**Communication 161: Convergent Media Writing**

Dr. John McHale                                     Office: Fell Hall 451

**jpmchal@ilstu.edu**                                Office Hours: M: 3-4 & W 3 p.m.–5:30 p.m. or By Appt.

 If Needed, Zoom ID: 847 866 5630  PW ‘writing’

Lab Instructors

Sections 2-3 Lawler, Caleb, cmlawl2@ilstu.edu

Sections 4-5 Gabrielle Crothers, gkcroth@ilstu.edu

Lecture meets M-W at 2 p.m. at 208 Moulton Hall. Labs held on Fridays in Fell.

Order book at <https://he.kendallhunt.com/mchale>

Online Course work (Code inside cover of hard copy or in follow-up email with online book) at [https://www.khpcontent.com/](http://www.khpcontent.com" \t "_blank)

**Course Objectives**

This course is an introduction to the variety of mass communication media students may encounter in their careers. Students will engage in preparation and presentation of various mass communication formats. Upon the successful completion of the course, students will:

1)     Develop a critical understanding of quality print, radio, television, social media, feature film and new forms of writing. Students will demonstrate a substantial increase in general knowledge of Mass Media.

2)     Develop writing skills sufficient to write for print, radio, television, film or online. Students will demonstrate ability to write professionally.

3)     Acclimate the student to the demands of writing for a living. Toward this end, the student will be faced with seemingly incessant and fast approaching deadlines and upheld to professional rigor. Students will demonstrate evidence of professional competence in application of technical writing skills.

4)     The overall transformative goal of this class is for students to realize the importance of committing themselves to the lifetime journey of continually challenging themselves to become better writers.

**Required Textbook**

**McHale, J. P. (2022). *Convergent Media Writing: Telling a Good Story Well*. 4th Edition*;* Kendall-Hunt Publishing; Dubuque, Iowa.**

**Please check to see that you are getting the correct book.**

**The ISBN for the hard copy is 9781792492686.**

**The ISBN for the online version is 9798765709108.**

**Order at** <https://he.kendallhunt.com/mchale>

Purchasing the digital version (if available) will be less expensive, instantly available to access, and will allow you to interact with the content thereby promoting active learning.

You will need this book to pass the class. The textbook Convergent Media Writing: Telling a Good Story Well **4th edition** will provide the organizational backbone for this class. I see no way to make it through this class without it. It was written for you and is perfectly tailored to our needs, but other universities use it as well. Please order or buy it now so we don't fall behind. Thank you.

***Convergent Media Writing: Telling a Good Story Well*. 4th *Edition*  also contains a code that allows you to complete interactive assignments (quizzes, tests). You will need to use the access code in the front of your book and register for the portal at khpcontent.com.**

The publisher provides us (and all other students at other schools who use the book, like Loyola, Pace University, University of Nebraska, among others) with an interactive platform that enables us to allow you to have on-line, open book quizzes and short essays for each chapter and on-line open-book Midterm and Final Exams. There are other online features.

**This book also contains a code that allows you to complete interactive assignments (quizzes, tests, and short essays). You will need to use the access code in the front of your book and register for the portal.**

I would order this now at <https://he.kendallhunt.com/mchale> .

It is available at <https://he.kendallhunt.com/mchale> or Barnes and Noble or The Alamo as well. The hardcopy book**with the online features code is in the front cover or you will get a second email with the code if you go with the online version**.

**Previous versions will not suffice because they do not include the necessary online components. Used books do not have a valid individual code for online features. Do not buy a used or previous version as it will not have the required elements especially the online features.**        <https://he.kendallhunt.com/mchale>.

As the book has undergone these recent major revisions and the online features added, I suggest you go with the printed book at <https://he.kendallhunt.com/mchale>.The new Print and eBook options are both available. These are efforts to serve you and other institutions that use our book better. Accomplished previous students kept this book. It is a great reference on your first few jobs, at least.

The ISBN for the hard copy is 9781792492686.

The ISBN for the online version is 9798765709108.

**Strongly Suggested Book (You will need it, but buy a previous edition used online if you wish):**

**Associated Press Stylebook**. New York: Perseus Books Group. I recommend you will be well served with the **last edition**, not the latest addition of the AP Stylebook. Save yourself money and buy a used copy on Amazon.com. They offer free shipping to students.  You can also access AP style online.

