TEXT:
Readings and lecture materials will come from OER (open educational resources) and other freely available articles, both online and in print.

COURSE DESCRIPTION:
Types of special articles and writing techniques best adapted to marketing material in newspapers and magazines, both in print and online. Writing enhanced. Prerequisite: MCM 205 with a grad of C or better.

MCM 309, "Feature Writing" (3 credits), typically meets twice each week (Tuesday/Thursday) in 75-minute segments for 15 weeks and also meets for a 2.5-hour final exam. Students have assigned readings, study various types of features, write 4 or 5 features, do in-class and out-of-class short assignments related to feature writing and have a mid-semester exam in addition to the final. They also read their classmates' features, which they critique in class. These activities average a minimum of 6 hours of work each week to prepare outside of classroom hours.

PROGRAM LEARNING OUTCOMES (PLOs):
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

JOURNALISM CONCENTRATION PLOs:
1. Demonstrate appropriate writing and editing skills across diverse multimedia platforms.
2. Gather, analyze, organize and synthesize information on contemporary topics to develop a news story.
3. Demonstrate the application of contemporary technology, terminology and techniques in the news-gathering process.
4. Understand effective visual language and how to apply it to convey messages and enhance the communication process.
ACADEMIC INTEGRITY:
Students in this class are expected to read and abide by the university policy on academic integrity. If a student is found in violation of this policy, he/she will be subject to receiving a failing grade for this course, and the violation will be reported to the proper university authorities.

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways, including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

DEFINITION OF ACADEMIC DISHONESTY:
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

WITHHELD GRADES SEMESTER GRADES POLICY (A-54):
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

STUDENTS WITH DISABILITIES:
To obtain disability-related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

ACCEPTABLE STUDENT BEHAVIOR:
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
LAB FACILITY, COMPUTERS, AND PRINTERS:
I know it’s tempting, but food and/or drinks are not allowed in the lab due to the nature of the equipment. Please help us with this policy by being responsible with yourself first. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 labs) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments. Lab assistants are available for general assistance. If you experience a problem with computer equipment, please note the problem in detail, which computer you used, and report this information to the lab assistant.

ATTENDANCE POLICY:
You are expected to come to every class period. If you believe you have a reasonable excuse for absence, you must notify your instructor IMMEDIATELY. What constitutes a “reasonable excuse” is determined by your instructor.

GRADES:
You will be graded on four feature story assignments, worth 60% of your overall grade (each story is worth 15% of your overall grade), presentations and discussions, worth 10% of your overall grade, rough drafts worth 10% of your overall grade, and a portfolio worth 10% of your overall grade.

FEATURE STORIES (60% @ 15% each):
Feature stories will make up the bulk of your overall grade. We will discuss these assignments in class and each will come with a specific rubric detailing what you will be graded on. Each feature story is worth 15% of your overall grade. Students may choose to do a fifth feature article to replace their lowest grade.

ROUGH DRAFTS (10% @ 2.5% each):
You will be asked to provide rough drafts for every feature story assignment, so that the instructor can provide general feedback regarding assignments before a final draft is turned in. Please note that the instructor will need you to have a certain amount of your story written in order to provide adequate feedback. You will be graded on whether or not you have put forth a good-faith effort to begin work on your feature story.

CLASS PARTICIPATION (PRESENTATIONS, DISCUSSIONS, & CRITIQUE) (10%):
Each student is expected to present one of their feature stories to the class using whatever method they choose to present (Powerpoints, videos, classroom exercises, etc.) and is expected to critique other students’ work during assigned class periods. Students will also be asked on some occasions to select feature stories to discuss in class or present, as part of this participation grade. Essentially, this is a class participation grade, but students must do more than simply come to class to receive full credit.

