

# Journalism 1345

# Media Writing

University of Texas at Arlington Department of Communication Spring 2005

**Professor:** Marc Edge  
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**Class hours:** MW 1-2:50

## Required Texts:

- W. Richard Whitaker, Janet E. Ramsey and Ronald D. Smith, *Media Writing: Print, Broadcast and Public Relations* 2<sup>nd</sup> ed. (Whitaker)
- The Associated Press Stylebook 2004 (AP Stylebook)
- Brian S. Brooks, James L. Pinson, and Jean Gaddy Wilson, *Working With Words: A Handbook for Media Writers and Editors* 5<sup>th</sup> ed. (Brooks)

## Course Description:

This course is designed to acquaint students with all major genres of media writing, including print reporting, writing for broadcast, and writing for public relations . Associated Press style will be emphasized.

## Course Requirements:

- Bring a floppy disk to save your work on;
- Bring your AP Stylebook and a good dictionary;
- Study your stylebook weekly as per attached schedule;
- Be prepared for a pop quiz on the text or stylebook on Wednesdays

## Attendance:

Attendance is compulsory and absences will be noted. Unavoidable absences must be for a valid reason and must be approved in advance. Any assignments or quizzes missed due to unexcused absences may not be made up.

## Grading:

Pop quizzes	15%
Writing assignments	45%
Mid-term exam	15%
Final exam	25%

## Schedule of Classes

<b>Week 1</b>		<b>Readings</b>
Jan. 19	Introduction	
<b>Week 2</b>		
Jan. 24	Grammar Basics	Brooks, Ch. 1-5
Jan. 26	Language Usage	Brooks, Ch. 6-8
<b>Week 3</b>		
Jan. 31	Writing Mechanics	Brooks, Ch. 9-10
Feb. 2	Style and the AP Stylebook	Brooks, Ch. 11-13
<b>Week 4</b>		
Feb. 7	News Values	Whitaker, Ch. 1
Feb. 9	Writing leads	AP Stylebook A-B
<b>Week 5</b>		
Feb. 14	Ethical and Legal Issues	Whitaker, Ch. 2
Feb. 16	Film – Shattered Glass	AP Stylebook C-D
<b>Week 6</b>		
Feb. 21	Research for Media Writing	Whitaker, Ch. 3
Feb. 23	Covering accidents	AP Stylebook E-G
<b>Week 7</b>		
Feb. 28	Basics of Writing and Editing	Whitaker, Ch. 4
March 2	Crime stories	AP Stylebook H-L
<b>Week 8</b>		
March 7	Basic News Stories	Whitaker, Ch. 5

March 9	Midterm exam	
<b>Week 9</b>	<b>Spring Break</b>	
<b>Week 10</b>		
March 21	Interviewing	Whitaker, Ch. 6
March 23	Film – All the President’s Men	
<b>Week 11</b>		
March 28	Reporting What Others Say	Whitaker, Ch. 7
March 30	Speeches, Meetings & News Conferences	AP Stylebook M-N
<b>Week 12</b>		
Apr. 4	Writing Obituaries	Whitaker, Ch. 8
Apr. 6	Covering the courts	AP Stylebook O-P
<b>Week 13</b>		
Apr. 11	Feature Writing	Whitaker, Ch. 9
Apr. 13	Profile Writing	AP Stylebook Q-S
<b>Week 14</b>		
Apr. 18	Writing Broadcast Copy I	Whitaker, Ch. 10-11
Apr. 20	Writing Broadcast Copy II	AP Stylebook T-U
<b>Week 15</b>		
Apr. 25	Writing for Public Relations I	Whitaker, Ch. 12-13
Apr. 27	Writing for Public Relations II	AP Stylebook V-Z
<b>Week 16</b>		
May 2	Review	
May 4	Final Exam	