UNIVERSITY OF WATERLOO  
DEPT OF ENGLISH  

Winter 1996  

English 409: Journalism unit

Instructor:  Catherine F. Schryer  
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Course Description: English 409 is intended to expose students to the practices and criticism of specific writing communities. This year students can choose two of three units: advertising, journalism and forms of popular fiction. The following describes the unit in journalism.

Texts:  
Kennedy, G., et al. Beyond the Inverted Pyramid  
Fowler, R. Language in the News

*Students and instructor will also be required to purchase and bring to class the Saturday or Sunday editions of the Toronto Sun and one other national or local paper: Globe and Mail, Star or KW Record. The purchase of a national magazine such as Maclean's might also be necessary.

Course Policies:

1. Attendance: Attendance will be taken at each class and anyone missing more than one class (unless extenuating circumstances exist) will have marks deducted from both their editing and oral presentations marks, the two assignments that require group participation.

2. Late papers: Because of the intense nature of this course, late papers will be penalized 10% for every day late.

3. Reading: This course is an applied course that uses many workshops designed to help you develop your critical and practical skills. The assigned reading must be done prior to class for these workshops.

4. Newspapers: Newspapers are required reading and copies of Weekend editions must be brought to class.
Assignments:

1. A group oral report on the linguistic and rhetorical strategies characteristic of two papers in Ontario (one paper must be the Toronto Sun) as they cover one type of story. (10%)

   Each group member will turn in a 2,500 word comparative, critical analysis of the coverage of one type of story by two papers, one of which must be the Toronto Sun. Due Monday, February 25 at 4 pm. (30%)

2. An exam that will require students to imitate the editorial style or journalistic style of one newspaper in Ontario and justify their stylistic and rhetorical choices. (20%)

3. A portfolio containing 3 edited articles: one on a required subject. Individual portfolio assignments are always due on the Friday of the week they are assigned. The final portfolio must be submitted on Friday, Feb. 16 at 4 pm. (30%)

   Note: anyone who publishes an article during the course can include it in their portfolio and receive an A for that article. Published letters to the editor can also be included in the portfolio, but they will be graded.

4. Peer editing (10%)

Schedule

Jan 4. General meeting and introduction; pick modules

Week 2. Jan. 9 and 11.
Making the News
Fowler Chapt. 1 and 2

Structuring the News
Kennedy Part 3 - especially Chapt 9.

Week 3. Jan. 16 and 18
Analyzing the News: Fowler, Chapt. 3, 4, 5

Writing the News: Kennedy. Chapt. 6, 7, 8 and 11
First portfolio assignment due.

Week 4. Jan. 23 and 25
Analyzing the News: Fowler. Chapt 6, 7, 8

Producing the News: Kennedy. Chapt 4, 5, 6
Second portfolio assignment due.
Organizations, journalists, and public relations
Guest Speaker

Persuasive journalism
Fowler Chapt 11.
Kennedy Chapt 14.
Third portfolio assignment: required topic

Week 6. Feb. 6 and 8
Possible panel discussion of practising journalists
Student presentations begin if necessary

Week 7. Feb. 13 and 15

Feb. 13. Student presentations

Feb. 15 Final exam

Feb. 20, 22 Reading week