

COM140: STORYTELLING

MOLLY YANITY, Ph.D.

SPRING 2019
CCE202

MWF 8-8:50 a.m.

COURSE WEBSITE www.mollyyanity.com/com140-storytelling.html
OFFICE HOURS: MTW 9:30-11:30 a.m.
ROOM CCE 267 or by appointment

COURSE OVERVIEW

This survey course has been designed to reinforce grammatical standards of the English language while introducing students to the basic tenets of dramatic, journalistic and strategic writing. Through the examination of a single theme, students will learn to tell stories using the three writing styles as they identify and connect with specified audiences.



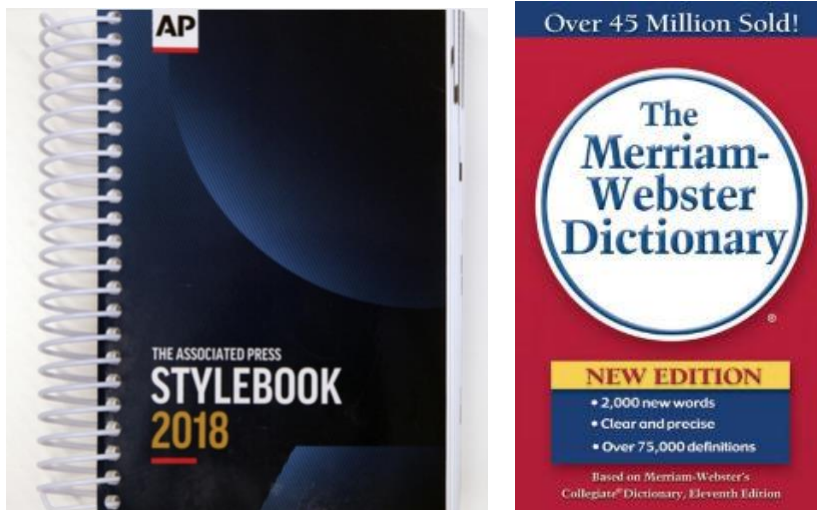
COURSE OBJECTIVES/LEARNING OUTCOMES

At the conclusion of this course, the assigned readings, class discussions and completed assignments should have helped you to:

- Identify and utilize the active voice, proper agreement and other grammar tenets
- Understand and employ the journalistic style of writing, including a working knowledge of Associated Press style
- Identify and connect with key audiences and publics, and execute message for those populations
- Learn the dramatic structure and how to apply it in the professional, industry standard format for screenwriting

TEXTBOOKS

- [The Associated Press Stylebook](#) or the [digital subscription](#)
- A dictionary/thesaurus
- A digital audio recorder (You can use a smartphone, or laptop)



GRADING

Your grade will be comprised of the total score of the following:

Journalism Article	20 percent
Strat Comm Mini Campaign	20 percent
Short Film Script	20 percent
Homework	20 percent
AP Stylebook quizzes	10 percent
Grammar Test	5 percent
Engagement/Attendance	5 percent

Quizzes

Quizzes will be given at the beginning of class. There will be *no make-ups*. (One quiz score will be dropped)

Attendance

Attendance is mandatory. You are permitted two absences, which is why one quiz score is dropped. **IF YOU MISS CLASS, it is YOUR responsibility to make up work. Do not ask the professor what you missed; ask a classmate, consult the syllabus/schedule.**

Engagement

Engage; you're here so you might as well learn. *Please keep stored during class to prevent the urge to disengage.* You may have your laptops out to take notes, but if you are doing things unrelated to class and I notice, I will assume you are disengaged.

These points are awarded at my discretion and will be the determining factor of grades "on the edge." Also, if you are reading the syllabus, email the professor and cut and paste this sentence in its entirety for five points toward the Engagement by noon, Thursday, Jan. 24, 2019. Good sign of engagement from the get-go!

Schedule/Readings

The daily class schedule with correlating readings is [available here](#).

COURSE/UNIVERSITY POLICIES

Technology

Out of respect for your professor and fellow classmates, phones are not permitted for use in class unless specified by the professor beforehand.

It is recommended you take notes via pen/paper and can then be transferred to electronic format outside of the class time. But, if you are more accustomed to using your laptop for notes, it is permitted, but I'm serious about the engagement thing.

Assistance

If you have health or educational needs, please inform me **within the first week of the semester**. Consistent with its responsibilities, Quinnipiac University also provides [reasonable accommodations to promote equal educational opportunity](#). The University provides staff members to ensure compliance with the ADA and Section 504. These staff members work directly with students, faculty and staff regarding reasonable accommodations and other assistance as needed. If you require assistance beyond what I can provide, please contact John Jarvis, Coordinator of Learning Services at 203-582-5390 or John.Jarvis@Quinnipiac.edu.

Supplemental assistance

Understanding and using the basics of grammar, punctuation and writing structure are expected. If you are having difficulty with this, please seek assistance from the QU Learning Center at TH 119, or call (203) 582-8628.

Academic Integrity

Familiarize yourself with Quinnipiac University's policy on Academic Integrity. ([Available in full here.](#)) *Along with the University's policy, understand that made-up sources, made-up quotations will result in failing and/or lower grades.*

UNIVERSITY/DEPARTMENT LEARNING OUTCOMES

Quinnipiac University has established Essential Learning Outcomes and learning paradigms. They include **Interpersonal Proficiencies:** Written communication, oral communication, responsible citizenship, diversity awareness & sensitivity and social intelligence, and **Intellectual Outcomes:** Critical thinking & reasoning, scientific literacy, quantitative reasoning, information fluency, creative thinking and visual literacy.

More on these outcomes is [available here](#).

The Department of Journalism states that its mission is “to prepare journalism professionals who reflect and can effectively report on the diversity of the human experience.”

Students who graduate with a degree in journalism should be able to:

1. Demonstrate the ability to research, report, write and edit news stories that conform to professional journalism standards, including the ability to apply basic numerical and statistical concepts.
2. Demonstrate command of the techniques used to produce and present news in print, broadcast and digital environments, and understand the interconnectedness of these systems.
3. Demonstrate familiarity with the history of journalism, its social responsibility and the underpinnings of its practice in a culturally and racially diverse society.
4. Understand the implications of the First Amendment and the role journalism plays in democracy.
5. Engage in the ethical practice of journalism.