



Course Syllabus

COMM 2339 – Writing for Radio, Television & Film

Revision Date: **8/22/2016**

Catalog Description: Introduction to basic scrip formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentary, and fictional materials.

Lecture hours = 3, Lab hours = 0

Prerequisites: None

Semester Credit Hours: 3

Lecture Hours per Week: 3

Lab Hours per Week: 0

Contact Hours per Semester: 48

State Approval Code: 09.0402.51 06

Core Components and Related College Student Learning Outcomes

This course counts as part of the academic requirements of the Panola College Core Curriculum and an Associate of Arts or Associate of Science degree. Yes No: If no, skip to Instructional Goals.

The items below marked with an X reflect the state-mandated outcomes for this course **IF this is a CORE course:**

- Critical Thinking Skills – to include creative thinking, innovation, inquiry and analysis, evaluation and syntheses of information
 - CT1: Generate and communicate ideas by combining, changing, or reapplying existing information
 - CT2: Gather and assess information relevant to a question
 - CT3: Analyze, evaluate, and synthesize information
- Communication Skills – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
 - CS1: Develop, interpret, and express ideas through written communication
 - CS2: Develop, interpret, and express ideas through oral communication
 - CS3: Develop, interpret, and express ideas through visual communication
- Empirical and Quantitative Skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
 - EQS1: Manipulate and analyze numerical data and arrive at an informed conclusion
 - EQS2: Manipulate and analyze observable facts and arrive at an informed conclusion
- Teamwork – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

- TW1: Integrate different viewpoints as a member of a team
- TW2: Work with others to support and accomplish a shared goal
- Personal Responsibility – to include the ability to connect choices, actions, and consequences to ethical decision-making
 - PR1: Evaluate choices and actions and relate consequences to decision-making
- Social Responsibility – to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
 - SR1: Demonstrate intercultural competence
 - SR2: Identify civic responsibility
 - SR3: Engage in regional, national, and global communities

Instructional Goals and Purposes:

The purpose of this course is to: fulfill the academic requirements necessary to earn an associate degree or transfer degree, or to provide personal enrichment opportunities for Panola College students seeking an interdisciplinary course emphasizing the structure and influence of mass communication. The purpose of the course is also to help students learn to write effectively for multimedia including radio, television, film and online media, including the understanding of marketing communication. Specific emphasis will be placed on the importance of writing to meet deadlines and time limits for commercial, PSAs, promotions, news, documentaries and fictional materials.

Learning Outcomes:

After studying all materials and resources presented in the course, the student will be able to:

- Recognize and apply commercial and newswriting styles and formats.
- Recognize communications theory relevant to the broadcast industry.
- Understand and apply interviewing techniques for broadcast media.
- Demonstrate an understanding of multimedia journalism and alternative story forms.
- Demonstrate an understanding of journalism ethics.

Course Content:

A general description of lecture/discussion topics included in this course are listed in the Learning Objectives section of this syllabus.

Students in all sections of this course will learn the following content:

1. Write a commercial within specified time limits.
2. Apply basic news values in identifying and selecting events and issues that are newsworthy.
3. Write a clear and concise commercial, public service announcement, create a story-board, and a pitch.
4. Understand script formatting style.
5. Learn industry terminology.

Methods of Instruction/Course Format/Delivery:

The course is offered in the traditional classroom for lectures, discussions and audiovisual presentations, and online via Canvas. Students will submit articles, PSAs, ads and photographs to the online student newspaper using the School Newspapers Online WordPress template.

Major Assignments / Assessments:

The following items will be assigned and assessed during the semester and used to calculate the student's final grade.

Assignments

1. Weekly writing for The Pony Express online
2. Cover campus activities and write about them
3. Package a story for print, online and broadcast
4. Write a Public Service Announcement
5. Create an advertisement
6. Compile a portfolio of completed work

Assessment(s):

1. AP Stylebook quizzes
2. Graded assignments (See above)
3. Graded portfolio

Course Grade:

The grading scale for this course is as follows:

- Assignments - 70%
- AP Stylebook quizzes - 15%
- Portfolio - 15%

Texts, Materials, and Supplies:

- Open Resources from instructor and online
- AP Stylebook (in class and online copies)

Required Readings:

- Readings as assigned by instructor
- AP Stylebook

Recommended Readings:

- News sources in print, broadcast and online
- News and feature magazines, print and online
- Media blogs

Other:

- For current texts and materials, use the following link to access bookstore listings: <http://www.panolacollegestore.com>
- For testing services, use the following link: <http://www.panola.edu/elearning/testing.html>
- If any student in this class has special classroom or testing needs because of a physical learning or emotional condition, please contact the ADA Student Coordinator in Support Services located in the Administration Building or go to <http://www.panola.edu/student-success/disability-support-services/> for more information.
- Withdrawing from a course is the student's responsibility. Students who do not attend class and who do not withdraw will receive the grade earned for the course.
- Student Handbook, *The Pathfinder*: <http://www.panola.edu/student-success/documents/pathfinder.pdf>