



LANCASTER BIBLE COLLEGE

YOUR JOURNEY. OUR FOCUS.

Course Number & Title – COM350 Writing for Publication

Department – AUD – Communication and Media Arts

Contacting Your Professor

1. To contact your professor, select "Inbox" from the global navigation bar on the left-hand side of your screen. After selecting inbox, click the pencil in the top right of your screen to begin your message. Type in your professor's name and your message before sending.

Delivery – Online

Course Description – This course provides an opportunity for students to become disciplined writers of quality publishable materials. Students will learn to critique and edit their own work in light of the requirements of specific publishers. Students will analyze Christian and secular literary market needs and propose/prepare manuscripts to meet those needs. They will also explore the method of marketing work to publishers independently or through an agent. (3 credits)

Course Prerequisite(s) – COM 202 or permission of instructor

Student Learning Outcomes – As a result of this course the student will do the following:

1. Identify and analyze the publishing opportunities in Christian and secular literary markets
2. Explore the convention of writing for a variety of literary genres.
3. Evaluate and edit their own work in light of publication standards.
4. Practice developing their work in collaboration with an editor.
5. Develop professional query letters to market their original work.
6. Submit work to publishers for consideration.

Course Requirements

1. *Textbook(s)* – Book information and a price comparison tool can be found at <https://www.lbcbookstore.com/>. Click on "Find Your Textbooks" in the middle of the page. Here you will find the bookstore's prices, digital options, plus Amazon and other online retailers.
 - a. *Required* –
 - i. Blundell, William E. *The Art and Craft of Feature Writing: Based on the Wall Street Journal Guide*. New American Library, 1988.
 - ii. Yudkin, Marcia. *Writing Articles about the World around You*. Creative Ways Publishing, 2012.
 - b. *Recommended* –
 - i. *The Associated Press Stylebook and Briefing on Media Law*. Basic Books, 2019.

2. *Materials*

- a. *Shattered Glass*. Directed by Billy Ray. Lions Gate Films, 2003.
- b. Digital camera (camera on phone is fine)

3. *Assignments*

- a. **Articles** (20%) – Throughout this course, you will write four soft news articles using the techniques and structures learned in class to research, interview, report, and write quality publish-ready articles. Specific article requirements will be detailed within the individual course assignments. (SLOs 2, 3, 4)
- b. **Interviews** (10%) – You will conduct a minimum of eight interviews over the course of this class. Two sources will be required for each article. You will be responsible for identifying and professionally contacting your sources, completing any pre-interview research, creating interview questions, and conducting the interviews. Interviews can be done in person (preferred), over the phone, or via email. Information and quotes gathered from these interviews will be used within the article assessments. (SLOs 2, 4)
- c. **Query Letters** (10%) – You will write a query letter email for each of the four articles due throughout this course. These letters will be composed with a specific publishing opportunity in mind and will require accurate contact information in a proper email format. (SLOs 1, 5)
- d. **Reading Responses** (10%) – You will respond to textbook readings and online materials in a variety of ways throughout the course. These responses require depth of thought and reflection that indicate not only a thorough understanding of the material, but critical reflection as well. (SLOs 1, 2, 3, 4)
- e. **Discussion** (10%) – You will participate in weekly online discussions requiring the access and reading of magazine/publication articles from print/online sources. This means you will need to be reading magazines on a regular basis. Discussions will be based on specific prompts related to class materials and topics. You will regularly be required to post a commentary on a selected story as well as comment on classmates' postings. (SLOs 1, 2)
- f. **Publication Presentation** (10%) – You will use print or online resources to learn about and share a publication opportunity for possible employment, internship, or freelance opportunities. (SLO 1)
- g. **Portfolio** (20%) – You will receive feedback on all assignments turned in on time. You will be expected to make the suggested corrections/changes and then create one PDF file of all revised stories. You will also create and include an original query letter addressed to the instructor. This portfolio project is a requirement to pass this course, regardless of your grade prior to the project. (SLOs 1, 2, 3, 5, 6)
- h. **Publication Submission** (10%) – You will submit two revised articles of your choosing. One will be submitted to LBC's Focus editor for publication consideration. One will be submitted to a publication opportunity discovered through the Query Letter assessment. You will be expected to make contact through email in a professional manner. (SLOs 5, 6)

4. *Exams and Quizzes*

- a. There are no exams or quizzes in this course

5. *Extra Credit*

- a. **Publication Submission** (up to 4% back) – This extra credit opportunity involves submitting two additional revised pieces for potential publication through publication opportunities or the Focus editor. You may not resubmit the revised pieces submitted for the official Publication Submission assessment. You will be expected to make contact through email in a professional manner. (SLOs 5, 7)
- b. **Movie Analysis** (up to 4% back) – In order to assist with your understanding of the implications of writing for publications, you will watch the movie “Shattered Glass” available on DVD or streaming services. Extra credit is available if you write a review of this movie with specific journalistic prompts in mind as detailed within this assignment. (SLOs 1, 3)

Course Procedures

1. *Course Practices* – This online course uses readings, discussions, and other resources and activities to aid and measure the learning of its objectives. Work through the weeks in sequential order, completing the learning explorations and assignments. Please take these opportunities to interact with the instructor and fellow students about the course content, the learning experience, and the relationships between the material and one’s own experience.
2. *Participation Policy* – Attendance and participation for this course take the form of completing all readings and assignments in a timely manner, contributing to discussions with clarity, and actively collaborating with fellow students when required.
3. *Grading Policy, Rating Scale, Use of Rubrics, etc.*

<i>Excellent</i>	A	=	94–100	B-	=	80–83	D+	=	67–69	
	A-	=	90–93	C+	=	77–79	<i>Passing</i>	D	=	64–66
	B+	=	87–89	<i>Average</i>	C	=	74–76	D-	=	60–63
<i>Good</i>	B	=	84–86	C-	=	70–73	<i>Failure</i>	F	=	0–59

The weight of each assignment in relation to your final grade is allocated in the following grading categories:

Articles	20%
Interviews	10%
Query Letters	10%
Reading Responses	10%
Discussion	10%
Publication Presentation	10%
Portfolio	20%
Publication Submission	10%

4. *Late Assignment Policy* – There is no late work accepted for this course as the communication field is very deadline-driven. The course has very clear deadlines. Please do not wait until the last minute to plan, interview, research, write or edit your work. Learn to manage your deadlines, time and schedule wisely. Extensions will not be granted.

