Persuasive Writing
W340 AJB
Mondays/Wednesdays 10:30 a.m.-12:20 p.m.
Professor Pam Creedon

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Office Hours:
Wednesdays 2:30 – 3:30 p.m.
Tuesdays 2:00-4:00 p.m.
Other Times by Appointment Only


Course objectives: This course is designed to focus on persuasive writing skills used in public relations practice. The principles and practices of persuasive writing require learning specific skills in various forms of communicating. The course covers news releases, web, advocacy and business writing, proposals, features, newsletters, and electronic and social media. The course includes a public service component with a client.

M. Aug. 22--Overview of Course


SATURDAY: Aug, 27, 430 p.m. Englert Theatre for “bigTIME” film by Kara Kurcz. Iowa alumna, PRSSA member and film major. She began her television career on “America’s Most Wanted. Her projects have been covered in People Magazine, Touch, US Weekly, Entertainment Weekly, The Today Show, and Extra, E! She has appeared on MSNBC and FOX NEWS talking about PR tactics. (www.bigtimemovie.com)


M. Sept. 5--Labor Day—NO CLASS

W. Sept. 7— Chapter 3. Persuasion, p. 39-55
9/11 Discussion

M. Sept. 12— Chapter 4. Research for the Public Relations Writer, p. 60-78.


M. Sept. 19--In class client

W. Sept. 21--Chapter 8. Writing for Converged Traditional Media and Social Media, p. 150-177.

M. Sept. 26--In class writing


M. Oct. 3--In class writing


M. Oct. 10-- In class writing


M. Oct. 17--In class writing


M. Oct. 24--In class writing


M. Oct. 31--In class writing


M. Nov. 7--In class writing.


M. Nov. 14--In class writing


THANKSGIVING VACATION WEEK
M. Nov. 28--In class writing

W. Nov. 30—Chapter 2. Ethical and Legal Responsibilities of the PR Writer, p. 14-34.

M. Dec. 5—In class writing

W. Dec. 7—Client Presentations

Week of Dec. 13—Grade conferences to be scheduled

G-S-P: Correct grammar, spelling and punctuation required on in class and project assignments.

Grading: 300 points possible

In Class: (150 points). Write a review of each chapter and other reading assignments to hand in after class discussion. Each will be 10 points and the top 15 grades will count.

Project: (150 points). An outside client will be selected and specific in class assignments will be given on the client project. More specific information will be discussed in class. The project involves a client presentation.

Grading scale:
- A+ = Above 300 (extra credit points may be given during semester)
- A = 300-290
- B+ = 278-270
- B = 269-260
- B- = 259-255
- C+ = 254-246
- C = 245-238
- C- = 237-231
- D = 230-183
- F = 182 and below

Attendance: Attendance is required. A legitimate and verifiable excuse is required in order to make up any missed work. If you miss a class, you are responsible for getting lecture notes and assignments from a class member.

Cell Phones: If you are receiving calls, vibrations, talking, listening, playing, or using your cell phone in any way during class, you will be asked to leave the room.

The College of Liberal Arts and Sciences: Policies and Procedures
Administrative Home
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Student Academic Handbook.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

Accommodations for Disabilities
A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Academic Honesty
The College of Liberal Arts and Sciences expects all students to do their own work, as stated in the CLAS Code of Academic Honesty. Instructors fail any assignment that shows evidence of plagiarism or other forms of cheating, also reporting the student's name to the College. A student reported to the College for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

CLAS Final Examination Policies
Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. The DEO of the School of Journalism and Mass Communication is David Perlmutter, E305B Adler at 319-335-3486. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment for assistance, definitions, and the full University policy.
Reacting Safely to Severe Weather
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Public Safety web site.

*These CLAS policy and procedural statements have been summarized from the web pages of the College of Liberal Arts and Sciences and The University of Iowa Operations Manual.

Plagiarism, Fabrication, and Duplication: The School enforces strict standards regarding academic dishonesty.
- Plagiarism not only violates journalistic ethics, but it also violates the University code of student conduct (see http://www.clas.uiowa.edu/student/academic-handbook). To plagiarize is to take and present as one’s own an idea or work derived from an existing source without full and proper credit to the course of the ideas, works or words.
- Fabrication means faking quotes or facts. Such conduct is not only reprehensible, but it also may be actionable in court.
- Duplication means submitting the same work to more than one instructor without the prior knowledge and agreement of both.

Possible sanctions for these actions can result in failure of the course and possible expulsion from the University. In this course, plagiarism, fabrication or duplication will result in a recommendation for a student to receive an “F” for the entire course.

The Iowa Dozen: As one of more than 114 accredited programs in journalism and mass communication by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC), we must assess student learning to assure that each of our graduates meets the following standards. All Iowa Dozen are valued in this course and relate to grading standards.

We learn to ...
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully. 5. Apply statistical concepts accurately.

We value...
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore ...
10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.