**Suggested Book:**

**Crafting Messages In A Multimodal Media Environment** is supplemental and is designed to increase the educational value of our guest lectures.

**ONLINE COMPONENTS FOR *Convergent Media Writing: Telling a Good Story Well:* AFTER YOU GET THE BOOK:**

If you but the hardcopy of the book, there are direction inside the front cover with your unique online feature code. Follow enrollment directions.

If you get an online copy, you will receive and email that will give you the code you need to enroll in the necessary online features.

**Registering for Online Features After procuring**

After you get the book, register your code at [**www.khpcontent.com**](http://www.khpcontent.com). [Do not use GRTP.] **Make sure you are on the Fall 2022, Section 2, 3, 4, or 5 when you register with the online tools with the code inside the book. Make sure you register for your lab number, found on ReggieNet or your enrollment info.**

ACCESS CODE To purchase access to the revised 4th edition of Convergent Media Writing: Telling a Good Story Well, visit https://he.kendallhunt.com/mchale After your purchase, you will receive a **second** email with a unique access code, which you will use in the following steps. If you purchase a hard copy, your code will be on the inside.

LOG IN INSTRUCTIONS Browser minimum: Internet Explorer 11, Firefox 3.6 +, Safari 4.0 +, and Chrome 9.0 +. JavaScript must also be enabled in your browser. Some online publications may require additional free browser plug-ins (e.g., Flash, Adobe Acrobat). Go to: https://www.khpcontent.com/ You will use your one-time-use online access code to set up your account the first time that you access this page. After you set up your account and create a password, you will be able to enter the Login portion of this page.

TO SET UP A NEW ACCOUNT 1. Go to https://www.khpcontent.com/. In the First Time User (with access code) section, enter the Access Code provided below. Click the Next button. 2. Confirm your institution and your publication. Click Next. 3. If your publication has multiple sections, you must select the section you are enrolled in. If there is only one section available this step will be skipped and you will be taken directly to the Create An Account page. 4. Once on the Create An Account page, you will set up your user account and create your username and password. \*\*Your username will be the e-mail address that you enter. Write down your Password to ensure your success in entering the publication after the initial setup. 5. Upon entering the information to create your account, click Next. 6. Your Registration is complete! Click on the “Login to WebCOM” button to access your publication. 7. Now that you have created an account, you can log into the publication through the Sign In portion of the home page. Register book at ww.khpcontent.com. **Make sure you register for semester in which you are enrolled..**

**Please make sure you register for the section number of your lab**. Your lab number and assignment is clearly identified when you enrolled and on ReggieNet. Register online according to your lab section number.

**Assignments**

For **each lecture session** students should:

1. Read the applicable chapter before class
2. Attend the lecture
3. Chapter quiz due at [**www.khpcontent.com**](http://www.khpcontent.com).
4. Short Essay due at due at [**www.khpcontent.com**](http://www.khpcontent.com).
5. Follow the lecture on Prezi presentation

**Major Writing Assignments**

            Each student will complete six major writing assignments. These are **listed below with due dates on syllabus schedule** and are described in the text. There are also rubrics for evaluation of these assignments and examples of each assignment in the text *Convergent Media Writing.*

Double space assignments unless otherwise noted.

Please delete extra space between paragraphs on Writing Projects.

Use Times New Roman (12 point).

**Quizzes**

Students will be required to finish a quiz for each chapter in the textbook (on the Kendall Hunt interactive web page [**www.khpcontent.com**](http://www.khpcontent.com).). Save each answer after you answer them. Make sure all answers are saved before you submit the quiz.

**Short Essays**

Students will write a brief essay on the prompt for each chapter (on the Kendall Hunt interactive web page [**www.khpcontent.com**](http://www.khpcontent.com).). These will recorded as 0’s until they are graded. Four to 6 sentences are usually sufficient to show you read the chapter.

**Tests**

            There is an open-book take-home midterm and final exam on the Kendall Hunt on-line portal that each student must complete by the assigned dates at midnight. [**www.khpcontent.com**](http://www.khpcontent.com).

**Tech Support**

SupportCenter@IllinoisState.edu: Submit name, ULID, and phone number. They can help if you need equipment.

**Reading/ Participation**

Students enrolled in this course should be prepared to write constantly and under much pressure.