5. *Make-up Policy* – There is no make-up policy for this course.
6. *Ally Center Statement* – The Ally Center is LBC | Capital’s hub for academic services, resources, and accessibility. The academic services include disability services, writing services, and academic mentoring services and are available at no additional cost. To schedule an online or on-campus appointment, or for information regarding resources, locations, and hours of operation, visit lbc.edu/ally.
 - a. *Disability Services* – LBC | Capital is committed to creating an educational environment that is inclusive and accessible, in compliance with the guidelines of the ADA and Section 504 of the Rehabilitation Act. Students choosing to disclose a disability must contact the Disability Services Office to discuss reasonable accommodations.

After speaking with the student and reviewing documentation, reasonable accommodations will be determined. It is in the student’s best interest to contact the Disability Services Office as early as possible prior to each new term since professors cannot provide accommodations without verification from the DSO and accommodations cannot be applied retroactively. More information and disclosure forms are available at lbc.edu/ally.

Please note: Students should register with the Disability Services Office each term for which accommodations are desired; accommodations from the prior semester are not automatically carried over.

The Disability Services Office can be reached at 717.560.8200 ext. 5383 or DSO@lbc.edu. The confidential fax line is 717.560.8261.

- b. *Writing Services* – The Writing Center is available to help any LBC | Capital student with writing assignments from any course. Students can schedule a one-on-one appointment with professional personnel or peer mentors at any point in the writing process. Writing Services include: assistance in brainstorming and outlining, development of ideas, critique of partial or full drafts, and/or review of formatting and citations. Appointments are available both on campus and online. A variety of writing resources are available at lbc.edu/ally.

The Writing Center can be reached at 717.560.8200 ext. 5486 or by email at writingcenter@lbc.edu.

- c. *Academic Mentoring Services* – Academic Mentoring Services (AMS) provides academic services at no cost to any current undergraduate LBC student. Professional personnel and peer mentors come alongside students to assist with major projects, time management, review of course content, test-taking skills, and study strategies. A variety of academic resources are available at lbc.edu/ally.

Students may make academic mentoring appointments by phone at 717.560.8200 ext. 5389 or by email at ams@lbc.edu.

d. *Contact Information*

Location	Email	Phone
Lancaster	allycenter@lbc.edu	717.569.7071 ext. 5389
Philadelphia	AllyPhilly@lbc.edu	215.329.5400 ext. 5753
Washington D.C.	AllyDC@lbc.edu	301.552.1400 ext. 5806
Online	allycenter@lbc.edu	717.569.7071 ext. 5389

7. *Academic Integrity Statement* – As followers of Christ, we need to be fully committed to honesty and truthfulness in all aspects of our lives, including in our academic lives. Therefore, academic dishonesty will not be tolerated in any way. Students are responsible to familiarize themselves with LBC’s Academic Integrity Policy and adhere to it. It is located in the Student Handbook.
8. *Statement on Self-care* – College in general is a rich and fulfilling experience, full of opportunities for students. Along with this abundance of opportunities comes the challenge of maintaining a healthy life balance characterized by productive tension, a sensible schedule, and time for rest. Productive tension, at times, can be compounded by unexpected life challenges, causing unproductive levels of stress. This can lead to feelings of sadness, increased anxiety, and an overall lack of focus. For this reason, LBC|Capital strongly encourages students to care for themselves physically, emotionally, and spiritually during each academic term and throughout their journeys. Everyone benefits by support in times of struggle so students are also encouraged to seek help promptly by talking with professors or other College staff about life challenges as related to academic performance and to seek advice regarding available supports inside and outside of the LBC|Capital community.

Course Resources

1. *Technology Difficulties* – The Help Desk is available to help you with computer and technology problems and questions. Call 717.560.8200 ext. 4357 (HELP), email help@lbc.edu, or visit <https://www.lbc.edu/helpdesk>.
2. *Library Resources* – The library subscribes to numerous databases to provide access to scholarly and peer-reviewed journal articles, eBooks, newspapers, magazines, and much more. Online resources are accessible anywhere on campus or remotely 24/7 using your LBC username and password. To access these resources, go to <https://www.lbc.edu/library>. The library website also includes links for students to request research assistance:
 - ASK A LIBRARIAN is for information from an LBC librarian within 24 hours (Monday-Friday).
 - LIVE CHAT is for immediate assistance—usually from a non-LBC librarian.
 - REQUEST RESEARCH CONSULTATION is for arranging an appointment with a librarian, either in-person or online.
3. *Bibliography* – None
4. *Extra Resources*
 - a. Laube, Steve. *The Christian Writers Market Guide. Your Comprehensive Resource for Getting Published*. Christian Writers Institute, 2019.
 - b. Brewer, Robert Lee. *Writer's Market*, 99th Ed. Writer’s Digest Books, 2020.