

**SYLLABUS for HEALTH AND FITNESS JOURNALISM
ENGL 397 PM**

INSTRUCTOR: Adjunct Professor, Porter Shimer, 1-610-965-7619

COURSE OBJECTIVES: The purpose of this course will be to enable students to compose articles of varying lengths in the health and fitness field for publication in newspapers and magazines. Because students will be encouraged to work from primary sources whenever possible, basic instruction on how to understand and translate the often arcane language of these sources, as well as a working knowledge of the nutritional and physiological principles the sources represent, will be included. Students, therefore, will be expected to master – and hence will be graded on -- their abilities to:

- * write articles ranging in length and depth from 50-word “shorts” to 2000-word features
- * analyze and simplify primary research to be comprehensible by most American adults
- * write in a manner that is factual and informative but also lively and engaging for an audience of lay readers
- * understand certain basic principles of nutrition and physical health that will constitute the primary subject matter of the course

REQUIRED TEXTS: none

ATTENDANCE POLICY: Given the interactive and hopefully participatory nature of this course, students will be advised to be physically as well as intellectually present for as many of its scheduled meetings as possible, failure of which can be expected to impact negatively on the grade they ultimately receive.

HONESTY POLICY: Students will be advised to consult and comply with the honesty standards for Moravian College as presented in the Student Handbook.

GRADE DETERMINATION: Students will be evaluated periodically throughout the course by way of short quizzes (to assure their grasp of relevant nutritional and physiological principles) as well as the quality of their written assignments – the 2000-word “feature” article which will be due at the conclusion of the course, especially.