Reading the assigned material is required and necessary to understand assignment specifications. Reading about the information is important but only part of the learning process. A quasi-Socratic approach utilizing discussion posts is used to teach this course, which requires informed participation. Participation in online discussions and assignments is extremely significant in understanding writing for the convergent media.

All reading assignments should be completed before beginning assignments or quizzes. Students’ ability to articulate ideas expressed in the text will be imperative.

**Attendance**

As stated in the undergraduate catalog, you are responsible for attending class and competing all academic work. Make arrangements with me for lectures or your lab instructor if you're going to miss a lab in advance, if you will be missing class due to participation in a sanctioned university activity, fulfillment of a religious obligation, exercise of a bereavement leave, or another university recognized excused absence.

**Peer Editing**

Each student will practice and demonstrate the ability to edit others’ work. This will help each student recognize the strength and weaknesses of their own writing. Editing is also an important skill for a writer to review their own work and the work of others.

Each student will use the criteria/rubrics for evaluating writing assignments found in the textbook. Each student will comment on each edited assignment and assign point values for each mistake as per the assessment tools provided in the book.

**Professionalism**

Please keep in mind this course is designed for you to begin to think about expectations in the professional world. Choice of assignment topics allows you to write about subjects that you enjoy, but those topics should be appropriate for general audiences (in some cases PG-13 audiences or even R audiences). Your treatment of topics, however, should not be offensive. If you think a topic or approach may be questionable, check with your lab instructor for approval before the due date.

**Writing Guidelines**

At the top of each page, include your name, the assignment number and the date of submission, single-spaced. Use APA 6th edition (American Psychological Association) style for references.

**Deadlines**

All assignments must be turnedin on time. Just as in the “real world,” not meeting deadlines can cost a broadcast facility money; missing class deadlines will cost you points toward your final grade (see section on grading).

**Writing Assistance**

Major Assignments require multiple revisions. This requires us to begin the assignment early, at least two weeks before it is due. On average, everything I write goes through at least ten revisions before it is submitted to a publisher. The average grade on the first assignment is usually about 70 because many students do not take this advice to heart.

1. Read through your first rough draft out loud and make appropriate changes. Compare your document to the directions and the examples in the Appendix in the textbook.
2. Next, get those in your life to read through your work: friends, roommates, significant others, your parents, etc. and ask them for ways it could be stronger. Make the changes, print or send a copy to another reader, and incorporate those suggestions. Repeat again.
3. I would then make an appointment with the Visor Center, which you pay for through your fees (see below).
4. Above average work goes through these revision steps, then can be brought to the Editor (Your Lab Instructor). After these steps, your paper may be ready to be reviewed by your Publisher (Professor). I love to read advanced draft assignments. I would read through semi-polished work with you through Zoom.
5. Read through your final draft out loud and make appropriate changes. Compare your document to the directions and the examples in the Appendix in the textbook.

**This was posted by the Visor Center:**

**“Writing Assistance”**

We offer one-on-one writing assistance for any course by appointment in the Visor Center. Students can call 438-7100 or visit our website to make an appointment (<https://universitycollege.illinoisstate.edu/help/tutoring/>).

We also have drop-in writing assistance available on Zoom on Mondays 6pm-8pm, Tuesdays and Wednesdays 4-8 PM.  These are 30 minute first-come first-served sessions.”

Make an appointment as early as possible.

A writing workshop is also offered by the university for general writing but not mass media writing in particular. This would still be helpful for writing basics. <https://universitycollege.illinoisstate.edu/help/workshops/>

**Late Policy**

All out-of-class assignments are due by midnight on the due date. Out-of-class assignments are considered late ten minutes after the beginning of the class period in which they are due and will receive an automatic deduction of **two full grades** (20 percent, or A to C, B to D, C to F) for that assignment. An additional letter grade will be deducted for each subsequent 24-hour period for which the assignment is late.

Predictable problems are not excuses for turning in work late. Make sure to anticipate those predictable problems so that you can prevent them. Back-up and save. I like sending my work to myself through email so a version exists in my email account should I encounter some unforeseen computer mishap.

