

RTV 2063
Media Writing
Spring 2014 Course Information

Professor: John C. Dailey, Ph.D.
WH 121 - jdailey@ozarks.edu
Office Hours: M 12:00-2:00, TR 1:30-3:00 and by appointment.
Office Phone: 479-979-1352
Off Campus Phone: 479-274-8918
Classroom / Class Time: WH 210, TR, 10:35 am - 11:50 am

CATALOG DESCRIPTION:

A class in basic writing for the broadcast media. Included are scripts for commercials, public service announcements, promotional copy, and public relations materials.

REQUIRED TEXT:

Hilliard., R. (2011). *Writing for Television, Radio, and New Media*.
Wadsworth. ISBN: 978-1-4390-8271-3

COURSE GOALS:

To be successful in this course, you must reach several goals:

- Write scripts for public service announcements, advertisements or commercials, television/radio promotional copy, and other selected types of scripts.
- apply broadcast writing style rules including correct grammar, spelling and punctuation for the types of course materials listed in number one.
- use formats commonly found in professional scriptwriting settings.
- demonstrate analytical skills related to development of primary messages presented to specific target audiences.
- utilize critical thinking skills related to the creative development of required scripts.
- conduct library and internet research related to media writing.
- develop an awareness of ethical issues inherent in media and script writing areas.

Through the attainment of these course goals, you will have demonstrated growth toward achieving these university Intended Student Outcomes (ISO's).

#1 Students will communicate effectively;

#2 Students will think critically.

Final Examination

The final examination for this class is scheduled for **Monday, May 12 from 1:00 pm - 3:00 pm. No exceptions will be made to this schedule**, so make travel and other plans accordingly. If you have four exams on that day, contact the Provost.

COURSE REQUIREMENTS:

Assignments

The course grade will be based on a 600-point maximum, made up of the following:

- **Blogger Online Discussion** (5 Points Each x 10/11 - 08% of Total Grade)
BLOGGING INSTRUCTIONS may be found on the **first post** of the class blog:
<http://rtv2063sp14.blogspot.com>
- **Solo Written Assignments** (50 Points Each x 5 - 42% of Total Grade - SEE SCHEDULE)
You will write a response to the Application & Review questions posted in the designated chapters of the text. On the day that the Exercise Papers are due, be prepared to share your work in either small group or large group discussions. ALL SCRIPTS AND SUPPORT MATERIALS MUST BE TYPED.

Application & Review #1 (p. 51)

Read Chapters 1 and 2 to familiarize yourself with the basics of Mass Media and the Basic Elements of Production. Write *one sequence for each* of the Television & Radio areas.

Application & Review #2 (p. 126)

Read Chapters 3 and 4 for the basics of Format and Style of broadcast writing and writing Commercials and Announcements. Complete instruction numbers 1, 2 and 3.

Application & Review #3 (p. 191)

Read Chapter 5 for the basics of News and Sports broadcast writing. Complete instruction numbers 1, 2, **or** 3. NOTE: For instruction number 2, you need to write ONLY A 15 MINUTE TV NEWSCAST.

Application & Review #4 (p. 262)

Read Chapter 6 on Features and Documentaries and complete instruction number 1 about a how-to radio feature and instruction number 2 on a television human interest feature.

Application & Review #5 (p. 298)

Read Chapter 7 on Interviews and Talk Programs and complete instruction number 5 about a radio talk show.

- **Group Assignment** (50 Points - 08% of Total Grade – DUE May 6th)

Application & Review #6 (p. 322)

Read chapter 8 on Music, Variety and Comedy and complete a variation of instruction number 4.

Written Assignments will be assessed in this manner:

Appropriate Technique	20 points
Application of Style Rules	10 points
Spelling, grammar, punctuation, and organization	10 points
Creative approach to assignment	<u>10 points</u>
Total Points Possible	50 points

- **Discussion / Participation - 100 points**

Regular class attendance and participation are expected. Class attendance will be recorded and up to 100 points will be available for the semester (2.5 points for each of 40 class sessions). Students who are absent for any reason will not receive points for a missed class session.

