



Douglas College

COURSE INFORMATION

A: Division: INSTRUCTIONAL

Date: November 20, 1997

B: Faculty: LANGUAGE, LITERATURE & PERFORMING ARTS

New Course:

Revision of Course NOVEMBER 1994
Information Form: X

C: CRWR 401

D: WRITING FOR MAGAZINES AND TRADE PUBLICATIONS

E:

3

Subject and Course Number	Descriptive Title	Semester Credit						
<p>F: Calendar Description: This course develops the skills necessary to write for magazines and industry-specific trade publications, and focuses specifically on writing feature articles. Students will obtain practical experience in analyzing publications, developing story ideas, submitting queries, interviewing and researching, and writing various types of articles. The course also prepares students with strategies for working as a freelance writer.</p>								
<p>Summary of Revisions: (date & section) Nov. 20, 1997 A, B, F, G, H, K, N, O, P, Q, R</p>								
<p>G: Type of instruction: Hrs per week / per semester</p> <p>Lecture: hrs Laboratory: hrs Seminar: hrs Clinical Experience: hrs Field Experience: hrs Practicum: hrs Shop: hrs Studio: hrs Student Directed Learning: hrs Other (specify) Workshop 4 hrs Total: 4 hrs</p>	<p>H: Course Prerequisites Acceptance into PRFU Program or Permission of PRFU Coordinator and Instructor</p>							
	<p>I: Course Corequisites None</p>							
	<p>J: Course for which this Course is a Prerequisite None</p>							
	<p>K: Maximum Class Size: 30</p>							
	<table border="1"> <tr> <td>M: Transfer Credit</td> <td>Requested</td> <td></td> </tr> <tr> <td></td> <td>Granted:</td> <td>X</td> </tr> </table>		M: Transfer Credit	Requested			Granted:	X
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	Granted:	X						
<p>L: College Credit Transfer X College Credit Non-Transfer Non-Credit</p>								
<p>Specify Course Equivalents or Unassigned Credit as appropriate: UBC: See Transfer Guide SFU: ENGL (3) See Transfer Guide U Vic: Other: See B.C. Transfer Guide</p>								

Hal Gray
Course Designer(s)

[Signature]
Vice-President

[Signature]
Faculty Dean

[Signature]
Registrar

CRWR 401 WRITING FOR MAGAZINES AND TRADE PUBLICATIONS

Subject and Course Number

N. Textbooks and Materials to be Purchased by Students:

Students will be required to purchase a text which reinforces and expands on elements of preparing and writing magazine features as taught in class. For example:

Blundell, William. Art and Craft of Feature Writing, Plume Pub., 1991.

O. COURSE OBJECTIVES

Students will develop the skills required for freelance and in-house writing for magazines and industry-specific trade publications, along with an awareness of related responsibilities. This will be accomplished by studying relevant examples and background information; developing various writing assignments, from idea to completion; and participating in in-class workshop discussions.

P. COURSE CONTENT

1. Analyze Genres

The student will

- a) distinguish types of magazines and journals
- b) distinguish types of writing
 - profiles
 - service pieces
 - issue articles
 - personal experience features
 - cultural reviews
 - short features
 - long features

2. Research Potential Markets

The student will

- a) research the market for specific topics of potential interest to a specific editor
- b) review periodicals for editorial bias and style
- c) develop editorial profile

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3. Develop Text as Product

The student will

- a) research audience-specific and genre-specific material
- b) learn and apply interviewing techniques used in writing feature articles
- c) produce outlines for various articles
- d) write
 - short profile (approximately 500 words)
 - short feature (800 - 1200 words)
 - long feature (2000 - 2500 words)

4. Work to Schedule and Deadlines

The student will

- a) develop timelines and action plans to meet objectives
- b) develop prioritizing skills to meet deadlines
- c) utilize problem-solving strategies to meet objectives
- d) utilize skills necessary to maintain scheduling deadlines

5. Evaluate Product

The student will

- a) develop specific client-centred revision and editing strategies
- b) work collaboratively with other students to refine the written product
- c) provide editorial response to other students' products

6. Market the Product

The student will

- a) produce general and specific query letters
- b) develop text for specific editorial markets
- c) utilize follow-up strategies

The student may also pursue professional publication of writing produced in the course.

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7. Freelance Writing

The student will

- a) learn business and survival strategies for successful freelance writing
- b) develop an understanding of how writers and editors work together
- c) learn to use the terminology of the magazine publishing industry

Q. METHOD OF INSTRUCTION

The course will be conducted in a workshop format in order to facilitate student evaluation of manuscripts. There will also be professional guest speakers invited, as well as some field activities.

R. COURSE EVALUATIONS

Evaluations will be based on this general outline:

Magazine analysis	5%
Reading Responses	5%
In-Class Participation	15%
Query and Outline	10%
Profile	15%
Short Feature	20%
Long Feature	30%
	100%