



Syllabus

DIVISION OF ARTS AND SCIENCES **COM 317: Writing for Communications**

5 Credits
Effective: Winter 2012/2013

Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

Clear, concise, and compelling writing is of tremendous value in all communications careers. With writing and communication practices evolving as new technologies emerge, students will learn strategies, principles, and techniques for communicating in cyberspace, as well as in traditional venues of communication. This course prepares students for writing diverse content, including news, opinions, advertising, and public relations, and adapting information to specific audiences by communicating effectively across different media.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). The reading list can be found under Course Information in Blackboard as well as from the library homepage.

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available at no cost to students.

Students in Canada will see required resources they need to purchase tagged “Purchase from the Canadian Bookstore.” Students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

CITYU LEARNING GOALS

This course supports the following City University learning goals:

- Strong communication and interpersonal skills

COURSE OUTCOMES

In this course, learners:

- Adapt messages to specific audiences, situations, and contexts
- Compose print news story
- Conduct a basic media interview
- Create advertising copy
- Develop broadcast news story
- Evaluate mediums of communication

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Awareness of audience, context and purpose
- Information-gathering from a wide range of sources
- Interviewing skills
- Research skills
- Skills in summarizing, paraphrasing, and the synthesis of research, interviews, and other information
- Strong written communication skills

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Course Activities	25%
Print News Article	15%
Broadcast News Writing	15%
Feature Article with Interview	15%
Advertising Copy Writing	15%
Web Writing	15%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Course Activities

Students are expected to participate in weekly discussions and activities. Discussions and activities may include group projects, short papers, individual discussion assignments, research, case study analysis, peer critique, journals, blogs, quizzes, or other activities determined by the instructor.

Class participation through discussion and activities is an integral part of the course. Participation is defined as active engagement in a discussion or other activity.

To provide a structure for balanced participation and allow students to maximize the benefit of the online discussion board, it is recommended that students follow these guidelines: 1) Post responses to discussion questions in the first three days of the school week (Monday through Wednesday); 2) Post three or more thoughtful and topic-relevant comments to responses made by classmates during the last four days of the school week (Thursday through Sunday); 3) Make postings on at least three different days of the school week; and 4) Respond to any questions that the instructor or peers have regarding the student's original post by the end of the school week.

<i>Components</i>	<i>% of Grade</i>
Meets requirements in a timely manner	15%
Quality of responses	70%
Quantity of responses	15%
TOTAL	100%

Print News Article

Each student will research and write a short print news article, focusing on a strong lead, correct grammar, and the inverted pyramid. The topic and additional details for the 300-500-word, double-spaced paper will be provided by the instructor.

<i>Components</i>	<i>% of Grade</i>
Organization and coherence	25%
Audience and tone	25%
Content and purpose	25%
Style and mechanics	25%
TOTAL	100%

Broadcast News Writing

Each student will write a series of broadcast news stories, including a description of the video and pictures that would be used to tell the story. The topic and additional details for the assignment will be provided by the instructor.

<i>Components</i>	<i>% of Grade</i>
Organization and coherence	25%
Audience and tone	25%
Content and purpose	25%
Style and mechanics	25%
TOTAL	100%

Feature Article with Interview

Each student will write a feature story, using at least one interview. The topic and additional details for the 300-500-word, double-spaced paper will be provided by the instructor.

<i>Components</i>	<i>% of Grade</i>
Organization and coherence	25%
Audience and tone	25%
Content and purpose	25%
Style and mechanics	25%
TOTAL	100%

Advertising Copy Writing

Each student will write an advertisement for a product or service, as well as a short paper analyzing how this ad could effectively be used in social media platforms. The topic and further details for the ad and the 300-500-word analysis paper will be provided by the instructor.

<i>Components</i>	<i>% of Grade</i>
Organization and coherence	25%
Audience and tone	25%
Content and purpose	25%
Style and mechanics	25%
TOTAL	100%

Web Writing

Each student will take two previous papers in the course and rewrite them as articles to be posted on the Internet, as well as a short paper analyzing the differences in writing for different mediums. The instructor will provide additional details on the rewriting assignment and the 300-500-word, double-spaced analysis paper.

<i>Components</i>	<i>% of Grade</i>
Organization and coherence	25%
Audience and tone	25%
Content and purpose	25%
Style and mechanics	25%
TOTAL	100%

COURSE POLICIES

Late Assignments

LATE ASSIGNMENT

Participation

PARTICIPATION

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Non-Discrimination & Prohibition of Sexual Misconduct

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender.

Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the University Catalog in the section titled [Academic Integrity Policy](#) under Student Rights & Responsibilities.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly. Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled Attendance under Student Rights & Responsibilities.

Final Assignments Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

SUPPORT SERVICES

Disability Services Accommodations Statement

Students with documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.2369.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with your course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services](#) online, 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have 24/7 access to free online tutoring offered through Smarthinking, including writing support, from certified tutors. Contact CityU's Student Support Center at mycityusupport@cityu.edu to request a username and password.