

## **English 3360 – Writing for Magazines and Trade Journals**

### **Overall English Department Mission Statement**

The English Department at Dixie State College strives to instill in students an appreciation for the centrality of language and literature in human culture, particularly their function in social, historical, and political contexts. Students who major in English master skills in analyzing and evaluating texts and other media, as well as learning how to produce focused critical essays.

### **Emphasis Mission Statement (Professional and Technical Writing)**

The Professional and Technical Writing program at Dixie State College of Utah prepares students for careers in technical, scientific, medical, legal, and business writing environments. Courses introduce students to the procedures and practices that professional writers and editors use regularly, including grant writing, freelance writing, interactive media development, magazine production, technical editing, and document design. To further enhance their understanding of language and verbal communication, students in our program investigate areas such as composition theory, visual rhetoric, and the history of rhetoric, as well.

### **Course Description**

Fulfills a requirement for English majors pursuing an emphasis in Professional & Technical Writing, and open to other interested students. Successful completers will be able to understand the development of the magazine market and the current landscape of magazine publishing: generate ideas, pitch stories, research, report and write articles suitable for publication in a magazine; and initiate and complete the feature or long-form article for magazines or other markets. Prerequisite: ENGL 2010 (Grade C or higher).  
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### **Course Goals:**

By the end of English 3360, students will have significantly improved their ability to do the following:

- Produce essays that are suitable for publication.
- Craft and submit query letters to magazine editors.
- Critique and copyedit magazine and journal articles.

### **Course Learning Outcomes:**

By the end of English 3360, students will demonstrate their ability to

- Engage in the practices that professional writers regularly employ, such as finding markets, crafting query letters, and communicating directly with editors.
- Enhance their understanding of the business aspects of freelance writing.
- Critique materials produced for class by colleagues, providing suggestions for effective revision.

### **Methods of Assessment:**

***Formative Assessment Methods***

Midterm: Students answer questions that evaluate their understanding of technical terms and concepts discussed in class readings and lectures

Projects: Students produce essays in multiple genres, which they subsequently organize in portfolios and submit to instructor for evaluation

***Summative Assessment Methods***

Final Exam: Students answer questions that evaluate their understanding of technical terms and concepts discussed in class readings and lectures

Oral presentation: Students present the essays to their peers on multiple occasions over the course of the semester/term

***Value-Added Assessment Methods***

Pre/Post Test: Students will take a course-specific pre- and post-test, to assess the ways in which their learning has increased during the semester. This will be a multiple-choice test.