PORTFOLIO (20% @ 10% mid-semester & 10% final):
In lieu of tests, you will be asked to include corrected assignments, a short biography of yourself, and short essays on what you have learned in class in an online portfolio. If you already have an online portfolio, you may use it as long as you dedicate a full page to this Feature Writing course. What is expected in terms of portfolio content will be discussed in class, and you will be given rubrics explaining what is expected to be included in both the mid-semester (rough draft) and final version of the portfolio. As this is a writing-focused course, the quality of the written content matters much more than the layout of your portfolio.
# Course Calendar (Tentative)

<table>
<thead>
<tr>
<th>DATE</th>
<th>Topics/Assignments</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 Aug 27 – Aug 29</td>
<td><strong>INTRODUCTION- DEFINING THE FEATURE STORY. EXPLAIN PORTFOLIO ASSIGNMENT.</strong></td>
<td>PORTFOLIO</td>
</tr>
<tr>
<td>Week 2 Sep 3 – Sep 5</td>
<td><strong>HUMAN INTEREST &amp; THE PERSONALITY PROFILE.</strong></td>
<td>FEATURE #1</td>
</tr>
<tr>
<td>Week 3 Sep 10 – Sep 12</td>
<td><strong>INTERVIEWING, QUOTES, FEATURE LEADS.</strong></td>
<td>FEATURE #1 ROUGH DRAFT</td>
</tr>
<tr>
<td>Week 4 Sep 17 – Sep 19</td>
<td><strong>FEATURE #1</strong></td>
<td>FEATURE #1 DUE</td>
</tr>
<tr>
<td>Week 5 Sep 24 – Sep 26</td>
<td><strong>RESEARCH &amp; STYLE. HUMOR.</strong></td>
<td>FEATURE #2</td>
</tr>
<tr>
<td>Week 6 Oct 1 – Oct 3</td>
<td><strong>SEASONAL FEATURES. LAW AND ETHICS.</strong></td>
<td>FEATURE #2 ROUGH DRAFT</td>
</tr>
<tr>
<td>Week 7 Oct 8 – Oct 10</td>
<td><strong>FEATURE #2</strong></td>
<td>FEATURE #2 DUE</td>
</tr>
<tr>
<td>Week 8 Oct 15 – Oct 17</td>
<td><strong>MID-SEMESTER PORTFOLIO</strong></td>
<td>PORTFOLIO ROUGH DRAFT DUE</td>
</tr>
<tr>
<td>Week 9 Oct 22 – Oct 24</td>
<td><strong>FIRST &amp; THIRD-PERSON NARRATIVES.</strong></td>
<td>FEATURE #3</td>
</tr>
<tr>
<td>Week 10 Oct 29 – Oct 31</td>
<td><strong>CONFESSIONS, COLLECTIVES, &amp; COLOR STORIES.</strong></td>
<td>FEATURE #3 ROUGH DRAFT</td>
</tr>
<tr>
<td>Week 11 Nov 5 – Nov 7</td>
<td><strong>FEATURE #3</strong></td>
<td>FEATURE #3 DUE</td>
</tr>
<tr>
<td>Week 12 Nov 12 – Nov 14</td>
<td><strong>THE MAGAZINE ARTICLE.</strong></td>
<td>FEATURE #4</td>
</tr>
<tr>
<td>Week 13 Nov 19 – Nov 21</td>
<td><strong>THE MEDIA-RICH ARTICLE.</strong></td>
<td>FEATURE #4 ROUGH DRAFT</td>
</tr>
<tr>
<td>Week 13 Nov 23 – Dec 1</td>
<td><strong>THANKSGIVING BREAK.</strong></td>
<td></td>
</tr>
<tr>
<td>Week 14 Dec 3 – Dec 5</td>
<td><strong>FEATURE #4. PORTFOLIO REVIEW.</strong></td>
<td>FEATURE #4 DUE</td>
</tr>
<tr>
<td>Week 15 Dec 10</td>
<td><strong>&lt;FINAL EXAMINATIONS&gt;</strong></td>
<td>FINAL PORTFOLIO DUE</td>
</tr>
</tbody>
</table>

Grade calculator: [https://www.rapidtables.com/calc/grade/grade-calculator.html](https://www.rapidtables.com/calc/grade/grade-calculator.html)