

CONF 795: Media: Op-Eds, Punditry & Web

1-Credit Class

Fall 2013

Faculty: Michael Shank, Ph.D.

Schedule: (5) Thursdays: 7:20 – 10:00 p.m.

Location: Founders Hall 465

Dates:

October 3, 2013

October 10, 2013

October 17, 2013

October 24, 2013

October 31, 2013

Class Objective

The objective of CONF 795 is to equip GMU S-CAR students with the skills necessary to provide succinct analysis of current global conflicts and publish and produce work in today's print, television, and online media. The class will be highly experiential, offering students ample opportunities to learn the basics of letter and op-ed writing, TV and radio interviewing, and website development, and hone their skills as a conflict analyst.

Before First Class

Students are required to read the instructor's Media Training Manual, the guide that will be used during the class for instruction: http://michaelshank.net/images/GPPAC_Media_Training_Manual_-_English.pdf

Reading Material and Assignments

Students will be expected to keep current on daily media analysis that is relevant to their writing and speaking for the press. Students will be required to read daily newspapers, e.g. the International Herald Tribune, Financial Times, New York Times, Washington Post, etc., throughout the entire duration of the class. Students will also be required to watch and listen to television and radio news interviews on CNN, FOX, WETA, MSNBC, C-SPAN, WAMU, NPR, etc.

First Class: Thursday, October 3, 2013

Topics:

Role of Conflict Resolution in the Media

Introduction to Basics of Writing Letters to the Editor (LTEs) and Op-Eds

Introduction to Basics of Television and Radio Interviewing

Introduction to Basics of Website Design and Internet Presence

Assignments:

One Letter to the Editor

- Respond to Current Op-Ed, Article, Editorial
- Due by Monday, October 7, 2013

One Op-Ed (Address and Analyze Pressing Issue, Conflict)

- Due by Monday, October 7, 2013

Prepare for TV and Radio Interview

New Website or Blog URL/Domain (Free or Paid)

Second Class: Thursday, October 10, 2013**Topics:**

Instructor and Class Critique of Assigned Letters and Op-Eds

In-Class Exercise: Writing and Peer Reviewing Letters to the Editor

Mock Television Studio Interviews

Instructor and Class Critique of Television Interviews

Assignments:

One Letter to the Editor

- Same Format as Previous Assignment
- Due by Monday, October 14, 2013

One Op-ed

- Same Format as Previous Assignment
- Due by Monday, October 14, 2013

Third Class: Thursday, October 17, 2013**Topics:**

Instructor and Class Critique of Assigned Letters and Op-Eds

In-Class Exercise: Outlining (Argument/Structure) and Peer Reviewing Op-Eds

Approaching Newspapers and Submitting Op-Eds

Mock Television Studio Interviews

Instructor and Class Critique of Television Interviews

Assignments:

One Letter to the Editor

- Due by Monday, October 21, 2013

One Op-ed

- Due by Monday, October 21, 2013

Website Development & Design Discussion

Fourth Class: Thursday, October 24, 2013

Topics:

Instructor and Class Critique of Letters and Op-Eds

In-Class Exercise: Writing and Peer Reviewing Letters to the Editor

Mock Television Studio Interviews

Instructor and Class Critique of Television Interviews

Assignments:

One Letter to the Editor

- Due by Monday, October 28, 2013

One Op-ed

- Due by Monday, October 28, 2013

Fifth Class: Thursday, October 31, 2013

Topics:

Instructor and Class Critique of Letters and Op-Eds

In-Class Exercise: Writing and Peer Reviewing Letters to the Editor

Mock Television Studio Interviews

Instructor and Class Critique of Television Interviews

Final Presentation of Websites

Assignments:

One Letter to the Editor

-Due by Monday, November 4, 2013

One Op-Ed

-Due by Monday, November 4, 2013