

COURSE OUTLINE		
TERM: Fall 2018	COURSE NO: CMNS 190	
INSTRUCTOR:	COURSE TITLE: Writing for Popular Media	
OFFICE: LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL: @capilanou.ca		
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE PREREQUISITES

none

COURSE FORMAT:

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

CALENDAR DESCRIPTION

This course covers developing story ideas, pitching, researching, reporting and non-fiction writing for publication in print or online. The course emphasizes the use of story-telling devices and interviewing skills to make written pieces effective and compelling. The format is meant to simulate the process of publication in the real world. The focus is on understanding the medium and the audience, and learning by doing. Students will write articles that can serve as ePortfolio writing samples.

COURSE NOTE

CMNS 190 is equivalent to CMNS 191. Duplicate credit will not be granted for this course and CMNS 191.

REQUIRED TEXTS AND/OR RESOURCES

Shapiro, Ivor, editor. *The Bigger Picture: Elements of Feature Writing*. Emond Montgomery Publ. Ltd.

Other required and recommended online resources will be available through the course Moodle or will be provided in class.

Students should have access to a good dictionary, either printed or digital.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Understand basic social and cultural dimensions of written communication in the magazine industry
- interview a subject, write a query letter to an editor, write a short front-of-book article, and write a short feature article that incorporates research and interview material.
- Use multiple, creative nonfiction writing strategies to begin articles for publication, develop story arcs, and end stories in a compelling way.
- Understand their own communication practices and engagement with media
- Identify and describe broad traditions in Canadian magazine publishing, both in print and online
- Identify a publication's needs and tailor story pitches and final pieces to those needs; similarly, identify a story's needs and tailor material and research to best convey
- Contextualize writing within a larger analysis of magazine communication
- Participate in discussions of issues in journalism with classmates and with guest speakers, with attention paid to ideas, story, structure, voice, and truth
- Understand and internalize the writer's role as questioner, interviewer, social mirror
- Perceive and understand the social, cultural, and political significance of the magazine industry in contemporary society
- Recognize and define key frameworks for ethical involvement in magazine writing, with attention to issues of representation and diversity

COURSE CONTENT

Date	Topic	Readings (Pre-class)	In-class or assignments
Week 1-1	Course intro + overview	None	
Week 2-1	Magazine industry + magazine analysis		
Week 2-2	Story ideas	<ul style="list-style-type: none"> • "Bear Man" • Shapiro, Ch. 1 (ideas, pp. 3-28) 	

Date	Topic	Readings (Pre-class)	In-class or assignments
Week 3-2	Interviewing + reporting for senses	<ul style="list-style-type: none"> • Shapiro, Ch. 5 (interviewing, pp. 135-164) • Shapiro, Ch. 6 (making ideas concrete, pp.178-182) 	
Week 4-1	Guest speaker – TBA		
Week 4-2	Research, FOB analysis - elements + sources	<ul style="list-style-type: none"> • Shapiro, Ch. 3 (research i, pp. 55-90) 	
Week 5-1	Organizing info + first drafts		
Week 5-2	FOB workshop		Due: Draft Front-of-Book
Week 6-2	Query letters + pitching	Shapiro, Ch. 2 (pitching, pp. 29-54)	
Week 7-1	Story meeting		Due: Final FOB
Week 7-2	Query workshop		Due: Draft Query Letter
Week 8-1	Guest speaker – TBA		
Week 8-2	Scenes	Shapiro, Ch. 4 (scenes, pp. 91-134)	
Week 9-1	Feature assign		Due: Feature Subject Approved
Week 9-2	Leads + nut graphs	<ul style="list-style-type: none"> • Shapiro, Ch. 8 (structure ii, pp. 227-256) Francis Bula “Deadly Roads” 	
Week 10-1	Gathering material: research + reporting (librarian)	<ul style="list-style-type: none"> • Shapiro, Ch. 6 (research ii, pp. 165-194) 	Due: Final Query Letter
Week 10-2	Feature Analysis Assignment Story + slant		

	Weiner Circle		
Date	Topic	Readings (Pre-class)	In-class or assignments
Week 11-1	Remembrance Day – No class		
Week 11-2	Structure + outlines, Endings Dialogue + details, Poker piece	• Shapiro, Ch. 7 (structure i, pp. 195-226)	Due: Feature Article Analysis
Week 12-1	Reverse Engineering + Editing Rug Hooker		
Week 12-2	Short feature workshop		Due: Draft Short Feature
Week 13-1	Voice + matters of style	• Shapiro, Ch. 9 (voice, pp. 257-286)	
Week 13-2	Guest speaker – TBA		
Weeks 14-15	Exam period – no classes scheduled		

EVALUATION PROFILE

Assessment	% of Final Grade
Magazine Analysis	10%
Front-of-Book Article & Workshop	15%
Query Letter & Workshop	15%
Feature Article Analysis	10%
Short Feature & Workshop	30%
Readings & Quizzes	10%
Participation & Professionalism	10%
Total	100%

Participation & Professionalism

In addition to the attendance policy outlined below, participation and professionalism grade is evaluated on the basis of students' apparent preparation, participation in in-class group activities, their tacit and explicit participation in class discussions and their respectful behaviour in class (see also "electronic devices", below).

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

If you need an extension, you must discuss this with the instructor before the deadline. Penalties apply to all work submitted late without prior arrangement. All assignments must be submitted to Moodle and if instructed, in hard copy. Hard copy is expected to be filed at the beginning of class on the day it is due or to the instructor's office mailbox. Files submitted to Moodle must include the student's name and the assignment number in the file name.

Missed Workshops/Quizzes etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities. This course relies on workshops, group work, and lecture material, therefore attendance is essential. If you miss a class ask a colleague to get any materials handed out and to help you catch up. Do not ask the instructor to tell you what you missed.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors will deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Cell phone use is not permitted in class. If a student is noted using a cell phone in class twice, they will automatically lose 5 out of 10% for Professionalism and Participation. Laptop use is not permitted in class unless in instances when all students are instructed to work on computers. Exceptions will be made for students with a documented disability and/or supported by the Accessibility Services. These students may use electronic devices during class for note-taking only. Otherwise, students will write notes longhand for lecture and interview notes.

On-line Communication (email Moodle etc.)

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at:

<http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information:

<http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy](#) and [B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.