I. Catalog Description:

A study of newspaper and magazine features together with practice in writing non-fiction articles for publications of general, professional or trade interest (3 hours).

II. Prerequisites:

Completion of MC 320 with a grade of C or better; 45 hours

III. Objectives:

As an ACEJMC-accredited program, we embrace the key values of research, theory, law, ethics, history and diversity in our curriculum. Study of various aspects of research, theory, history, diversity, ethics and law are tied to specific topics throughout the course.

A. To enable students to write competent, credible feature stories.
B. To enable students to continue to build proficiency in AP Style.
C. To encourage students to pay full attention to the need for accuracy.
D. To encourage students to continue to pay full attention to the need for ethical conduct in all phases of reporting and writing.
E. To introduce students to the practice of researching, writing and marketing of non-fiction articles of various lengths for publication in newspapers and magazines.
F. To acquaint students with the tools necessary for staff writing and free-lancing.

IV. Expectations of students:

A. Research and write at least eight feature articles for campus or professional media.
B. Research the magazine market.
C. Research specific magazines.
D. Attempt to market articles to commercial media by writing query letters.
E. Attend all class meetings.
F. Meet all deadlines.
G. Write effectively.

V. Course Content:

A. Dimensions of Feature Writing (1 week).
B. The process of feature writing (1 week).
C. Style/structure of the feature story (1 week).
D. Researching the feature story (1 week).
E. Interviews (1 week).
F. Feature formats.
   1. The magazine industry (2 weeks).
a. Writing successful query letters.
b. Researching the magazine market.
2. The newspaper industry (2 weeks).
3. Writing the Internet feature (1 week).
4. The public relations feature (1 week).

G. Law and ethics. (3 units)
1. Press law review (1 week).
2. Publication rights (1 week).
3. Work for hire (1 week).

H. The professional portfolio (1 week).

VI. Textbooks:


VII. Basis for student evaluation:

A. Mid-term and final exam of equal weight (20 percent).
B. Minimum of eight feature story assignments (40 percent).
C. Minimum of two query letters (10 percent).