

SYLLABUS: COMM 2321

WRITING FOR STRATEGIC COMMUNICATION

HYBRID SPRING 2026

Instructor

INSTRUCTOR: Katie Holmes

OFFICE: Journalism 323

EMAIL: holmes.718@osu.edu

OFFICE HOURS:

COURSE DESCRIPTION

Learning to write accurately, concisely and on deadline takes practice. The more you do it, the better and faster you become. This is a high-intensity course designed to prepare you for the deadlines and forms of writing required in a professional environment. Opportunities for writing a variety of types of copy for print, broadcast media, web and public relations will be incorporated into the assignments. This course also will give you an appreciation for the importance of being a strong editor and giving constructive feedback to other writers.

This is a hybrid class. Each week before the Thursday class period you will complete various assignments, including reading quizzes, AP quizzes, and writing skills labs, where students work independently to complete assignments that apply course concepts (this will be done asynchronously on your own time). Each Thursday class period will be a group meeting in class. As a hybrid class, some the lecturing will be provided via lecture slides on Carmen and assigned readings to complete before class. You will complete assigned readings, watch lecture slides and take brief reading quizzes BEFORE coming to class so we can use our class time for additional instruction, writing, editing and group discussions on current news and writing.

COURSE OBJECTIVES

- Learn fundamental concepts of news gathering and news writing and understand how these translate into other professional areas of communication
- Strengthen ability to write factually, concisely and effectively, and to help others do the same through strong editing
- Develop proficiency in Associate Press Stylebook rules and application
- Develop publish-worthy writing portfolio material
- Improve ability to effectively manage time, balance multiple tasks and meet deadlines
- Prepare for writing and copyediting tests required by most employers
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

COURSE TEXTS

- Writing for Strategic Communication Industries, Jasmine Roberts, <https://ohiostate.pressbooks.pub/stratcommwriting/> (This is a no-cost online textbook)
- The Associated Press Stylebook 2020-22. The Associated Press.
- Recommended: The Columbus Dispatch, The Lantern, The Skimm (sign up for free email updates, follow on social media)

HYBRID COURSE EXPECTATIONS

This course will have in-person and online components, but students should plan to be attending class or completing Skills Lab Assignments during all scheduled class periods.

- Do not schedule work or other commitments during class periods.
- Don't wait until the last minute to complete assignments. Always allow time to review your work and edit and rewrite. **I will not answer questions about the assignment on the day that it's due.**
- Have access to reliable Wi-Fi and take responsibility for ensuring you can access online resources such as discussion boards, video/audio materials and quizzes. You have access to course expectations and deadlines in advance, and the Carmen team and I are available to help with technical issues PRIOR to due dates. Refer to <https://resourcecenter.odee.osu.edu/carmencanvas> for answers to many Carmen problems or questions for the Carmen support team.
- Be active in Carmen, which means accessing our course online multiple times per week as I don't see you live every class period and may post updates or announcements. The module for each week will provide assigned readings, needed materials and assignments for that week (i.e., Skills Lab Assignments and reminders for upcoming readings/quizzes/assignments).
- You must complete all assigned readings BEFORE coming to class each week. This will help ensure you don't lose points and are ready to begin applying concepts during our limited time together in class. Reading Quizzes are due by the start of class, as noted on the syllabus. DO NOT collaborate with classmates on quizzes.
- This is a three-credit-hour course. According to Ohio State policy, students should expect around three hours per week spent on direct instruction (instructor content and Carmen activities, for example) in addition to six hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.
- Bring a computer to any in-person classes so you can access online materials. You will need a laptop or other technology to submit in-class assignments to receive class participation points.

COURSE EVALUATION

Reading Quizzes	50 points (10 quizzes at 5 points each)
Skills Lab Assignments	100 points (we have 12 labs worth 5 or 10 points each)
Writing Assignments	120 points
<ul style="list-style-type: none">• News story• Feature• Media Kit	
AP Style Quizzes	50 points
<ul style="list-style-type: none">• Best five of six• 10 points each	
Participation	30 points
Exam	50 points
Total Possible Points	400 points

COURSE GRADING SCALE

A	93-100%	B-	80-82%	D+	67-69%
A-	90-92%	C+	77-79%	D	60-66%
B+	87-89%	C	73-76%	F	Less than 60%
B	83-86%	C-	70-72%		

COURSE ASSIGNMENTS

- All assignments should follow AP style guidelines. Save early and save often.
- **If you are absent the day an assignment is given, ask a classmate or come see me during my office hours for the assignment. There is no flexibility on set deadlines, as this course focuses on deadline-based writing.** Treat provided deadlines as “last-chance” deadlines. Work and plan ahead whenever possible and don’t submit last minute if you can avoid it.

