

## JOURNALISM 110.02

"Writing for the Mass Media"

### 2008 Spring Semester

I. Instructor: Dr. Sean McCleneghan (Mac-Klin-ee-gun) Text: Writing for the Mass Media  
T-Th (lect) 2:35-3:25 (lecture) MH 157 6th edition, James Stovall  
T-Th (lab) 3:35-4:25 (lab) MH 157 (required)

Text: The AP Stylebook  
(required)

Office Hours: T-Th 10:15-11:15 am MH 138  
T-Th 1:15- 2:15 pm MH 138  
T-Th 4:30- 5:30 pm MH 138 or

Subscription to Las Cruces Sun-News newspaper (required)

SPECIAL APPOINTMENT by calling me at

**home (522-4436) or work (646-2742).** Please leave a message about needing assistance. Please speak slowly and distinctly when calling me so that I can understand who is calling me and what help you need. Use your full name: "Hi, this is Hermelinda Guardiolia from your J110 class, Dr. Mac. I need some help. Call me at 646-2742." **Please, no telephone calls to my home after 8:00 pm (Monday thru Friday). No calls on Saturdays or Sundays.** Leaving a phone message at my **home (522-4436) on MWF** will get faster responses than any E-mails to my office on **MWF** because I am not on campus. Only E-mails to me on **T-Th**—when I hold specific office hours—will be answered promptly. My **E-mail address is: smcclene@NMSU.Edu.**

### II. Description/purpose of J110 course:

This class will introduce you to the different writing methodologies in advertising, broadcasting, print news writing, & public relations feature writing. The LECTURES will give you specific instructions and a journalistic overview of why the four distinctive writing methodologies are used today in their respective applications. The LABS will offer you the opportunity to apply your creativity when studying one of the four writing methodologies in this introductory class.

### Prerequisite

Passing the department's **GSP Exam** or a **25 ACT English Score waiver**. No exceptions!

### III. Attendance & Punctuality:

Absence from class more than "5" times and there is a full letter grade reduction for JOUR 110.02. No matter what your excuse is (health, participation in NMSU extra-curricular activity, travel to participate in athletic contests, speeding ticket, car breakdown, jail time, etc.), a J110.01 student with **more than "5" classroom absences will have his / her grade lowered one full letter grade.** If your grade is a "C" at the end of your Final Exam and you have missed class more than **"5" times**, your grade will be lowered one full letter to a **D**. This class meets 28 times during the **2008 Spring Term**. Missing class **"5" times** is an **18%** absenteeism rate. There are no exceptions to the instructor's policy about the more than "5" classroom absences rule. **The student consumer is warned about this policy.** Attendance will be taken in **J110.02** each Tuesday and Thursday classroom day.

### IV. Grades & Grading for JOUR 110.02

**50.0%=** of your total grade is based upon 23 classroom writing assignments covering advertising, broadcasting, print newswriting, and public relations. These assignments will be graded as a **+** (pass) or **0** (fail). You must **pass** a minimum of **17 (73%) of 23** writing assignments in order to earn a grade of '**C**' for the **50.0% writing portion** of JOUR 110.02.

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2.

**50.0%=** of your grade is based upon the **four** exams covering all class lecture material and the specific chapters from the Stovall textbook (6th Ed) for this class. The exams will cover units on advertising, broadcasting, print, and public relations feature writing. The

grades are weighted in the specific manner: **91% =A**; must average **81%=B**; or must average **71%=C**. **A=3 points; B=2 points; C=1 point; D or F= 0 points.**

1. **No late work** will be accepted by the instructor of J110.02.
2. There is **no extra credit** for J110.02.
3. S / U grade. A student must earn a **C-** in order to earn a **"S"** grade in J110.02.
4. An **"I"** grade will only be given if a student has passed three-fourths (75%) of the J110.02 course work (i.e., passed "3" exams and 17 / 23=73% in the writing portion of the of the class).

#### **Important Dates to Remember 2007 Fall Semester:**

Last Day to Drop J110.02 with "W" (mid-term grade)	March 10	(Monday)
Last Day to Withdraw from the University	April 18	(Friday)
Spring Holiday (Good Friday)	March 21	(Friday)
SPRING BREAK	March 24-28	(Mon-Friday)
Final Exam Week	May 5-9	(Mon-Friday)

**JOUR 110.02 Final Exam Day is May 8 (Thurs), 3:30-4:30 pm. (Note: The JMC department observes and enforces the Final Examination Week schedule. No JOUR 110.02 Final Exam will be administered early to any J110.02 student.**

### **V. Assignment and Topic Schedule**

#### **Unit No. 1 WRITING FOR BROADCASTING**

Jan. 17; 22, 24, 29, 30; Feb. 5, 7. Classes will cover broadcast newswriting methods and lecture material. **1st EXAM, Feb. 7 (Thursday):** Covers lecture material on broadcast newswriting methods and **Chapter 1, "Sit Down and Write," and Chapter 7, "Writing for Broadcasting,"** in the Stovall textbook (6th edition).

