WR 448/548 Magazine Article Writing
4 credits
Upper-division standing required

Rationale for conversion: the conversion will give students a greater opportunity to engage with the magazines and in the field to explore markets for their work, including electronic and digital publishing sites as an aspect of information literacy. An additional assignment will be added to the course requirements that will charge each student with becoming familiar with -- and giving a presentation to the class about -- a particular magazine they have targeted. Students will also be required to meet outside of class several times during the term for peer response to major assignments.

The four credit version will:
• add instruction in electronic and digital publishing sites;
• add research and presentation on literary marketplace;
• require students to meet several times outside of class in instructor-guided peer review sessions.

The core syllabus below reflects the four credit generic version.

Course Description from OSU Catalog:
Writing the magazine article. Analyzing markets and writing query and cover letters, marketing manuscripts to Magazines. Interviewing and researching. PREREQ: Upper-division standing.

Learning Outcomes for students in WR 448:
This course is designed to reproduce, as closely as possible, the actual process by which a working freelance writer transforms a raw idea into a finished, publishable piece of writing. Students who complete the course successfully will be able to:
• Analyze the needs and preferences of magazine markets from the standpoints of content, approach, angle, audience, and style in digital and print sources (Information Literacy)
• Devise appropriate article ideas and to slant them toward a chosen market
• Write persuasive query letters and article proposals
• Design inventive and effective article approaches
• Write the tight, efficient prose valued by most magazine markets

Additional Learning Outcomes for students in WR 548:
• Design and execute feature-length writing for targeted magazine markets;
• Appraise and analyze market research for magazine submission.

WR 448 Students:
Your written work for the course will consist of several short assignments and three 1000-word magazine articles and one optional revision. You will also make a short presentation on magazine market(s) based on your research. The details of these assignments are explained in the photocopied course packet at the bookstore. All work submitted for the course must be typed unless otherwise indicated.

Differentiation: WR 548 Students:
Your written work for the course will consist of two 1000-word articles, revisions of both of these articles (due at the end of the term), for 40% of the course grade; and one feature-length piece of 1500-1700 words (also due at the end of the term) for 50% of the course grade. You will also make a
substantial presentation on magazine market(s) based on your research (10%). All work submitted for the course must be typed unless otherwise indicated.

WR 448 Evaluation of Student Performance:
The grade for the course will be based as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Analysis &amp; Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Query Letter</td>
<td>15%</td>
</tr>
<tr>
<td>First Article</td>
<td>20%</td>
</tr>
<tr>
<td>Second Article</td>
<td>25%</td>
</tr>
<tr>
<td>Third Article</td>
<td>25%</td>
</tr>
<tr>
<td>Optional revision</td>
<td>see below</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

The "other" category consists of shorter assignments that will be given in class, and your participation as a workshop leader. These will not be graded individually but taken as a group. You may revise either the first or second article at the end of the term. The average of the grades for the original version and the revision will count as the grade for the assignment.

COURSE POLICIES

I. ATTENDANCE IS MANDATORY. Since much of the course will involve discussions and workshops, you are expected to be present, alert, and prepared at each session. You are also expected to be on time. I'll take attendance at the beginning of each class; if you're not present when your name is called, you are functionally absent. Four absences will lower your final grade by one half-letter; and each absence afterward will lower it an additional half-letter. Being absent on the day that you distribute your article to the class for workshop will result in an F for the piece and will also prohibit you from leading a workshop discussion, which is another graded assignment. Being absent on the day you are scheduled to lead a workshop discussion will result in an F for that assignment.

II. The texts for the course are:

* Writer's Digest Handbook of Magazine Article Writing
* A photocopy packet of materials available at the OSU Bookstore.
* The Writer's Market (You'll need to consult this book, but buying it is optional; if you don't choose to buy it, there's a copy in the reference section of the library under PN161 W72006)
* A handbook of grammar and mechanics

Note that there will be a few extra expenses for the course—photocopying a complete copy of your article for every student in the class for workshop and the cost of reproducing online articles if you print them at the library.

IV. Written assignments must be submitted in class on the day they are due as hard copy. I don't accept any written work submitted by email. Late work will be penalized one full grade for each class day it's late. Proofread your work carefully. This is a writing course, and errors in grammar, spelling and punctuation will affect the evaluation of your work.

Statement Regarding Students with Disabilities:
Accommodations are collaborative efforts between students, faculty, and Services for Students with Disabilities (SSD). Students with accommodations approved through SSD are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through SSD should contact SSD immediately at 737-4098.
WR 448/548 SYLLABUS, SPRING TERM 2006

This syllabus is organized by dates on which assignments are due, not by the dates on which they are given. Numbered assignments are detailed in the course photocopy packet available at the bookstore.

Written assignments are indicated in boldface italics. (Reminders in parentheses) indicate due dates of upcoming written work that you should plan for.) Market Presentations will be scheduled on a sign-up basis throughout the term.

Week One:
April 4: (Reminder: Look at Assignment #1, self-assessment essay, due April 6.)

April 6: Textbook pp. 18-26; 40-43 (getting ideas) and pp. 141-193 (article types) Assignment #2, table of contents analysis Assignment #1, self-assessment essay, due

Week Two:
April 11: Assignment #3: Country Journal and Country Living articles from library database. Read: "Some Notes on Writing and Reading" in the photocopy packet. (Reminder: Look at Assignment #4, market analysis, due April 18)

April 13: (Reminder: Look at Assignment #11, informational/service or how-to article, due May 9)

Week Three:
April 18: Assignment #4, market analysis, due
Textbook pp. 47-63 (queries, selling ideas) and pp. 241-243 (cover letter advice that applies to query letters). Read the three sample query letters in photocopy packet (Reminder: Look at Assignment #7, query letter, due April 27)

April 20: Assignment #5, sample informational/service article from library database

Week Four:
April 25: Assignment #6, sample how-to articles from library database

April 27: Textbook pp. 85-93 (leads and titles) Assignment #7, query letter, due today (Reminder: Look at Assignment #8, lead paragraphs, due May 2.)

Week Five:
Assignment #8, lead paragraphs, due today
(Reminder: Look at Assignment #12, travel/destination or profile article, due May 23.)

*May 4: Textbook pp. 200-209 (travel writing)
Assignment #9, sample travel/destination articles

Week Six:
May 9: Assignment #10, sample profile articles Textbook pp. 69-84 (interviewing)
Assignment #11, Informational/Service or How-to Article Due

May 11: Workshops
Read "Workshop Procedures and Etiquette" in photocopy pack
(Reminder: Look at Assignment #13, third article, due June 8.)

Week Seven:
May 16, 18: Workshops
Textbook pp. 141-145 and pp. 154-177 (other types of articles suitable for feature-length assignment)

Week Eight:
May 23: Workshops
Assignment #12, Destination/Travel or Profile Article Due
May 25: Workshops

Week Nine:
May 30, June 1: Workshops

Week Ten:
June 6: Workshops

June 8: Workshops. Assignment #13, Third Article (and optional revision), Due in my MAILBOX by NOON

*Note: On May 4, I will distribute the workshop schedule for the remainder of the term. Locate your name on the schedule. One class day prior to the day scheduled for workshopping your article, you must bring to class 30 COPIES of your piece and your market analysis. (Double-spaced; double-side is okay). That is, if you're scheduled for a May 18 workshop, you must bring copies of your piece to class on May 16. If you wish, you can remove any personal information—phone, address, email, etc—from the workshop copies.