FINAL FORMAT FOR SUBMITTED WORK:

Formatting is important for this class. Certain assignments will need certain components to be correct – make sure you note those.

Assignments must be submitted in **Microsoft Word (not Pages; not a PDF)** and must follow this format:

- Font type: Arial
- Font size: 11 point
- Formatting: Single space, with a space between paragraphs unless otherwise noted based on the assignment (This format may differ for some assignments and will be noted.)
- File name: Yourlastname-AssignmentName (For example, if you are submitting your Virtual Independent Writing Skills Labs: Thomas-WritingSkillsLab1)

Failure to follow this format will result in points deducted. Make sure to check assignments for specifics in formatting.

Reading Quizzes (50 points)

Students must review readings and any assigned lecture slides before coming to class so we can spend more of our in-class time applying the material by writing and editing. These 5-point reading quizzes are due by the start of class most Wednesdays, as noted on the syllabus. DO NOT collaborate with classmates on reading quizzes. These are timed quizzes (you have seven minutes for five questions), so do the reading before starting the quiz because you will not have time to look up answers as you go. Due dates are on the syllabus and students are responsible for completing reading assignments by the due dates. There are no makeups for missed deadlines. **READING QUIZZES WILL OPEN SUNDAY EVENINGS AND ARE DUE BY START OF CLASS WEDNESDAY.**

Most reading quizzes are five multiple choice questions on Carmen. Two quizzes have a different format. See info below:

- **Reading Quiz #9: Media Framing & Ethics (OPEN ALL SEMESTER)**
You earn these 5 points with successful completion of an online training on media ethics. Visit <https://pagecentertraining.psu.edu/> and choose JUST Module 11: Media Framing and Ethics. Go through the

lessons and score at least 80% on the quiz to receive your certificate of completion. Upload this certificate to Reading Quiz #9 at any point during the semester before the quiz due date. It's an all or nothing five points.

- **Reading Quiz #10: Grammar (OPEN AFTER WEEK 1 FOR REMAINDER OF SEMESTER)**

This quiz follows the usual format, with five multiple choice questions, but you may complete it at any point during the semester. It must be submitted by the final scheduled day of class. Some students come in with strong grammar knowledge, and others need time to improve. Take the quiz when you feel you are ready. Use the provided study materials on Carmen to determine when you feel ready.

Virtual Writing Skills Lab Assignments (100 points)

Our class structure includes a weekly Writing Skills Lab because the best way to become a better writer is to write, and write often. Skills Lab Assignments are designed to help you learn and practice the writing and editing techniques needed for longer Writing Assignments. You will complete and submit an assigned Skills Lab Assignment asynchronously on your own time. There are 12 labs worth 5-10 points each. Skills Lab Assignments are separate from assigned readings and homework that are intended to be done outside of scheduled class times. These assignments will open after class and are due by end of day Friday to allow me to review and address areas where students are struggling during the next in-person.

A key learning objective in this class is meeting deadlines, so these assignments can be completed early (unless it specifically notes it is a timed writing assignment), but they cannot be submitted late or made up. If you miss a deadline, feel free to still submit so that I can review. You just won't receive points for the assignment. When you're working for or with media, deadlines are everything. If a story is due at 4 p.m., then 4:01 p.m. is late. Provided deadlines are last-chance deadlines, so plan accordingly.