#### **Unit No. 2 WRITING FOR NEWSPAPERS & THE ASSOCIATED PRESS**

Feb. 12, 14, 19, 21, 26, 28; Mar. 6, 11, 13, 19, 20. Classes will cover newspaper writing methods and specific points from the Associated Press Style Book. **2nd EXAM, Mar. 20 (Thurs):** Covers lecture material on print writing methods and **Ch. 2, "Basic Tools of Writing"; Ch. 3, "Style and the Stylebook"; Ch. 4, "Writing in the Media Environment"; and Ch. 5, "Writing for Print,"** in the Stovall textbook (6th edition).

#### **Unit No. 3 PUBLIC RELATIONS FEATURE WRITING**

April 1, 3, 8, 10, 15, 17, 22, 24. Classes will cover public relations writing methods and lecture material on the PHD feature writing method. **3rd Exam, April 29 (Tues):** Covers lecture material on public relations writing methods and **Ch. 9, "Writing for Public Relations"** in the Stovall textbook (6th edition).

#### **Unit No. 4 ADVERTISING COPYWRITING**

April 29, May 1. The **two specific** classes will cover the eight (8) advertising copywriting techniques for radio & TV advertising, plus **Ch. 8, "Writing Ad Copy,"** in your Stovall textbook (6th edition). **There will be no early administration of the 4th & Final Exam for any J110.01 student. The 4th Exam is your Final Exam, May 8 (Thurs), 3:30-4:30 p.m.** It covers lecture material on (8) copywriting techniques for R-TV, plus **Ch. 8, "Writing Ad Copy,"** in your Stovall textbook (6th edition).

**VI. Academic Misconduct:** NMSU rules for academic honesty will be enforced in J110.02. **3.**

### **VII. Students with Disabilities:**

Disabled students must be **diagnosed** with the Students with Disabilities office. *If you have or believe you have a disability and would benefit from any accommodations, you may wish to self identify by contacting the **Services with Disabilities Office (SSD)** located at **Corbett Center RM 244 (phone 646-6840)**. If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from SSD during **the first two weeks of classes**. It is your responsibility to inform either your instructor or SSD representative in a timely manner if service / accommodations provided are not meeting your need from SSD .*

### **Computer Literacy in MH 157**

Students are expected to become familiar with our Macintosh Computers in MH 157. The instructor will provide some assistance in T-Th Labs for those just learning the software. However, students should expect to learn the software program on their own by practicing when the MH 157 Mac Lab is available to them. **Students must buy a diskette and it must be formatted in Mac language** to be successfully used on the MH 157 computers. **PC / IBM disks are a No, No! Each student must have a NMSU.edu E-mail address to log on our MH 157 computers.** Anything else from **COMCAST, AOL, etc.** will not get the job done. All students taking **J110.02** must have a **NMSU.edu E-mail address** assigned to them by **Jan. 22 (Tues)**. No exceptions! Go to Jacobs Hall on the NMSU campus to get this requirement fulfilled.

Finally, the instructor reserves the right to change specific dates and assignments in this **2008 Spring Semester JOUR 110.02** syllabus to facilitate learning by introducing new material or guest speakers. Good luck, and I look forward to working with you. --Dr. Mac

### **Dr. Sean McCleneghan's 2008 Narrative Biography**

Dr. Sean (**Shawn**) McCleneghan (**Mac-Klin-ee-gun**) is a professor of journalism at New Mexico State University. He is a former newspaper reporter, broadcast news editor and public relations practitioner.

McCleneghan was presented the 2004-05 **William S. Dixon First Amendment Freedom Award** from the New Mexico Foundation for Open Government. Recipients of the **Dixon Award** are chosen because they exemplify the life and work of the late Bill Dixon, a renowned First Amendment and civil rights attorney. McCleneghan also earned the 2007 **Nancy Hamilton Award** from the El Paso Chapter of the Public Relations Society of America for his contributions in public relations education. McCleneghan has earned **four** teaching excellence awards since joining the N-M-S-U faculty in 1982.

From 1982-94, McCleneghan served as the N-M-S-U journalism department head. As the JMC department head, McCleneghan initiated in 1983 the department's paid summer media internship program where 641 JMC majors have since earned more than \$1.88 million dollars in professional media summer employment. In 1985, he directed that broadcast journalism students be placed on-the-air five nights a week to anchor, report and produce KRWG-TV's "News 22." In 1997, he assisted in raising \$30,000 during Finals Week to keep "News 22" on-the-air after federal and state funding cuts threatened to shutdown the valuable electronic news vehicle for journalism majors.

McCleneghan is also a five-time winner of national Huck Boyd Community Media Center research awards from Kansas State University. He is the author of more than 80 scholarly publications and 90 academic conference papers on the mass media. McCleneghan earned his Ph.D. from the University of Texas at Austin in journalism.