**Assignments**

Online Quizzes a t[**www.khpcontent.com**](http://www.khpcontent.com).                                            50 Points

Online Short Essay at [**www.khpcontent.com**](http://www.khpcontent.com).                                     50 points

Lab Assignments                                                                                30 points

Participation                                                                                        10 points

AP Exercise 1                                                                                     10 points

AP Exercise 2                                                                                     10 points

Peer Editing                                                                                        40 = 4 x 10

(Straight Print) News Story or Press Release                                     100 points

(Feature Print) News Story or Press Release                                     100 points

Radio News Story                                                                              100 points

Television News/Video Media Release (Non-Inception Version #2) 100 points

Television Announcement                                                                  100 points

Final Project                                                                                        200 points

Midterm Exam (Take-home, open-book) [**www.khpcontent.com**](http://www.khpcontent.com). 50 points

Final Exam (Take-home, open-book) [**www.khpcontent.com**](http://www.khpcontent.com). 50 points

Total                                                                                                    1000 points

**Grading Scale**

900-1000=A; 800-899=B; 700-799=C: 600-699=D: >600=F

We demand rigorous effort, but we are fair.

Tolerance is an ethical imperative and must be reciprocal.

Notes for current or future Mass Media majors:

**Portfolio Artifacts**--One of the culminating experiences of a mass media degree is the completion of COM 396 Mass Media Capstone, a course that includes the preparation of a personal portfolio to organize and showcase your abilities. We encourage you to retain items from this class, whether produced independently or in groups, for inclusion as portfolio artifacts. Beyond the Capstone class, your portfolio may also prove a valuable tool as you seek entry into a graduate program or employment in your areas of specialization.

**Americans with Disabilities Act (ADA)**

If you have special needs as addressed by the Americans with Disabilities Act and need special arrangements for this class, please let me know or contact the ADA coordinator for the Department of Communication. Any student needing to arrange a reasonable accommodation for a documented disability contact Disability Concerns, Fell 350, 438-5853 (Voice), 438-8620 (TDD).

**Academic Honesty/Plagiarism/Cheating**

Honesty in writing is critical to the media professions. Media writers who lie, plagiarize or are irresponsible in their writing not only reduce the credibility of their profession and themselves, they usually lose their jobs. Plagiarism includes using someone else's ideas, work or words as one's own without providing proper citation. It can also include attributing information to a source that is really from another source. We expect you will be honest in your attributions of information, and accurate in your reporting and writing and in all areas that challenge you in this class.

Be certain to keep extra hard copies of your assignments, your creative process, and any computer disks on which you write your assignments. If you are caught plagiarizing or cheating by taking or giving work that belongs to someone else you will receive a zero (0/F) on either the assignment or exam. In accordance with Illinois State University procedures regarding misconduct, your name will be given to the department chair and, likely, the Student Dispute Resolution Services office. This can result in failure of the class and, possibly, dismissal from the university.

**Grading**

Accuracy and readability are such essential parts of media writing that writing errors that normally might be excused **cannot** be excused in this class (as they are not excused in the media professions we are studying).

All out-of class assignments will be graded in accordance with the Associated Press style guide. In addition, spelling and punctuation errors (such as misspelling [anything other than a proper noun], providing an incorrect address, writing run-on sentences, using sentence fragments when a full sentence is required, using inaccurate information, etc.) will result in an **8-point** deduction from the overall grade for **each error**. This also means 8-points off each time you commit the same error.

Misspelled proper names will incur a **16-point** deduction. Clearly, you will want to edit and re-edit your work before turning it in for a grade. I encourage students to solicit the help of their friends, peers, and even family members to improve written pieces through the editing process. The Visor Center also offers assistance in the editing process.

**The things we care the most about are those into which we put the most effort.**

**Tentative Course Schedule**

All class periods are tentative: Thinking people change their minds.

**1-17**   **Class 1: Lecture**

* Introduction to class
* Dramaturgical Theory
* Narrative Theory

**1-19     Class 2: Lab**

* Discussion
	+ What is this class about?
	+ Goals
	+ Syllabus: Thorough Review
	+ Thinking dramatically in an active and critical media consumption
	+ Importance of AP style to future classes and employers
* Introduction (Major, background, and favorite mass media presentation)
	+ Lab Instructor
	+ Students
* Assignment
	+ Associated Press Stylebook (AP) Exercise One (McHale, p. 249)

**1-22**     **Class 3: Lecture**

McHale, Preface

Read: McHale, Ch. 1: Telling a Good Story: Dramaturgical Theory and Narrative Theory

Chapter quiz due at [**www.khpcontent.com**](http://www.khpcontent.com).

Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)

Read *Crafting Messages in a Multimodal Media Environment:*Ch. 1: Introduction to Multimodal Media Writing

View Prezi Outline of Ch. 1

 <https://prezi.com/kjl13w4zibcr/telling-a-good-story-well-mchale-ch-1-com-161/>

**1-24 Class 4: Lecture**

McHale, Ch. 2: Theoretical Consideration of Mass Media Writing

Transactional Model of Communication and Convergent Media Writing

            Semiotics (Fiske and Hartley)

Media Effects: Historical Debate:

Lippmann, Durkheim, Laswell (High Effects) to Lazarsfeld (low effects) to Moderate effects (Klapper)

Agenda Setting (Cohen, McCombs & Shaw, Herzog)

            Gatekeeping (Lewin)

            Structuration (Giddens)

            Spiral of Silence (Noelle-Neumann)

                        Cultivation Theory (Gerbner)

                        Social Learning (Bandura)

                        Structuration (Giddens)

                        Uses and Gratifications (Katz)

Preview Theory and Ethics in Writing

Dialectic (Plato, Socrates, and Hegel)

                        Heisenberg’s Uncertainty Theory

                        Rashomon Effect

Dilemma of Objectivity (Sandman)

Theoretical Ethics and Advertising:

Frankfurt School (Adorno) post-Frankfurt School (Marcuse)

Chapter quiz due at [**www.khpcontent.com**](http://www.khpcontent.com).

Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)

Review Prezi Outline

<https://prezi.com/tutgz9fnoyoo/copy-of-theoretical-considerations-of-mass-media-writing-mchale-ch-2-com-161/?present=1>

<https://prezi.com/za6ihyhzgehr/mass-media-theory-in-a-multimodal-media-environment-mchale-com-161/?present=1>

**1-26    Class 5: Lab**

* AP Style Strategies
* Grammar Guidelines
* View Situation Comedy
	+ Discuss Dramaturgical Theory: (will/want, major dramatic question, complications, climax, resolution, etc.) Structural considerations (unity, variety, pace, & climax)
* Homework
	+ **Due: Associated Press Stylebook (AP) Exercise One** [Questions are in our textbook, but you will need a copy of the *Associated Press Stylebook* to answer them, hopefully a previous edition of the AP Stylebook, used, bought from like Amazon]
	+ Assignment: Associate Press Stylebook (AP) Exercise Two **(pg. 251-255 in the text)**
	+ Assign: Example of Inverted Pyramid Story

1-29**Class 6: Lecture**

McHale, Ch. 3: The Writing Process

Chapter quiz due at [**www.khpcontent.com**](http://www.khpcontent.com).

Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)

Review Prezi Outline

The Writing Process, McHale Ch. 3, COM 161

<http://prezi.com/yhzrc2j5rt5q/the-writing-process-mchale-ch-3-com-161/>

**1-31    Class 7: Lecture**

McHale, Ch. 4: Writer’s Toolbox

Grammar, Punctuation, Vocabulary, and Sentence Structure, etc.

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)

Review Prezi Outline: The Writer's Toolbox, Ch. 4, McHale

<http://prezi.com/tymhnawxcyrg/the-writers-toolbox-mchale-ch-4-com-161/>

**2-2     Class 8: Lab**

* Print News
* Discuss Assignment # 1: Straight Print News Story (or Press Release)
	+ Look at example of Straight Print Example in text.
	+ Look at example of Press Release Example in text.
	+ How does an inverted pyramid story begin? What is included in the lead?
	+ What are feature of inverted pyramid stories?
	+ How are IP stories different from other types of print writing?
	+ What items are used after the lead?
* Homework
	+ Due: Example of Inverted Pyramid Story (Discuss)

Due: Associated Press Stylebook (AP) Exercise Two **(pg. 251-255)**

**2-5**      **Class 9: Lecture**

Read: McHale, Ch. 5: Style, Compositional: Telling It Well: Associated Press and Strunk & White

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)

Review Prezi Outline: COM 161 - Ch. 5 Style: Telling It Well

<http://prezi.com/ekvrdmxev8lj/com-161-ch-5-style-telling-it-well-ch-6-inverted-pyramid/>

**2-6 Class 10: Lecture**

McHale, Ch. 5: Style: Telling It Well: Associated Press and Strunk & White

McHale, Ch. 6: The Inverted Pyramid

            Writing Straight News for Print and the Web

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)

