

JOURNALISM 220 • MEDIA WRITING

Mondays through Thursdays 10:50 a.m. until 12:30 a.m.
Building 5, Room 112
Instructor: Jason Nix
Contact info: 533-4185; JasonN@spokanefalls.edu
Office hours: 12:30 p.m. until 1:15 p.m. and by appointment

SYLLABUS

WEEK ONE (JUNE 25-28)

Class introductions/expectations

From Chapter One:

The story of journalism

- 6 > Newsroom heroes, legends and folklore
- 8 > The birth of journalism
- 10 > News in the 19th century
- 12 > News in the modern age
- 14 > The student journalists' news attitude survey

Supplemental reading:

- 190 > *A Bloody Massacre Near Carson*, by Mark Twain
- 195 > *Old Constan*, by Ernest Hemingway

Test: Chapter One (Thursday)

WEEK TWO (JULY 2-5)

From Chapter Two:

How newsrooms work

- 16 > What is news?
- 18 > What readers want
- 20 > How a story gets written
- 22 > How the news comes together
- 24 > Who's who in the newsroom
- 26 > What it's called
- 28 > Tools, talent and temperament

Supplemental reading:

- 198 > *The Kentucky Derby is Decadent and Depraved*, by Hunter S. Thompson

On the Web (optional):

- Annenberg Video Series > *What is News?*

Test: Chapter Two (Thursday)

Diagnostic Writing Assignment Due: (Wednesday)

WEEK THREE (JULY 9-12)

From Chapter Three:

Newswriting basics

- 34 > Just the facts, ma'am
- 36 > The five W's
- 38 > The inverted pyramid
- 40 > Writing basic news leads
- 42 > Beyond the basic news lead
- 44 > Leads that succeed
- 46 > After the lead ... what next?
- 48 > Story structure
- 50 > Rewriting
- 52 > Editing
- 54 > Newswriting style
- 56 > Making Deadline
- 58 > Newswriting tips
- 60 > Test yourself

Supplemental reading:

- 230 > *City Makes a U-Turn: Speed Zone Set for Country Club*, by Alandra Johnson
- 232 > *The City has \$548 Million: What do You Want?*, by Bryan Gilmer
- 252 > *All This Ice, and the Captain is Hot*, by Judd Silvka

On the Web (optional):

Annenberg Video Series > *Hard News Leads*

Test: Chapter Three (Thursday)

Major Writing Assignment One Due: (Thursday)

Peer review on Wednesday

WEEK FOUR (JULY 16-19)

From Chapter Four:

Reporting basics

- 66 > Where stories come from
- 68 > Finding and using sources
- 70 > Using the Internet
- 72 > Observation
- 74 > Taking notes
- 76 > Interviewing
- 80 > Quotations
- 82 > Attributions
- 84 > Math for Journalists
- 88 > Test yourself

Supplemental reading:

- 202 > *Oregon Pays Tribute to Its Vietnam Vets*, by Don Hamilton

On the Web (optional):

Annenberg Video Series > *Development and Organization of a Story*

Test: Chapter Four (Thursday)

Major Writing Assignment Two Due: (Wednesday)

Peer review on Tuesday

WEEK FIVE (JULY 23-26)

From Chapter Five:

Covering the News

- 90 > Covering a beat
- 92 > Writing obituaries
- 94 > Covering accidents and disasters
- 96 > Covering fires
- 98 > Covering crime
- 100 > Covering courts
- 102 > Covering speeches
- 104 > Covering meetings
- 106 > Covering politics
- 108 > Covering sports
- 110 > Test yourself

Supplemental reading:

226 > *Rampaging Rooster Attacks Girl*, by Kelley Benham

On the Web (optional):

Annenberg Video Series > *Beat Reporting*

Test: Chapter Five (Thursday)

Writing Assignment (Story Idea List) Due: (Monday)

Major Writing Assignment Three Due: (Thursday)

Peer review on Tuesday

WEEK SIX (JULY 30-AUG. 2)

From Chapter Six:

Beyond Breaking News

- 112 > The world of features
- 114 > Generating story ideas
- 116 > Feature style
- 118 > Feature story structures
- 120 > Writing profiles
- 122 > Enterprise stories
- 124 > Investigative reporting
- 126 > Package planning
- 128 > Short-form alternatives
- 130 > Writing editorials and columns
- 132 > Writing reviews
- 134 > Test yourself

On the Web (optional):

Annenberg Video Series > *Feature Writing Styles*

Supplemental reading:

244 > *Girl's Last Gifts Bring Smiles to Kid's Faces*, by Colleen Kenney

Test: Chapter Six (Thursday)

WEEK SEVEN (AUG. 6-9)

From Chapter Seven:

Law and Ethics

- 136 > Press rights
- 138 > Press wrongs
- 140 > Understanding libel
- 142 > Invasion of privacy
- 143 > Copyright law
- 144 > Taste and decency (and censorship)
- 146 > The Seven Deadly Sins
- 148 > Journalistic Ethics
- 150 > Ethics survey
- 152 > Test yourself

On the Web (optional):

Annenberg Video Series > *The Ethics of Journalism*

Annenberg Video Series > *Media Law*

Test: Chapter Seven (Wednesday)

Major Writing Assignment Four Due: (Thursday)

Peer review on Tuesday and Wednesday

WEEK EIGHT (AUG. 13-16)

From Chapter Eight:

Online Reporting

- 154 > From print to the Web
- 156 > Media convergence
- 158 > Online storytelling options
- 160 > Writing for online media
- 162 > The future of news

From Chapter Ten:

Public Relations

- 176 > What is public relations?
- 178 > Planning a PR strategy
- 180 > Writing news releases
- 182 > Balance, bias and media manipulation
- 186 > Test yourself

Test: Chapter Eight (Wednesday)

Test: Chapter Ten (Wednesday)

Supplemental reading:

272 > *Spears' Stripper Act an Unfocused Bore*, by Doug Elfman
Handout > Movie reviews by A.O. Scott of the *New York Times*
Class website > *A primer on Noam Chomsky and the Propaganda Model*
275 > *Quoted: On Liberal Bias in the Media*

On the Web (optional):

Annenberg Video Series > *Public Relations Writing*

Major Writing Assignment Five Due: (Wednesday)

Peer review on Monday and Tuesday

FINAL EXAM:

Thursday, Aug. 17 10:50 – 12:30

Same room