Western Continuing Studies

Non-Fiction: Writing for Publication
WRCR6205

Course Outline

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

Text:
On Writing Well: The Classic Guide to Writing Nonfiction, 30th Anniversary Revised Edition by William Zinsser, 2016, Harper Collins Publishers PLUS handouts found in OWL

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).

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, they 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.

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.

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 and 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.

Western Digital Badge
If you have met the course requirements for this Western approved micro-credential, you will receive an email from MyCreds to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

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Course Schedule:

Week	Topic	Reading from Zinsser PLUS Links & Handouts	Assignment
ONE	Introduction: Analyzing Markets & The Basics of Interviewing	• **Chapter 9**: The Lead • and the Ending • **Chapter 12:** Writing • About People: The • Interview • **Online** Links & Handouts	**Assignment 1**
TWO	Writing Profiles	• **Chapter 1:** The Transaction • **Chapter 2:** Simplicity • **Chapter 3**: Clutter • **Links** & Handouts Online	**Assignment 2**
THREE	Finding Your Voice & Writing Well	• **Chapter 4:** Style • **Chapter 8:** Unity • **Chapter 10:** Bits and Pieces • **Online** Links & Handouts	**Assignment 3**
FOUR	Types of Writing & Finding Story Ideas	• **Chapter 5:** The Audience • **Chapter 20:** The Sound of Your Voice • **Online** Links & Handouts	**Assignment 4**
FIVE	Writing for Trade and Organizational Publications & Query Letters	• **Chapter 11: Nonfiction** as Literature • **Chapter 25**: Write as Well as You Can • **Online** Links & Handouts	
SIX	Writers Guidelines, Markets & Niche Writing		