.

*Academic Integrity*

*Plagiarism*

Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

*Copyright Policy*

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

**General Policies Related to This Course**

All students are required to follow the policies and procedures presented in the syllabus and the following documents:

Angelo State University Student
**Course schedule (subject to change):**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, Jan. 25</td>
<td><em>Course introduction; getting to know each other.</em></td>
</tr>
<tr>
<td>Wednesday, Jan. 27</td>
<td>Writing for the media: It’s different.</td>
</tr>
<tr>
<td>Friday, Jan. 29</td>
<td>Writing for the media: It’s different.</td>
</tr>
<tr>
<td>Monday, Feb. 1</td>
<td>Writing for the media: It’s different.</td>
</tr>
<tr>
<td>Wednesday, Feb. 3</td>
<td>AP style and Stylebook.</td>
</tr>
<tr>
<td></td>
<td>AP Style assignment I distributed.</td>
</tr>
<tr>
<td>Friday, Feb. 5</td>
<td>AP style and Stylebook.</td>
</tr>
<tr>
<td>Monday, Feb. 8</td>
<td>AP style and Stylebook.</td>
</tr>
<tr>
<td>Wednesday, Feb. 10</td>
<td>Media Ethics.</td>
</tr>
<tr>
<td></td>
<td><strong>AP style assignment I due.</strong></td>
</tr>
<tr>
<td>Friday, Feb. 12</td>
<td>Media Ethics.</td>
</tr>
<tr>
<td></td>
<td>AP Style assignment II distributed.</td>
</tr>
<tr>
<td>Monday, Feb. 15</td>
<td>Accuracy and balance.</td>
</tr>
<tr>
<td>Wednesday, Feb. 17</td>
<td>Accuracy and balance.</td>
</tr>
<tr>
<td>Friday, Feb. 19</td>
<td>Information Gathering/Interviewing.</td>
</tr>
<tr>
<td></td>
<td><strong>AP Style assignment II due.</strong></td>
</tr>
<tr>
<td>Monday, Feb. 22</td>
<td>Information Gathering/Interviewing.</td>
</tr>
<tr>
<td></td>
<td>Assignment I distributed.</td>
</tr>
<tr>
<td>Wednesday, Feb. 24</td>
<td>Quotations &amp; Attribution.</td>
</tr>
<tr>
<td>Friday, Feb. 26</td>
<td>Quotations &amp; Attribution.</td>
</tr>
<tr>
<td>Monday, March 1</td>
<td>Quotations &amp; Attribution.</td>
</tr>
<tr>
<td></td>
<td><strong>Assignment I due.</strong></td>
</tr>
<tr>
<td>Wednesday, March 3</td>
<td>The inverted pyramid: the lead.</td>
</tr>
<tr>
<td></td>
<td>Assignment II distributed.</td>
</tr>
<tr>
<td>Friday, March 5</td>
<td>The inverted pyramid: the lead.</td>
</tr>
<tr>
<td>Monday, March 8</td>
<td>The inverted pyramid: the lead.</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Wednesday, March 10</td>
<td>The inverted pyramid: the lead and the second paragraph.</td>
</tr>
<tr>
<td>Friday, March 12</td>
<td>The inverted pyramid: the lead and the second paragraph.</td>
</tr>
<tr>
<td>Monday, March 15</td>
<td>The inverted pyramid: story organization.</td>
</tr>
<tr>
<td>Wednesday, March 17</td>
<td>The inverted pyramid: story organization.</td>
</tr>
<tr>
<td>Friday, March 19</td>
<td>The inverted pyramid: story organization.</td>
</tr>
<tr>
<td>Monday, March 22</td>
<td>The inverted pyramid: story organization.</td>
</tr>
<tr>
<td>Wednesday, March 24</td>
<td>The inverted pyramid: story organization.</td>
</tr>
<tr>
<td>Friday, March 26</td>
<td>The inverted pyramid: story organization.</td>
</tr>
<tr>
<td>Monday, March 29</td>
<td>The inverted pyramid: story organization.</td>
</tr>
<tr>
<td>Wednesday, March 31</td>
<td>The inverted pyramid: story organization.</td>
</tr>
<tr>
<td>Friday, April 2</td>
<td>Specifics of writing for online platforms.</td>
</tr>
<tr>
<td>Monday, April 5</td>
<td>Specifics of writing for online platforms.</td>
</tr>
<tr>
<td>Wednesday, April 7</td>
<td>Writing features.</td>
</tr>
<tr>
<td>Friday, April 9</td>
<td>Writing features.</td>
</tr>
<tr>
<td>Monday, April 12</td>
<td>Writing features.</td>
</tr>
<tr>
<td>Wednesday, April 14</td>
<td>Writing features.</td>
</tr>
<tr>
<td>Friday, April 16</td>
<td>Writing news releases.</td>
</tr>
<tr>
<td>Monday, April 19</td>
<td>Writing news releases.</td>
</tr>
<tr>
<td>Wednesday, April 21</td>
<td>Writing news releases.</td>
</tr>
<tr>
<td>Friday, April 23</td>
<td>Writing advertising copy.</td>
</tr>
<tr>
<td>Date</td>
<td>Task Description</td>
</tr>
<tr>
<td>------------------</td>
<td>------------------------------------------------------</td>
</tr>
<tr>
<td>Monday, April 26</td>
<td>Writing advertising copy.</td>
</tr>
<tr>
<td>Wednesday, April 28</td>
<td>Writing advertising copy.</td>
</tr>
<tr>
<td>Friday, April 30</td>
<td>Writing advertising copy.</td>
</tr>
<tr>
<td>Monday, May 3</td>
<td>Writing for the media and the First Amendment.</td>
</tr>
<tr>
<td>Wednesday, May 5</td>
<td>Writing for the media and the First Amendment.</td>
</tr>
<tr>
<td>Friday, May 7</td>
<td>Writing for the media and the First Amendment.</td>
</tr>
</tbody>
</table>

**Grade Distribution:**

Class total: 1,000 points

Take-home assignments (8): 100 points x 10 = 1,000 points