

## JOU 217 Feature / Editorial Writing

### COURSE DESCRIPTION:

Prerequisites: ENG 111

Corequisites: None

This course covers the basics of persuasive writing for community newspapers and other print media. Emphasis is placed on writing features, reviews, and editorials including audience analysis, appropriate language, effective supporting details, completeness, and accuracy. Upon completion, students should be able to write effective feature stories, reviews, and editorials. *This course has been approved for transfer under the CAA as a premajor and/or elective course requirement.*

Course Hours per Week: Class, 2; Lab 2. Semester Hours Credit, 3.

### LEARNING OUTCOMES:

Upon completing requirements for this course, the student will be able to:

1. Demonstrate the use of the writing process, including prewriting, drafting, revising, proofreading, and editing
2. Demonstrate an understanding of coherence and organizational writing patterns
3. Employ appropriate technology when composing texts
4. Construct and demonstrate the skills necessary in writing investigative journalism
5. Evaluate trends in electronic journalism and various social media
6. Research, construct, and submit texts to publications other than campus newspaper
7. Demonstrate feature-writing skills (applied to non-breaking news stories, non-news matter, interviews, profiles, columns, etc.) by interpreting events, providing context, foregrounding human-interest elements, and conveying the color of stories and events
8. Demonstrate interview skills
9. Edit their own and others' writing in workshops
10. Use headlines, captions and accompanying photo/graphics to frame and enhance feature stories
11. Apply the basic principles of page design, photojournalism and visual storytelling
12. Evaluate both print and electronic publications for article and design quality
13. Describe and apply the basic principles underlying libel law, journalism ethics, prior review and the student press, and AP style

### OUTLINE OF INSTRUCTION:

- I. Persuasive Writing for Print Media
  - A. Definition and Purpose
  - B. Role in Community Newspapers and Print Media
  - C. Significance of Audience Engagement
  - D. Types of Persuasive Writing
- II. Emphasis on Persuasive Writing Elements
  - A. Audience Analysis
  - B. Appropriate Language Usage
  - C. Effective Supporting Details
  - D. Completeness in Persuasive Writing

E. Accuracy in Persuasive Writing

III. Writing Specifics: Features, Reviews, and Editorials

A. Feature Stories

B. Reviews

C. Editorials

IV. Application of Persuasive Writing Skills

A. Practical Exercises

B. Evaluation of Persuasive Writing

C. Future Applications

**REQUIRED TEXTBOOK AND MATERIAL:**

The textbook and other instructional material will be determined by the instructor to ensure that current, relevant concepts and theories are present.