Writing Assignments (150 points)

You will have three major writing assignments: 1) **news story** 2) **feature story** 3) **media kit**. In this course, you will learn to write in a new way that is very different from academic writing. Writing must be concise, accurate and conform to newswriting and AP style – and it must be done quickly. This style of writing often involves finding sources and writing solid content on a short deadline. When a source doesn't return your call, or when an event ends at 10 p.m. and your story must be filed by midnight, it takes quick-thinking and problem solving to get the job done. On the flip side, articles with longer deadlines come with the expectation of more sources, greater planning and research, and additional content. You will complete a news article, a feature article and a media kit. The goal is for your finished work to get published in *The Lantern* or other media outlet (this adds a writing sample to your portfolio, and the smallest published writing clip carries more weight with employers than the very best thing you ever do "just for class.") ALL CLASS ASSIGNMENTS THAT INCLUDE SOURCES MUST INCLUDE A CONTACT LIST WITH PHONE NUMBERS AND EMAILS FOR YOUR SOURCES. I WILL CONTACT SOME OF THESE SOURCES THROUGHOUT THE SEMESTER. Writing takes practice; to make pieces better, you may be offered the opportunity to rewrite and make edits to make your pieces stronger. Those will be given out in class and updated on Carmen.

Assignments include:

- **News Story:** You will write a news story in inverted pyramid style for *The Lantern* and its readership of Ohio State students, alumni, faculty and staff. It must include two sources you interviewed and have strong news value. You cannot interview your parents or siblings for this assignment. You cannot cover breaking news or write an opinion piece.

- **Feature Profile Article:** For this assignment, you are in the role of a freelance writer. You are looking to produce and land a published feature story to use as a professional writing clip and possibly a freelance paycheck.
- **Media Kit: News release, Fact sheet and web writing:** You will create a news release, fact sheet and a blog backgrounder for a reporter. Your work will be evaluated on the content, organization, format, grammar and AP style of the documents based on information covered in the textbook and lecture. You must identify where to pitch it, write the content and compile it into one distributable document.

AP Style Quizzes

For many careers involving writing or editing, a solid understanding of how to use the Associated Press Stylebook and AP style rules is fundamental. This class includes six AP style quizzes you will complete during Skills Lab time, with the top five scores counted. A study guide is available on Carmen and we will review concepts during the previous class periods for weeks when there is an upcoming AP style quiz. Quizzes will be open only during Skills Lab time. I understand that things happen, so that is why I allow one dropped quiz. If you miss a quiz, that will be your dropped quiz. **Students MAY use their AP stylebook for the quizzes, but these are timed quizzes and you will not have enough time to look up every answer.** I strongly encourage you to study each quiz's assigned content using the study guide, your AP stylebook and notes from class and use the stylebook during the quiz only to double-check yourself. We will review quizzes as a class the following class period as time allows.

Exam

The final exam will evaluate your understanding of the course material. The exam is multiple choice and includes materials covered in lecture materials as well as assigned readings. Honorlock is the online exam proctoring tool integrated into Carmen. Use of Honorlock is required for the exam in this course. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. You will need to use a Chrome browser. Visit the [Student Guide to Honorlock](#) to get started before taking the exam. If you prefer to take the exam in the university testing center, just let me know at least a week before the exam so that I can register you and allow you to schedule a time. You must take the exam on the same day as the rest of the class.

COURSE POLICIES

Attendance & Participation

In an internship or job, attendance is expected and missing a day of work can cost you income and damage your personal brand. The attendance policy for this class is to allow one unexcused (i.e., undocumented) absence. Because **Communication 2321 is a hybrid class that only meets synchronously once a week and often involves in-class peer editing, if a student misses more than one class during a regular 15-week semester, the final course grade will be lowered one letter grade for each unexcused/undocumented absence beyond one.**

If you are absent a day an assignment is discussed or assigned, it is your responsibility to get details from me or a classmate. **I do not accept late work.** If you will be absent the day an assignment is discussed or due, contact me in advance for assignment details and turn it in early in class or in my office. Under no circumstances are assignments accepted via email unless explicitly stated otherwise. Absences due to medical concerns will be excused with appropriate documentation, provided the documentation is submitted **within one week of the absence.** See COVID-19 policy below.

