JOURNALISM 110.01
"Writing for the Mass Media"
2013 Fall Semester Syllabus

I. Instructor: Dr. Sean McClenehan (Mac-Klin-ee-gun)  
T-Th (lect) 8:55-9:30 a.m. (lecture) MH 157  
T-Th (lab) 9:30-10:40 a.m. (lab) MH 157  
Office Hours: TUES / THURS  
10:30-11:30 a.m. MH 138  
1:15- 2:15 p.m. MH 138  
4:00- 5:00 p.m. MH138, or by  
Text: Writing for the Mass Media  
6th edition, James Stovall  
(required); buy USED Edition  
ISBN: 0-205-44972-7 Amazon;  
also Rent-a-Book  
Text: The AP Stylebook  
(required) buy LATEST Edition

SPECIAL APPOINTMENT by calling me at home (522-4436) or at 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 Jeremy Quintana from your J110 class, Dr. Mac.  I need some help.  Call me  
at 646-2742."  Please, no telephone calls to my home after 7:00 pm (Monday-Friday). No  
calls on Saturdays or Sundays.  My E-mail address is: smcclene@nmsu.edu.

II. Description/purpose of J110.01 course:  
This class will introduce you to the different writing methodologies in advertising, blog writing,  
broadcasting, AP print news writing, & public relations feature writing.  The LECTURES will  
give you specific instructions and a journalistic overview of why the five distinctive writing  
methods are used today in their respective applications.  This is not a Web CT class.  You  
must attend class and participate in the “deadline” writing exercises given to you from 1:30-  
3:20 p.m. each Mon / Wed, so that you will learn discipline and organization in your reporting  
skills for advertising, blog writing, broadcasting, print news writing, and public relations feature  
writing.  Context and perspective will be introduced early in J110 and it will be continued in  
every different writing methodology until the completion of the J110 class on Dec. 12. The  
LABS will offer you the opportunity to apply your creativity when studying one of the five writing  
methodologies in this introductory media writing class.

Prerequisite  
Passing the department's J102 GSP class, or earning a 25 ACT English Score waiver or  
560 SAT score waiver.  No exceptions!

III. Attendance & Punctuality:  
Absence from class more than "5" times and there is a full letter grade reduction for JOUR  
110.01.  No matter what your excuse is (health, participation in NMSU extra-curricular activity,  
travel to participate in athletic contests, speeding ticket, car breakdown, court appearance, 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 29 times during the 2013 Fall Term.  Missing class "5" times is a 17%  
absenteeism rate.  There are no exceptions to the instructor's policy about the more than "5"  
classroom absences rule.  The student consumer is forewarned about this policy.  
Attendance will be taken in J110.01 each Monday and Wednesday classroom day.  This is an  
in-class WRITING class, not an online Web class.  Deadline pressure is addressed in this
class where the student must write under pressure in situational in-class exercises.

IV. Grades & Grading for JOUR 110.01

50.0% of your total grade is based upon classroom writing assignments covering advertising, blogging, broadcasting, print news writing, and public relations. These assignments will be graded as a + (pass) or O (fail). You must pass a minimum of 17 of 23 writing assignments (73.9%) in order to earn a grade of “C” for the 50.0% writing portion of JOUR 110.02.

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, blogging, broadcasting, print, and public relations feature writing. The grades are weighted in the specific manner: 91% =A; 81%=B; 71%=C. A=3 points; B=2 points; C=1 point; D / F= 0 points.

1. No late work will be accepted by the instructor of J110.01.
2. There is no extra credit for J110.01.
3. An "I" grade will only be given if a student has passed (71%) of the J110.01 course work.