- **Final Exam - 100 points**

The final exam will have a maximum value of 100 points and will be graded on a straight scale. *The final will be a take home essay.* Details on the final exam will be provided near the end of the semester.

COURSE REQUIREMENTS (cont.):

Expectations

- **Deadlines** – All assignments will be submitted at the start of class on the due date. Late submissions will not receive full credit. Students who fail to submit all required assignments will not receive a passing grade in the course. Since an important part of work in media fields is meeting deadlines, late work will not be accepted unless you contact me in advance with a legitimate, documented reason (for example, serious illness would be an acceptable excuse; having work due in another class would not). Time management is an important skill for success in the communication field.
- **Attendance** – I expect you to be in class on time. Excessive absences will result in the lowering of your grade. Because illness, emergency, or University-sanctioned activities can sometimes cause you to miss class, absences may be excused if you discuss the problem (in advance if possible) with the instructor. If you cannot reach me, leave a message with the division office (979-1233). The decision about whether or not to excuse an absence rests with the instructor. Excessive absences (more than three) will result in an academic alert.
- **Academic Integrity** – I expect you to do your own work for this class. You may consult with others and you may refer to models or examples from the texts or class, but you must individually prepare and create your own work for grading. For more information, refer to the section on academic integrity in the *Talon* student handbook. Violations of academic integrity are serious offenses. If you are caught using someone else's work as your own or helping someone else to cheat, you may receive a zero for that assignment and I will notify the Provost and the BCG division chair. If you are caught plagiarizing or cheating a second time, you will receive a grade of "F" for the course and I will notify the Provost.

Behavior Guidelines, Standards and Expectations

I want you to be successful in this class, in your other classes, and in your life. I want the theories and concepts discussed to have immediate value to you as you develop your own improved communication skills. To create a successful classroom experience and achieve the stated goals, we must all uphold certain principles and expectations:

- | | |
|----------------------|---|
| 1. Respect | For each of us to receive a valuable education in this class, we will all need to listen openly and discuss ideas respectfully. |
| 2. Attendance | You are expected to attend classes and arrive on time. |
| 3. Responsibility | Late work will be penalized one full letter grade per day late. |
| 4. Honesty | Plagiarism and cheating are serious acts of misconduct and will result in failure of the course and/or academic discipline per the policies of this institution. |
| 5. Equal Opportunity | If you need course adaptations or if you need to make any special arrangements, please make an appointment with me as soon as possible. |
| 6. Commitment | Doing well in this class requires you to keep up with the readings, assignments, and class work. If you need to miss a class, contact a classmate for assignments and notes. You are responsible for the material you miss. |

Digital Device Policy: Cell phones and other digital communication devices should be silenced during class. I understand that you may need to occasionally check or respond to a message; however, if your device use becomes a distraction to me or to others, you will lose 10 participation points each time I have to ask you to put it away. **Absolutely no cell phone or other digital communication device use is permitted during exams.** Any student caught using a device during an exam will receive a zero on that exam.

ADA STATEMENT

If any member of the class has a documented disability and needs special accommodations, the instructor will work with the student and the office of Student Support Services or the Jones Learning Center or the Academic Center for Excellence to provide reasonable accommodation to ensure the student a fair opportunity to perform in this class. In order to plan for optimum success, please advise the instructor of the disability and the desired accommodations as soon as possible. Students are strongly encouraged to notify the instructor during the first week of classes. Without ample planning / preparation time, we cannot assure the availability of needed accommodations in a timely manner.