Deadlines

When writing for the media, missing a deadline equals blank space to fill in a newspaper (and an angry editor), a lost radio or television spot (and some big bucks) or an unhappy client unwilling to pay you or use you again for public relations representation. Assignments in this course also must be completed on time because Carmen often will assign them to other students for review after the submission deadline. **There is no flexibility on set deadlines. You are always welcome to submit late work for feedback from me, but you will not receive points for late work.**

Extra Credit: There are 5 extra credit points available in this class. Occasionally I will award extra credit beyond these points to students for in-class activities as discussed in class. Extra credit will be applied to the final grade point total. *Submit all extra credit on Carmen by the final day of class (not counting finals week).*

- **Activities (4 points):** Participate in an on-campus professional development activity during the semester (i.e., PRSSA or BASCA meeting or other events as approved by the course instructor) and submit responses to the questions in the Extra Credit assignment on Carmen as well as proof of attendance. If you have me for multiple classes, you may not count the same event for both classes. You may attend multiple events and submit a different event for each class.
- **SEI class response rate (1 point):** If the class hits an 80% response rate on SEIs, I will give the entire class a point.

COVID-19 and Illness Policies

University COVID policies

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>).

Recordings of class sessions

You must ask the instructor permission first before recording or sharing course lectures, materials, etc.

Other related resources

Food Security (<https://www.buckeyefoodalliance.org/>, 614-688-2508). The Ohio State University is committed to ensuring that all students have access to adequate and healthy food. Any undergraduate or graduate student with a BuckID may confidentially use the Buckeye Food Alliance food pantries. No proof of need is required. The pantry is located in Lincoln Tower, Suite 150 (1800 Cannon Dr., Columbus, OH 43210). Check the website or call for current hours.

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

Carmen:

- I will post course information, readings and notes on Carmen. Your grades also will be posted on Carmen. You have one week after grades have been posted to inquire about a missing grade or a grade you believe to be incorrect.
- Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu).
- Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>

- **This course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**

- **[Carmen accessibility](#)**

Secured Media Library:

- Media materials for this course will be made available via the Secured Media Library.
go.osu.edu/SecuredMediaLibrary
- To obtain additional help for use of the Secured Media Library, please email emedial@osu.edu
- Frequently Asked Questions and support can be found at <https://resourcecenter.odee.osu.edu/secured-media-library>

CarmenZoom

- Office hours will be held through Ohio State's conferencing platform, CarmenZoom.
- Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within CarmenZoom for the student to live chat with the instructor in the virtual office hours room.
- Help guides on the use of Carmen Connect can be found at <https://resourcecenter.odee.osu.edu/carmenzoom>

Self-Service and Chat support: <http://ocio.osu.edu/selfservice>

Phone: 614-688-HELP (4357)

Email: 8help@osu.edu

TDD: 614-688-8743

Baseline technical skills necessary for hybrid courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products **free of charge**. To install, please visit <https://ocio.osu.edu/blog/community/2015/08/18/free-microsoft-office-for-ohio-state-students>

Turnitin

- Ohio State students are accountable for the integrity of the work they submit. You should be familiar with the guidelines provided by the [Committee on Academic Misconduct](#) and [Section A of OSU's Code of Student Conduct](#) to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you

will submit your papers to Turnitin from Carmen. When grading your work, I will interpret the originality report, following the Code of Student Conduct as appropriate. Note that submitted final papers become part of the Ohio State database.

- Self-Service and Chat support: <http://ocio.osu.edu/selfservice>
- Phone: 614-688-HELP (4357)
- Email: 8help@osu.edu
- TDD: 614-688-8743

Honorlock:

Honorlock, an online proctoring tool, will be used during this course. Honorlock offers you the flexibility to take your exams at the time and in the location of your choosing during the exam's availability window.

- Technology requirements: Students are required to have a webcam (USB or internal) with a microphone, allow for screen recording, and have a strong and stable internet connection. In addition, the full Chrome browser version 120+ is required to install the Honorlock Chrome Browser extension. Honorlock is incompatible with tablets or mobile devices.
- Testing environment: During the course of an exam, Honorlock will record the testing environment. Therefore, students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Honorlock use will be provided.
- Limitations: To use Honorlock you must be **over 18 years of age** or have the Online Course Recording Waiver on file. Additionally, the tool has **limitations in its accessibility** for students reliant upon screen readers and keyboard navigation. Additional information on academic integrity at Ohio State and [recommended proctoring options](#) are available.
- Academic integrity and academic misconduct: Please note that while Honorlock settings may flag suspected cheating during exams, these automatic measures do not constitute a determination of academic misconduct. Any suspicion of misconduct will be referred to the [Committee on Academic Misconduct](#) and evaluated through a fair and transparent process
- Students may request an in-person proctoring alternative to Honorlock or other online proctoring tools. You are expected to contact me as soon as possible to coordinate the accommodation.
- Students will not be permitted to take remotely proctored exams in their homes or residence halls unless they are willing to conduct a room scan. By choosing to take the exam in their home or residence hall, the student is consenting to the room scan of the area in which they take the exam.

