

Writing for Wide Readership

G54 0060.001; Spring 2010; Mondays 5:00 – 7:00pm; 4 credits

Sponsored by
The NYU Catherine B. Reynolds Foundation Program in
Social Entrepreneurship and the NYU Wagner School of Public Service

Offered by
The Arthur L. Carter Journalism Institute

How to translate the specialized languages of particular disciplines in order to reach a larger public is at the heart of this course. Too often, specialists find themselves hostage to the arcane tongues of particular disciplines. Yet they possess knowledge that often cries out to be understood by a broader public. The course will concentrate on the structure of good storytelling, the marshaling of evidence, the unfolding of convincing narrative, and the rhetorical style necessary for turning useful work into memorable writing. Good writers are good readers and this course will explore some of the more successful practitioners of public writing and the art of advancing an argument for a general readership, including, among others, Lewis Thomas, George Orwell and Joan Didion.

Liza Featherstone is a contributing writer to *The Nation* magazine. A free-lance journalist and essayist, she has also written for *The New York Times*, *The Washington Post*, *Newsday*, *Columbia Journalism Review*, *Salon*, *Slate*, *Babble* and many other publications. Featherstone is the author of *Selling Women Short: The Landmark Battle for Workers' Rights at Wal-Mart* (Basic Books, 2004), and has been a Knight-Bagehot Fellow in Business and Economics Journalism at Columbia University.

To register for Writing for Wide Readership please contact Rachel Pinson,
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