Course Description

Introduction to basic script formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentaries, and fictional materials.

Textbook


Student Learning Outcomes

1. Recognize and apply advertising commercial and newswriting styles/formats.
2. Apply broadcast interviewing techniques.
3. Analyze communications theory relevant to the broadcast industry.
4. Evaluate the electronic media environment and structure.
5. Recognize and apply broadcasting terminology.

Course Goals/Objectives

Upon successful completion of the course the student will:
1. Write commercial and news scripts for broadcast use.
2. Know basic news values in order to identify newsworthy events and issues.
3. Learn industry terminology.
4. Conduct on-site interviews with prominent news sources and write edited script.
5. Shadow a radio or television professional for four hours and report on experience.

Student Contributions and Class Policies

Students will be expected to:
1. Complete two glossary quizzes from textbook terms.
2. Write and deliver on deadline five script and accessory script assignments.
3. Select a prominent news source (may substitute college instructor per assignment) in your local area, research his or her background, interview the source, record a 30 minute interview, and write a 10-minute interview script condensed from interview.
4. Read all assigned chapters.
5. Complete four-hour radio or television station assignment

Semester Project: Arrange to visit a television or radio station in your local area for a four-hour internship assignment. For radio, observe a four-hour or more board shift, take notes and write a three-page, double-spaced report on your observations. For television, go out on assignment with a news reporter for four hours or more and shadow the professional through editing of story and airing on the nightly news. Again, write a three-page, double-spaced report in the experience. Arrange for a short letter from station manager, DJ, or news reporter verifying your four-hour participation in the internship project.

Grading Policy: The semester grades will be based on these point totals:

- Glossary quizzes: 16 points (8 points each)
- Script Assignments: 60 points (12 points each)
- Semester Project (Onsite Interview): 15 points
- Final exam: 9 points
- Total: 100 points

Note: Instructor will subtract two points for all late assignments; three points will be subtracted for any assignments instructor evaluates as lacking thoroughness. Grades will be assigned as follows: 90-100=A; 80-89=B; 70-79=C; 60-69=D; 59 and below = F. W’s will be given at discretion of instructor.
Course Schedule

This class meets for 3 lecture hours per week as follows:

**Weeks 1 and 2:** Assignment #1: Read chapters 1 and 2 to familiarize you with the basics of Mass Media and the Basic Elements of Production. Review the terms and abbreviations in the glossary on PP. 449-452 for an open-book quiz.

**Weeks 3 and 4:** Assignment #2: Read Chapter 3 for basics on Format and Style of broadcast writing. A review quiz will be emailed and must be completed in one week’s time frame.

First glossary quiz due

**Weeks 5 and 6:** Assignment #3: Read chapter 5 on News and Sports broadcast writing and complete instruction numbers 1, 2 and 3 in the Application and Review Section on Page 163. Review the terms and abbreviations in the glossary on PP. 453-456 for an open-book quiz.

Television News Broadcast (#1); 15-minute radio news script (#2), and half-hour television news script (#3) due: Sept. 30. Second glossary quiz due

**Weeks 7 and 8:** Assignment #4: read Chapter 6 on Features and Documentaries and complete instruction number 1 about a how-to radio feature and instruction number 3 on a television documentary script in the Application and Review Section on page 210. I can help with subject selection.

How-to radio feature script and television documentary script due

**Weeks 9 and 10:** Assignment #5: Read chapter 4 on Commercial and Announcements and complete instruction numbers 1-5 in the Application and Review Section on page 109.

Commercial scripts, PSA, ID and promo due

**Weeks 11 and 12:** Assignment #6: Read chapter 7 on Interviews and Talk Programs and complete a variation on instruction #4 in the Application and Review Section on Page 244. You need to select a prominent news maker in your local area and research his or her background for newsworthiness (a handout will be distributed on this). Prepare questions, set up an interview with the source and record (either on a home video camera or tape recorder) at least a 30-minute interview. Write a 15-minute script from the total interview of most interesting material. Send both a copy of recording and script to instructor for grading. If this is too monumental, follow instructions on #4 for campus instructor and a book.

Recording and script due

Assignment # 7: Read chapter 8 on Music, Variety and Comedy and complete a variation of Instruction #4 in the Application and Review Section on page 270.
Weeks 13 and 14: Assignment #8: Read chapter 10 on plays. No written assignment, but those needing extra credit may attempt writing a dramatic or situation show play similar to the examples in this chapter.

Week 15: Assignment #9: Read chapters 11 and 12 for general familiarization.

Week 16: Final and semester project process.

Instructor Information

Name:
Office phone:
Office hours:
Office location:
E-mail address:
Division Secretary: Lula Lee, 141 AFA
Office phone: 685-4624
Note: Students are encouraged to contact the instructor at any time; however, making an appointment will guarantee the instructor’s availability at a specific time.