Honorlock support is available 24/7/365. If you encounter any issues, you may contact them through live chat on the [support page](#) or within the exam itself. You can also reach out to carmen@osu.edu or call 614-688- HELP and talk to the Carmen eLearning team. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with me to find an equivalent alternative.

Grading and Faculty Response

Office Hours & Email

Office hours are the best place to ask in-depth questions about course readings or lectures, as well as any question about grades. I am also happy to give you feedback on your work *at least 48 hours before* the assignment is due during office hours. Email should be used to schedule an appointment outside of office hours or for *short* questions clarifying class assignments or specific items from lectures.

Course Communication

I will notify you of any reminders, schedule changes, other updates, etc. by email and/or Announcements, so check your email and Canvas frequently. Email is a professional obligation. The best way to contact me is through email at holmes.718@osu.edu. I will reply to e-mails within **24 hours on school days**.

Other Course Policies

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Writing style:** While there is no need to write class assignments as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Please consult with the writing center for further assistance on major/graded assignments: <https://cstw.osu.edu/writing-center>
- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. A more conversational tone is fine for non-academic topics. Remember that sarcasm doesn't always come across online. Hate speech and language that implicitly and explicitly denotes racism, sexism, ableism, homophobia, and transphobia will not be tolerated and will be strongly corrected.
- **Backing up your work:** Consider composing your assignments in a Google doc, where your work is automatically saved, and then submitting a word or PDF to the Canvas assignment submission folder.

Policies for this Course

- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow [AP] style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in—but no one else should revise or rewrite your work.
- **Artificial Intelligence (AI) and Chat GPT:** You may use AI programs (e.g., ChatGPT), but only to help generate ideas and brainstorm. Please use caution and critical thinking when using such tools, as they have been shown to provide incorrect, incomplete, or otherwise problematic information. Reliance on AI may impact your ability to express original thought and stifle creativity. The final draft of written assignments should be original work, not entirely AI produced. You are prohibited from submitting work from an AI program as your own. You should cite any AI-generated information as you would with any other resource. o Note: Language describing AI and Chat GPT Policy is from Dr. Jasmine Abukar's ESHESA 8895 syllabus
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Collaboration and informal peer-review:** The course includes many opportunities for formal discussions and collaborations with your classmates. While study groups are encouraged, remember that comparing answers on a quiz or assignment is not permitted. If you're unsure about a particular situation, please feel free just to ask ahead of time.

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success.

Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu> As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614-292- 5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on call counselor when CCS is closed at 614-292-5766 and 24 hour emergency help is also available through the 24/7 National Suicide Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org.

University COVID policies

The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the [university's request process](#), managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Writing Center

All students, especially those who have difficulty writing, are encouraged to visit the OSU Writing Center: <https://cstw.osu.edu/our-programs/writing-center>. Located at 4132 Smith Lab, the Writing Center is also available online, via email at cstw@osu.edu and by phone at 614-688-5865. You can schedule an appointment here: <https://cstw.osu.edu/make-writing-center-appointment>

- Online Drop-Off Appointment: writers can upload their writing along with a few questions or concerns they would like a consultant to address. Consultants will provide feedback within 24-48 hours.
- Online Live-Chat Appointment: writers can upload a document and chat live with a consultant.

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Intellectual Diversity

Ohio State is committed to fostering a culture of open inquiry and intellectual diversity within the classroom. This course will cover a range of information and may include discussions or debates about controversial issues, beliefs, or policies. Any such discussions and debates are intended to support understanding of the approved curriculum and relevant course objectives rather than promote any specific point of view. Students will be assessed on principles applicable to the field of study and the content covered in the course. Preparing students for citizenship includes helping them develop critical thinking skills that will allow them to reach their own conclusions regarding complex or controversial matters.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu.

Religious Accommodations

Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential.

