

JOUR 2602 - Media Writing

Fall 2026 Syllabus, Section 02, CRN 42668,

Credit hours: 3

Instructor

Richard Logan

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Public Instructor Information

Instructor Title: Mr.

Instructor Professional Qualifications:

BS, Journalism News Kent State University, 1978

BA, French, Kent State University, 1978

MA, The American University, Washington, D.C., 1983

Instructor Office Location:

Meshel Hall laboratory before and after class sessions.

Instructor Office Phone:

330-501-3012

Course Description

2602. Media Writing. Introduction to writing for the mass media. Development of writing techniques and examination of styles and approaches used in writing for various mass audiences. Includes news stories, press releases, broadcast scripts and writing for online environments. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	The Basics of Media Writing: A Strategic Approach	Scott A. Kuehn and Andrew Lingwall	978-1-5063-0810-4
Required	Associated Press Stylebook and Libel Manual	The Associated Press	978-1541608610

The Basics of Media Writing: A Strategic Approach

Scott A. Kuehn and Andrew Lingwall

Sage Publishing, Thousand Oaks, California, 2018

The Associated Press Stylebook and Briefing on Media Law

The Associated Press, 2024 or later editions up to and including the new 2026-2028 edition released recently

(If you prefer, you can access the stylebook online at <https://eps.cc.ysu.edu/login?url=https://www.apstylebook.com/youngstown-state-university-maag-library>

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Media Writing Tentative Schedule of Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Review syllabus. Horrors of Writing document.	Intro and overview of class. Overview of Horrors of Writing, the most common general errors committed by journalists and all writers.	HW on Horrors of Writing will be assigned to be due Sept. 1.
8/31	Kuehn textbook: Chapter One, pgs 2-18.	Overview of media writing: its challenges and responsibilities.	Horrors HW due in class Sept. 1. Assign Standardized GSP Test discussed in Chapter One to be due next Tuesday 9/8.
9/7	Kuehn textbook: Chapter 2: Media Writing Professions pgs. 19-53	Explore the major fields of media writing: print (online) journalists, broadcast journalists, public relations and advertising.	GSP test due in class Sept. 8. Quiz on Chapters 1, 2 at end of period Sept. 10.
9/14	Kuehn textbook: Chapter 3: Style and Language Conventions. Pgs. 58-98. AP Stylebook overview.	Discuss and do exercises on key elements of media writing style and begin study of AP style.	AP style HW for Sept. 22. Assign AP Style reports on specific sections of that bible of the news industry.
9/21	Study along with all presenters each element of the Associated Press stylebook under review.	Key rules and some funky rules about AP style.	Students will deliver brief 5-7 minute presentations with visuals on their assigned section of the stylebook. AP style HW due no later than Sept. 24 in class.
9/28	Kuehn, Chapter 4: Reporting and Interviewing, Pgs. 100-134	Discuss professional news writing standards and interviewing techniques. Review major news values.	AP style and Chapter 3 Quiz in class Sept. 29.
10/5	Kuehn, Chapter 5: Hard News Writing; Pgs. 138-160. Note we will skip the second half of this chapter on Feature Writing.	Discuss fundamentals of developing a hard news story for print/online publication.	Quiz on Chapter 4 on Oct. 6. Homework on writing leads for Oct. 8. Assign Major Story 1: News Story. Due Oct. 20
10/12	Kuehn, Chapter 5: Continued.	Continue discussion, activities on news writing and the inverted pyramid format journalists typically use for hard news stories. Group work on Major Story 1 assignment.	Quiz on Chapter Five on Oct. 15.
10/19	Kuehn, Chapter 6: Electronic News Writing for Radio and TV; Pgs. 176-208.	Discuss fundamentals of broadcast script writing and how it differs from print/online. Review fundamentals of script writing and technical cues needed in broadcast scripts.	MAJOR STORY ONE DUE at start of class Oct. 20. HW on broadcast writing for Oct. 27. Assign Project TWO: Three TV scripts. Due Nov. 3.
10/26	Kuehn, Chapter 6 Continued.	Complete discussion of broadcast media writing. In-class group and one-on-one work on Project Two.	Quiz on Chapter 6 at end of class Oct. 29.
11/2	Kuehn, Chapter 7: Copyediting.	Discuss importance and techniques of strong copy editing. Review proper copy editing symbols and procedures.	Project Two due in class Nov. 3. Copy Editing mini-project assignment for Nov. 10.
11/9	Kuehn, Chapter 9: Writing for Social Media and for online news organizations, 289-322.	Discuss growing importance of social media in mass communications. Review steps in a social media campaign. Review key style elements in social media messaging.	Copy editing project due Nov. 10 in class. Quiz on Chapters 7, 9 on Nov. 12. Online news story project assignment due Nov. 19.



11/16	Kuehn, Chapter 12: Public Relations; Pgs. 390-423	Discuss overview of the public relations industry and its status as a growth industry. Discuss the many roles – in addition to writing – public relations professionals must master.	Online news story due Nov. 19 Assign Public Relations Project Four: Writing a professional news release. Due Nov. 24.
11/23	Kuehn, Chapter 12.	More discussion on PR and creation of a professional news release. Group work on Project Four.	Project Four due at end of class Nov. 24 NO CLASS NOV. 26: Happy Thanksgiving!!
11/30	Kuehn, Chapter 13: Advertising, Pgs. 433-463.	Discuss fundamentals of ad copy writing. Discuss advertising design principles.	Assign Final Project on Ad critiques due via remote submission on Dec. 8. Quiz on Chapter 12 and 13 on Dec. 3.
12/7	FINAL EXAMINATION.	Comprehensive take home exam.	Due no later than 12:01 a.m. Friday, Dec. 11.

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