

Non-Fiction: Writing for Publication WRCR6205

Course Outline – Draft

Description:

If you want to learn how to create compelling non-fiction profiles and articles and the secrets of getting your story ideas noticed by editors and publications and getting paid for them, this course is for you. Information, examples, and individual and group exercises will help you learn how to improve and polish your non-fiction writing, how to locate markets for your writing, and get your work published. You will learn how to write query letters that stand out, and write features for publications, e-zines, and blogs that pay you for your writing on topics that interest you. This course will provide you with hands-on writing assignments and the opportunity to receive feedback to hone those skills.

Course Goals:

This course covers aspects of non-fiction as an overall view of this type of writing, learning about leads, getting a taste of the markets and range of publication possibilities, analyzing magazines, writing a profile of a fellow student, and other writing assignments and information to help you move into the publication market. A mix of lectures and workshops will give you the basic tools to start you on your way to getting your work published.

Course Objectives:

After this course, the student will be able to:

- Analyze magazines to find the right markets for their work
- Conduct interviews with article sources
- Discuss different parts of the article – voice, lead, and ending structure
- Use self-editing tools to help improve their writing

Evaluation:

This is a graded course where a complete or incomplete will be issued. To receive a completion for this course, a student must:

- Attend 4 out of the 6 scheduled **real-time** learning meetings (Zoom)
- Submit 3 out of 4 assignments to receive a "complete" for this course.
- Take part in online forums

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

When will the class meet in real time?

Classes via Zoom. The Zoom link will be provided on the OWL site.

How often will the instructor communicate with me?

Your instructor will post regular weekly messages via announcements, so check your OWL site frequently. If you email your instructor, she will typically respond to emails within 24 hours.

As well, your instructor will log in 15 minutes before class to address any questions you might have.

If you need further assistance, you can contact the instructor via email to arrange a private phone or Zoom session.

Policy on Late Assignments:

Unless documentation for accommodation has been provided before the submission date or permission received from the instructor in advance, late assignments will not be accepted.

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How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure all assignments are forwarded to the instructor arrive before the due date.

If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternative method of delivery.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Course Schedule:

This course runs for six consecutive weeks. Each online week runs from Monday to Sunday. Additionally, this course also provides a weekly 'real-time' learning component **where we will come together via ZOOM** to further discuss and explore the weekly topics.

Week	Topic	Assignment
ONE	Introduction: Analyzing Markets & The Basics of Interviewing	Assignment 1 Due: November 16 <i>Post in Forum too</i>
TWO	Writing Profiles	Assignment 2 Due: November 28 <i>Post in Forum too</i>
THREE	Finding Your Voice & Writing Well	Assignment 3: Due: December 7 <i>Post in Forum too</i>
FOUR	Types of Writing & Finding Story Ideas	Assignment 4: Due: December 14 <i>Post in Forum too</i>
FIVE	Writing for Trade and Organizational Publications & Query Letters	
SIX	Writers Guidelines, Markets & Niche Writing	

Weekly Real-time Learning (Zoom) Details

Week 1: Introduction: Analyzing Markets & The Basics of Interviewing

This week you'll explore elements of non-fiction writing, including the importance of knowing your audience and analyzing publication markets. You'll learn about the importance of interviewing, doing research, taking notes and/or recording interviews, and techniques for drawing out information from sources. In our Zoom session, we'll talk about how to give and receive feedback.

Week 2: Writing Profiles

This week you'll examine writing profiles, including interviewing techniques and ways to structure the profile. In our Zoom session, you'll have time to interview a fellow classmate for an assignment due December 1. **To accommodate the interview process, our session will run for 1.5 hours. NOTE: It is strongly advised that you attend this class.**

Week 3: Finding your Voice & Writing Well

This week you'll focus on the writing process – how to make your writing light, tight, bright, and engaging. You'll learn how to eliminate clutter and improve clarity in your writing. During our Zoom session, we'll discuss and identify techniques and strategies for making your articles engaging so readers from lead to end. We'll also focus on different writing voices with examples.

Week 4: Types of Writing & Finding story ideas

This week you'll explore where to find story ideas and then consider different ways to turn those ideas into articles such as essays, observations, and other types of writing. You'll also discover the importance of an article's lead (the opening paragraph) in holding a reader's attention. In our Zoom session, we'll brainstorm story ideas and potential markets.

Week 5: Writing for Trade and Organizational Publications and Query Letters

This week you'll learn about the somewhat hidden, yet lucrative, market of trade and organization magazines. You'll also explore where and how to find sources for your articles. In our Zoom session, I'll answer questions about the trade and organizational magazine market and then we'll brainstorm potential sources for article ideas you might have.

Week 6: Writer's Guidelines, Markets, and Niche Writing

In this final week, you'll explore different niche markets and why you might want to specialize in certain areas of writing. You'll analyze the elements of a great query letter and have the option of writing and submitting one to me for feedback. Our Zoom session will be a Q&A about any aspect of writing for non-fiction, from building your business to working successfully with editors.