With sufficient notice, instructors will provide students with reasonable alternative accommodations with regard to examinations and other academic requirements with respect to students' sincerely held religious beliefs and practices by allowing up to three absences each semester for the student to attend or participate in religious activities. Examples of religious accommodations can include, but are not limited to, rescheduling an exam, altering the time of a student's presentation, allowing make-up assignments to substitute for missed class work, or flexibility in due dates or research responsibilities. If concerns arise about a requested accommodation, instructors are to consult their tenure initiating unit head for assistance.

A student's request for time off shall be provided if the student's sincerely held religious belief or practice severely affects the student's ability to take an exam or meet an academic requirement and the student has notified their instructor, in writing during the first 14 days after the course begins, of the date of each absence. Although students are required to provide notice within the first 14 days after a course begins, instructors are strongly encouraged to work with the student to provide a reasonable accommodation if a request is made outside the notice period. A student may not be penalized for an absence approved under this policy.

If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the [Civil Rights Compliance Office](#). (Policy: [Religious Holidays, Holy Days and Observances](#))

Mental Health Statement

PLEASE TAKE CARE OF YOURSELF

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These

mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the **Office of Student Life's Counseling and Consultation Service (CCS)** by visiting <https://ccs.osu.edu/> or calling 614-292-5766. CCS is located on the 4th Floor of the Younkun Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the **Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273- 8255); or text (4hope to 741741); or at suicidepreventionlifeline.org**

Academic Integrity Policy

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student

Conduct <https://trustees.osu.edu/bylaws-and-rules/code>. **If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct.** If COAM determines that you violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have questions about the policy or what constitutes academic misconduct in this course, please contact me.

Artificial Intelligence and Academic Integrity

There has been a significant increase in the popularity and availability of a variety of generative artificial intelligence (AI) tools, including ChatGPT, Sudowrite, and others. These tools will help shape the future of work, research and technology, but when used in the wrong way, they can stand in conflict with academic integrity at Ohio State.

All students have important obligations under the Code of Student Conduct to complete all academic and scholarly activities with fairness and honesty. Our professional students also have the responsibility to uphold the professional and ethical standards found in their respective academic honor codes. Specifically, students are not to use unauthorized assistance in the laboratory, on field work, in scholarship, or on a course assignment unless such assistance has been authorized specifically by the course instructor. In addition, students are not to submit their work without acknowledging any word-for-word use and/or paraphrasing of writing, ideas or other work that is not your own. These requirements apply to all students undergraduate, graduate, and professional.

To maintain a culture of integrity and respect, these generative AI tools should not be used in the completion of course assignments unless an instructor for a given course specifically authorizes their use. Some instructors may approve of using generative AI tools in the academic setting for specific goals. However, these tools should be used only with the explicit and clear permission of each individual instructor, and then only in the ways allowed by the instructor.

AI Use in COMM 2321: In this course, generative AI tools (e.g., Gemini, Copilot, etc.) may be used for brainstorming ideas, editing for grammar and clarity, outlining, and instructor-guided in-class activities. However, AI may not be used to generate written work for submission, create or fabricate sources, write personal reflections, or replace your own analysis and persuasive reasoning. All submitted work must reflect your original thinking, voice, and writing. Unauthorized or unacknowledged use of AI outside these guidelines will be considered academic misconduct, consistent with university policy.

Accessibility accommodations for students with disabilities

Requesting accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations.

After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

Disclaimer

The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class, via email, and/or on Carmen if and when any changes occur.

Tentative Course Schedule (DISCLAIMER: I reserve the right to alter the scheduled topics as the semester progresses. These changes will be announced via Carmen announcements or email.)

Required readings/lectures for each week are available on Carmen in that week's Module.

Note:

- **Reading Quiz #9** is a Media Framing & Ethics certification that can be completed at any point during the semester. Upload the certificate of completion to earn your 5 points.
- **Reading Quiz #10** is on grammar and can be completed at any point during the semester after Week 1. It must be completed by the last day of class for credit.