GRADING POLICIES

Points are accumulated throughout the semester, and at the end of the semester the total points earned will divide the total points possible. Assignments will have the following point values:

	Points	Due Date(s)
Final Exam	100	Finals Week
Blogger Online Discussion	50 (5 each x 10/11)	SEE SCHEDULE
Glossary Quiz	25	SEE SCHEDULE
Solo Written Assignments	250 (50 each x 5)	SEE SCHEDULE
Group Written Assignment	50	SEE SCHEDULE
Discussion / Participation:		
In-Class Discussion	25	
In-Class Activities	75	
	+	
TOTAL:	600	

Grades will be assigned according to the following scale:

A = 100-92.5%	B+ = 89.49%-86.5%	C+ = 79.49%-76.5%	D+ = 69.49%-65.5%
A- = 92.49%-89.5%	B = 86.49%-82.5%	C = 76.49%-71.5%	D = 65.49%-61.5%
F = 59.99% and below	B- = 82.49%-79.5%	C- = 71.49%-69.5%	D- = 61.49%=60.0%

Grade estimates will be given to you at midterm, but you will be able to follow your grade progress online throughout the semester. You are welcome to discuss your grade with me at any time. At the end of the semester, you will receive your final course grade from the Registrar's Office. In keeping with University policy and concern for your privacy, I will not post grades, nor will I email grade information to you, even if you ask for it.

COURSE SCHEDULE (may be revised to meet the needs of the class...)

Date	Writing for Television Radio & New Media	BLOG Post #	In-Class Activity / <i>BLOG Discussion Topic</i> / Papers
Week 1			
January 21			Introduction to course / people
January 23	Chapter 1		Demographics, Audiences, Subject Matter
Week 2			
January 28	Chapter 2		Radio Production
January 30	Chapter 2		Television Production
Week 3			
February 04	REBOOT		Introduction to Blogger
February 06	Chapter 2	1	<i>Radio / Television Production</i>
Week 4			
February 11	Chapter 3		Application & Review 1 (p. 51) DUE & DISCUSS
February 13	Chapter 3	2	<i>Scriptwriting for Film & Radio</i>
Week 5			
February 18	Chapter 3		Construction Site - TV Scene Exercise
February 20	Chapter 3	3	Glossary Quiz / <i>Scriptwriting for Television</i>
Week 6			
February 25	Chapter 4		WATCH - Classic Commercials & PSAs
February 27	Chapter 4	4	<i>Commercial/PSA Writing Styles, Technique</i>
Week 7			
March 04	Chapter 4		Application & Review 2 (p. 126) DUE & DISCUSS
March 06	Chapter 4	5	<i>Storyboards, Formats, Internet Considerations</i>
Week 8			
March 11	Chapter 5		WATCH - Local News, Best & Worst
March 13	Chapter 5	6	<i>TV: Sources, Style, Personality, Format, Approach</i>
Week 9			
March 18	Chapter 5		Application & Review 3 (p. 191) DUE & DISCUSS
March 20	Chapter 5	7	<i>Radio: Audio, TV: Visuals, Rewriting for Internet</i>
Week 10			
March 24-28	SPRING BREAK		NO CLASS
Week 11			
April 01	Chapter 6		WATCH: <i>Connections: LIVE</i>
April 03	Chapter 6	8	Features, Documentaries, Reality Programs
Week 12			
April 08	Chapter 6		Application & Review 4 (p. 262) DUE & DISCUSS
April 10	Chapter 6	9	Feature vs. Doc Planning - Part 1
Week 13			
April 15	Chapter 7		Feature vs. Doc Planning - Part 2
April 17	Chapter 7	10	Interview and Talk Shows – Listen to <i>Fresh Air</i>
Week 14			
April 22	Chapter 7		Blogger Catchup
April 24	Chapter 8	11	Music, Variety, and Comedy / A & R 5 (p. 298) DUE
Week 15			
April 29	Chapter 8		GROUPS MEET
May 01	Chapter 8		GROUPS MEET
Week 16			
May 06	Chapter 8		Application & Review 6 (p. 322) DUE & DISCUSS
May 08			Final Exam Review
Week 17			
Finals Week	1:00 - Monday, May 12th		FINAL EXAM

“I’m from Missouri, you’ve got to show me.” – Dr. John