Review Prezi Outline: Inverted Pyramid Style: A Brief History, McHale, Com 161

<https://prezi.com/ekvrdmxev8lj/com-161-ch-5-style-telling-it-well-ch-6-inverted-pyramid/?present=1>

Inverted Pyramid Prezi <https://prezi.com/vw6n50nkoghc/inverted-pyramid-style-a-brief-history-mchale-com-161/?present=1>

Read *Crafting Messages in a Multimodal Media Environment,*Ch. 3: The Inverted Pyramid Style: A Brief History, Dr. K. Megan Hopper, p. 31

**2-9       Class 11: Lab**

**Review Assignment 1: Straight Print News or Press Release**

**Can bring a draft to share**

* Straight Print Exercise: Modified: Use the facts you will use in your Straight News Story
* Sentence Structure
* Drafting and Revising Assignment 1
* Grammar / Wordiness Activity
* Preview Feature Print Exercise (McHale, **p. 280)**
* Assign: Student should bring print feature example to next lab.

**2-12     Class 12: Lecture**

Guest Lecture: Inverted Pyramid

Read *Crafting Messages in a Multimodal Media Environment,*Ch. 3: The Inverted Pyramid Style: A Brief History, Dr. K. Megan Hopper, p. 31

**2-14     Class 13: Lecture**

McHale, Ch. 7: Ethics

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)

View Prezi Outline: Ethics and Mass Media Writing, McHale ch.7 COM 161

<http://prezi.com/8-tedplq00vr/ethics-and-mass-media-writing-mchale-ch7-com-161/>

**2-16**     **Class 14: Lab**

* **Due: Assignment #1** Straight Print News Story or Straight Print Press Release
* **Copyediting Assignment, p. 270** (10 minutes)
* Preview Assignment 2: Feature Print Story p. 272
* Students bring print feature examples
* Discuss dramatic model as it relates to feature writing
* Discuss
* Discuss examples of Feature Print News Story or Feature Print Press Release
* **Assign: Feature Print Exercise in text p. 280**
* Reminder: Read McHale Ch. 7 on Ethics for next lab
* Preview: Ethics Exercise: Discuss Ethical dilemma

**2-19 Class 15: Lecture**

McHale, Ch. 8: Feature Print and Web Writing

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)

**9-21 Class 16: Lecture**

McHale, Ch. 8: Feature Print and Web Writing

McHale, Ch. 9: Legal Issues in Mass Media Writing

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)

McHale, Ch. 9: Legal Issues in Mass Media Writing

Review Prezi Outline: [Legal Issues in Mass Media Writing, McHale ch.9, COM 161](http://prezi.com/vrxnvflik3ow/legal-issues-in-mass-media-writing-mchale-ch9-com-161/)

<http://prezi.com/vrxnvflik3ow/legal-issues-in-mass-media-writing-mchale-ch9-com-161/>.

**2-23 Class 17: Lab**

* Review Assignment 2: Feature Print Story
* **Due: Feature Print Exercise (McHale, p. 280)**
* Ethics: Discuss contemporary ethical and legal considerations in mass media such as unethical news or entertainment
* Features Sentence Structure Activity
* Homework

Optional Assignment: Print Opinion Extra Credit

**2-26   Class 18: Lecture**

**Guest Lecture Feature Print Writing**

*Crafting Messages in a Multimodal Media Environment*, Ch. 4:Telling a Feature Story: What Happened? Dr. Phil Chidester, Ph.D.

**2-28    Class 19: Lecture**

McHale, Ch. 10: Broadcast Media Writing

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)

McHale, Ch. 10: Broadcast Media Writing

Review Prezi Outline: Broadcasting, McHale Ch. 10, COM 161

http://prezi.com/7wfh0psai9at/broadcasting-mchale-ch-10-com-161/

Read *Crafting Messages in a Multimodal Media Environment* Even in a Mass Media Revolution, A Good Story Well Told is Still the Gold Standard, Dave Kindred, p. 52

**3-1     Class 20: Lab**

* Homework
	+ **Due: Assignment 2: Feature Print News Story or Feature Print Press Release**
	+ **Copyediting Assignment:**Peer-Evaluation of assignment (10 minutes)
* Preview Assignment 3: Radio News
* Discuss Radio News Example in text
* Interviewing Exercise (McHale,**p. 294**)
* Return Assignment 1: Discuss what went well and what did not
	+ Assignment: Critically consume radio news (NPR)