Week	Dates	Wednesday <i>In class</i>	Asynchronous <i>Writing Skills Lab (completed on your own. Must be submitted by end of day Friday.)</i>	Independent Homework: <i>To do by deadlines that are posted with the assignment in Carmen</i>
1	1/14	Media Relations & Writing Basics	Intro to course PR vs. Media Writing	READ: Chapter 1, Chapter 2
2	1/21	Style and the AP Stylebook News Values	<i>Writing Skills Lab 1</i> SUBMIT: Writing Lab Assignment #1	READ: Chapter 4 WATCH: AP Style Lecture; What is News/News Value Lecture COMPLETE: Reading Quiz #1
3	1/28	Inverted Pyramid Writing Interviewing/Gathering facts	<i>Writing Skills Lab 2</i> SUBMIT: Writing Lab Assignment #2	READ: none WATCH: Interviewing Lecture COMPLETE: Reading Quiz #2 SUBMIT: News Story Idea Form
4	2/4	Newswriting – Leads & Body	<i>Writing Skills Lab 3</i> SUBMIT: AP Style Quiz #1 Writing Lab Assignment #3	READ: Chapter 5 (only sections 5.27, 5.28, 5.29) WATCH: Leads Lecture, Newswriting – Body Lecture COMPLETE: Reading Quiz #3
5	2/11	Editing and rewriting	<i>Writing Skills Lab 4</i> SUBMIT: AP Style Quiz #2 Writing Lab Assignment #4	READ: none WATCH: none SUBMIT: News Story Draft (end of day Friday)
6	2/18	Headlines Newswriting Advanced	<i>Writing Skills Lab 5</i> SUBMIT: AP Style Quiz #3 Writing Lab Assignment #5	READ: none WATCH: Headlines Lecture, Advanced Newswriting Lecture COMPLETE: Reading Quiz #4 SUBMIT: News Story Final (by end of day Friday)
7	2/25	Pitching/ Working With Reporters	<i>Writing Skills Lab 6</i> SUBMIT: AP Style Quiz #4 Writing Lab Assignment #6	READ: Chapter 8 (all sections) WATCH: Pitching Reporters Lecture COMPLETE: Reading Quiz #5 SUBMIT: Feature Story Idea

8	3/4	Feature Writing	Feature Leads Feature Writing	READ: Chapter 6 (all sections) WATCH: Feature Writing Lecture **COMPLETE: Reading Quiz #6 MAKE PROGRESS: Gather info, schedule interviews for Feature Story
9	3/11	Deadline Writing	<i>Writing Skills Lab 7</i> SUBMIT: Writing Lab Assignment #7	READ: none WATCH: none SUBMIT: Feature Profile (by end of day Friday)
10	3/16-20	SPRING BREAK – NO CLASS		
11	3/25	Public Relations & PR writing News Releases & Press Kit Materials	<i>Writing Skills Lab 8</i> SUBMIT: AP Style Quiz #5 Writing Lab Assignment #8	READ: Chapter 9 (all sections) WATCH: PR Writing Lecture, Press Kit Materials Lecture COMPLETE: Reading Quiz #7
12	4/1	Writing for Broadcast	<i>Skills Writing Lab 9</i> SUBMIT: AP Style Quiz #6 Writing Lab Assignment #9	READ: None WATCH: Broadcast Lecture MAKE PROGRESS: Be gathering information and conducting interview for your news release
13	4/8	Writing for the Web	<i>Writing Skills Lab 10</i> SUBMIT: Writing Lab Assignment #10	READ: none WATCH: Writing for the Web Lecture COMPLETE: Reading Quiz #8 SUBMIT: Media Kit Draft due for Writing Lab #11
14	4/15	Media Kit Workshops Media Law & Ethics	<i>Writing Skills Lab 11</i> SUBMIT: Writing Lab Assignment #11	Reading Quiz #9 (OPEN ALL SEMESTER, but closes start of this class)
15	4/22	Bringing it All Together Exam Review	<i>Writing Skills Lab 12</i> SUBMIT: Writing Lab Assignment #12	Reading Quiz #10 (OPEN ALL SEMESTER, but closes start of this class) SUBMIT: Media Kit (by end of day Friday)
16	4/27	ONLINE	Final Exam	ONLINE

*All **Writing Labs & AP Quizzes** are due by 11:59pm on Fridays

All **Reading Quizzes are due *before the start of class* on Wednesdays

***All 3 Major **Writing Assignments** are due by the end of day Friday