Important Dates to Remember 2013 Spring Semester:
Deadline for Degree Application for Fall Graduation Aug 30 (Fri)
Deadline for ADDING course registration Sept 3 (Tues)
Last Day to Drop J110.01 with "W" (mid-term grade) Oct 15 (Tues)
Last Day to Withdraw from NMSU Nov 15 (Fri)
Spring Break for Students Nov 25-29 (M-F)
Student Evaluations; Take Home Final Dec 3 (Tues)
Final Exam Week Dec 9-13 (M-F)

JOUR 110.01 Final Exam Day is Dec. 12 (Thurs), 9-10 a.m. (Note: The JMC department observes and enforces the Final Examination Week schedule. No JOUR 110.01 Final Exam will be administered early to any J110.01 student. There are no exceptions to this rule.

V. Assignment and Topic Schedule
UNIT NO. 1 WRITING for the NEW MEDIA ("blogging" with in-line links)
Aug. 22, 27, 29.

UNIT NO. 2 WRITING for BROADCASTING

UNIT NO. 3 WRITING for NEWSPAPERS and the ASSOCIATED PRESS (AP)
Oct 1, 3, 8, 10, 15, 17, 22, 24, 29, 31. 2nd EXAM, Oct. 31 (Thurs): Covers all 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. 4  PUBLIC RELATIONS FEATURE WRITING

Nov 5, 7, 12, 14, 19, 21.  3rd EXAM, Nov 21(Thurs): Covers lecture material on public relations writing methods including the PHD writing method for feature story writing from empirical research and Ch. 9, "Writing for Public Relations" in the Stovall textbook (6th edition).

Unit No. 5  ADVERTISING COPYWRITING

Dec 3, 5. 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).

Dec 5 (Thurs) J110.01 Student Evaluations will be done in class.

NOTE: there will be no early administration of the 4th & Final Exam for any J110.01 student. The 4th Exam is your Final Exam, ion Dec. 12 (Thurs), 9:00-10:00 a.m. It covers all lecture material on the (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 J110.01.

VII. Student Disabilities: Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) covers issues relating to disability and accommodations. If a student has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact: Trudy Luken, student accessibility services (SAS)-Corbett Center, RM. 244 Phone 646-6840. E-mail: sas@nmsu.edu Website: www.nmsu.edu/~ssd/

VIII. Student Discrimination: NMSU policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct, sexual violence, sexual harassment and retaliation. For more information on discrimination issues, Title IX or NMSU’s complaint process contact: Gerard Nevarez or Agustin Diaz, office of institution equity (OIE)—O’Loughlin House. Phone 646-3635. E-mail equity@nmsu.edu Website: http://www.nmsu.edu/~eeo/

Finally, the instructor reserves the right to change specific dates and assignments of this JOUR 110.01 class syllabus to facilitate learning by introducing new material or guest speakers. Good luck, and I look forward to working with you.

--Dr. McCleneghan

(continued)
Dr. Sean McCleneghan's 2013 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 is a 2012-13 NMSU Distinguished Achievement Professor and earned his 2nd NMSU Donald C. Roush Teaching Excellence Award in 2012. In 2010, he was granted Honorary Lifetime Membership in the Public Relations Association of the Southwest (PRASW) Rio Grande Chapter for his contributions to the organization the past 25 years.

In 2009, McCleneghan was named the first recipient of the NMSU Provost's Award for Excellence in Academic Advising. In 2007, he earned the Hamilton Award from the El Paso Chapter of the Public Relations Society of America for his contributions to public relations education.

In 2004, he earned the 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.

From 1982-94, McCleneghan served as the NMSU journalism & mass communications department head. As the JMC department head, McCleneghan initiated in 1983 the department's paid summer media internship program where 773 JMC majors have since earned more than $2.4 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 the department's journalism majors.

McCleneghan is also a five-time winner of national Huck Boyd Community Media Center research awards from Kansas State University. McCleneghan has earned five teaching excellence awards since joining the New Mexico State University faculty in 1982. He is the single author of more than 90 scholarly articles on the mass media since 1973.

McCleneghan earned his Ph.D. in journalism from the University of Texas at Austin. 
http://www.nmsu.edu/~jrnalism/

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