Assignment: Bring your Assignment 1 to next lab for Radio Exercise

**3-4      Class 21: Lecture**

McHale, Ch. 10: Broadcast Media Writing

McHale, Ch. 11: Radio News

* Radio Script Formats: Split page radio scripts and Radio news scripts
* Writing Radio news
	+ Study radio news examples
* Handling Sound
* Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Review Prezi Outline: McHale, Ch. 11: Writing for Radio. COM 161
* http://prezi.com/o7jnv-iuwds2/mchale-ch-11-writing-for-radio-com-161/

**3-6       Class 22: Lecture**

**Midterm Exam is due by 11:50 p.m. (Midnight)  at**[**https://www.khpcontent.com/**](https://www.grtep.com/)**.**

**3-8      Class 23: Lab**

* Discuss listening to radio news assignment
* Radio News Exercise
* Broadcast News: Discuss differences between interpersonal, public speaking, print, and broadcast communication
* Option: Radio Public Service Announcement Exercise
* Homework
	+ Assignment 3: Radio News Story

[Return Assignment 2 Print Feature Story: Discuss what went well and what did not go well.]

3**-11 to 3-16 Spring Break**

**3-18     Class 24: Lecture**

McHale, Ch. 11: Radio News

* Radio Script Formats: Split page radio scripts and Radio news scripts
* Writing Radio news
	+ Study radio news examples
* Handling Sound
* Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Review Prezi Outline: McHale, Ch. 11: Writing for Radio. COM 161
* http://prezi.com/o7jnv-iuwds2/mchale-ch-11-writing-for-radio-com-161/

**3-20     Class 25: Lecture**

**Radio News: Possible Guest Lecturer**

**Or**

McHale, Ch. 12: Telling a Visual Story

Theory: Jacobson’s Poetic Function and Visual Sequence Composition

Intro to Television news

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)

Review Prezi Outline

Telling a Visual Story, McHale Ch. 12. COM 161

http://prezi.com/k6ycrusvlw4f/telling-a-visual-story-mchale-ch-12-com-161/

**3-22  Class 26: Lab**

* **Due: Assignment 3: Radio News Story**
* Editing Exercise: Peer-Evaluation of assignment (10 minutes)
* **Assign and Discuss Television News Story**
* Split-page TV Newswriting Tutorial
* Television News Exercise

**3-25     Class 27: Lecture**

McHale, Ch. 12: Telling a Visual Story

Theory: Jacobson’s Poetic Function and Visual Sequence Composition

Intro to Television news

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)

Review Prezi Outline

Telling a Visual Story, McHale Ch. 12. COM 161

http://prezi.com/k6ycrusvlw4f/telling-a-visual-story-mchale-ch-12-com-161/

McHale Ch. 14: Television News

**3-27     Class 28: Lecture**

McHale Ch. 14: Television News

* Writing Television News
* Split-column form: Non-Inception (Option 2)
* View TV News Examples

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)

**3-29    Class 29: Lab**

* Homework
* Study Assignment for Television Announcement
* Discuss Television News Story assignment

Split Screen Non-Inception

**4-1    Class 30: Lecture**

McHale Ch. 14: Television News

* Writing Television News
* Split-column form: Non-Inception (Option 2)
* View TV News Examples

Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)

Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)

**4-3     Class 30: Lecture**

TV News

Possible Guest Lecture

**4-5     Class 31: Lab**

**Due: Assignment 4: Television News Story**

Editing Assignment: Peer-Evaluation of assignment (10 minutes)

Homework

Discuss Assignment 5: Television Announcement

* + Television Announcement Storyboard Example in text
	+ Persuasive Appeals in Television Announcements
* **Review Prezi Outline**: http://prezi.com/g9i5onfboci1/com-161-ch-14-television-news-mchale/

**4-8       Class 32: Lecture**

McHale, Ch. 13: Scripting the Visual

* Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Review Prezi Outline: Scripting the Visual, McHale Ch. 13.
* http://prezi.com/ajandnkmtkxs/scripting-the-visual-mchale-ch-13-com-161-writing-for-the-mass-media/

