SUMMARY: JAMS 306/Feature and Magazine Article Writing
University of Wisconsin-Milwaukee, College of Letters and Sciences
Department of Journalism, Advertising, and Media Studies
Instructor: Erik Gunn

This class is open to students in any of the three JAMS concentrations – Journalism, Advertising/Public Relations, or Media Studies. It is taught as a journalism class, employing the standards and perspectives of professional journalism; students will be expected to produce work grounded in journalistic style, practices, and principles.

Course objectives

- To provide experience in writing feature stories suitable for publication in print or online
- To expose students to examples of published feature articles from which they can profitably learn the craft.
- To provide opportunities for students to further develop the elements of the journalist’s craft, including:
  - news judgment and critical thinking;
  - fact-gathering through primary and secondary sources of information, including documents, interviews, and personal direct observation;
  - story-telling that is accurate, concise, and compelling;
  - mastery of the standard rules of mechanics for contemporary professional writing;
  - an appreciation for the continuing role of journalists in a time of immense change in society and culture as well as in media technology;
  - a commitment to the ethical practice of journalism.

Course Requirements: Texts and Reading

There are two required reference texts:

- The AP Stylebook

Additional required reading will be provided in class. Optional additional reading materials include:

- William Reuhlmann, Stalking the Feature Story (out of print)
- James B. Stewart, Follow the Story (Simon & Schuster/Touchstone)
- David Fryxell, How to Write Fast (While Writing Well) (Writer’s Digest)
- Anne Lamott, Bird by Bird (Anchor)
- Naveed Saleh, The Complete Guide to Article Writing (Writer’s Digest)

Course Requirements: Writing

Class writing assignments include three major projects of original journalism as well as a number of short-term assignments and exercises.