**4-10     Class 33: Lecture**

McHale, Ch. 15: Promotional Writing

* Theoretical Ethics and Advertising: Frankfurt School (Adorno) post-Frankfurt School (Marcuse)
* Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Review Prezi Outline:
* Writing for Advertising, McHale (2010) Ch. 15
* http://prezi.com/aqce4tuagfos/writing-for-advertising-mchale-2010-ch-15-com-16

**4-12    Class 34: Lab**

Assign and Discuss Final Project

**Watch Picture This: The Fight to Save Joe**on Youtube

<https://www.youtube.com/watch?v=M-_vYxtkcUE>

**4-15 BEA: Watch Picture This: The Fight to Save Joe**on Youtube

<https://www.youtube.com/watch?v=M-_vYxtkcUE>

**4-17**     **Class 35: Lecture**

McHale, Ch. 18: Documentary Writing

* Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Short Essay due at due at [https://www.khpcontent.com/](https://www.grtep.com/)
* **Review** Prezi Outline: Writing for Documentary Production: McHale Ch. 18. COM 161
* <http://prezi.com/5oyx6fu3qo7v/writing-for-documentary-production-mchale-ch-18-com-161/>

**4-19     Class 36: Lab**

**Watch Picture This: The Fight to Save Joe**on Youtube

<https://www.youtube.com/watch?v=M-_vYxtkcUE>

Final Project Discussion and questions

View Entertainment Drama [Breaking Bad Pilot] Episode 1 Season 1 on Netflix and Read Script.

Find script through Google search for Breaking Bad Pilot Script PDF <https://filmschoolrejects.com/wp-content/uploads/2017/05/Screenplay-Breaking_Bad-Pilot.pdf>

Discussion – 15 Minutes

**4-22     Class 37: Lecture**

McHale, Ch. 16: Public Relations and Story

* + Defining Public Relations
	+ Media as a Public
	+ Communication Tools
	+ Public Relations and Advertising
	+ Image Restoration Discourse
* Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Review: Prezi Outline: Public Relations and Story, McHale (2010) Ch. 16. COM 161
* <http://prezi.com/tpjcby5lai7m/public-relations-and-story-mchale-2010-ch-16-com-161/>

*Multimodal Media Writing,*Ch. 10: Mass Media Writing and the Public Relations Major, Peter M. Smudde, Ph.D., APR &, Jeffrey L. Courtright, Ph.D., p. 81

4-24 **Class 38 - Lecture**

McHale, Ch. 16: Public Relations and Story

McHale, Ch. 17: Television Programming: Long Narrative writing

* Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)
* **Review**: Prezi Outline: Television Entertainment, McHale Ch. 17
* <http://prezi.com/1v1tblyudnim/television-entertainment-mchale-ch-17-com-161/>

**4-26    Class 39: Lab**

* Homework
	+ **Due: Assignment 5: Television Announcement**
		- Television Announcement
* Peer-evaluation of assignment (10 minutes)

View Entertainment Drama [Breaking Bad Pilot] Episode 1 Season 1 on Netflix and Read Script.

Find script through Google search for Breaking Bad Pilot Script PDF <https://filmschoolrejects.com/wp-content/uploads/2017/05/Screenplay-Breaking_Bad-Pilot.pdf>

Discussion – 15 Minutes

**4-29**  **Class 40: Lecture**

McHale, Ch. 19: Feature Film

* Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)
* **Review**: Prezi Outline: Ch. 19: Writing Feature Film, McHale (2010). COM 161
* <http://prezi.com/2vm1hagz0ffn/ch-19-writing-feature-film-mchale-2010-com-161/>

**5-1     Class 41: Lecture**

            McHale, Ch. 20: Social Media

* Chapter quiz due at [https://www.khpcontent.com/](https://www.grtep.com/)
* Short Essay due at [https://www.khpcontent.com/](https://www.grtep.com/)
* **Review** Prezi Outline:Com 161, McHale, Chapter 20: Social Media
* http://prezi.com/8ymqikhxvhhk/com-161-mchale-chapter-20-social-media/

**Chapter quiz due at**[**https://www.khpcontent.com/**](https://www.grtep.com/)

**5-3       Class 42: Lab**

**Final Project Due**

Finish Viewing Entertainment Drama

[Review for Final Exam]

**Final Exams completed by day prescribed by the University at midnight at**[**https://www.khpcontent.com/**](https://www.grtep.com/)