

## COM 304 Writing for Broadcast (TV, Radio, Film)

**Credit Hours: 3**

**In Class Instructional Hours: 2**

**Labs: 2**

**Field Work: 0**

### **Catalog Description:**

*Prerequisite: COM 210*

Practice in organizing and writing for radio, audio media, television and other visual media; writing in various formats, including commercials, promotional announcements, documentaries, corporate video and narrative scripts.

### **Reasons for Revision:**

(Fall 2008). This course, formerly called Broadcast Copywriting, was last revised in 1997 as part of a departmental program restructuring. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs (this course will provide an appropriate parallel to TVA 304 for Media Production students.) and expanding scholarship and practice in the field, particularly in new distribution media. Additionally, the department undertook this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication, specifically addressing ACEJMC standards focused on writing and critical thinking.

<b>Student Learning Outcomes:</b>	<b>Course Content References:</b>	<b>Assessment:</b>
At the completion of this course, students will be able to:		
1. Describe the role of written communication in radio, audio, television and other visual media	I, II	1. Class participation; written assignments; exams; quizzes.
2. Explain the principles and fundamentals of writing for radio, audio, television and other visual media	I, II, III, IV, V, VI, VII, VIII	2. Exams, quizzes, in-class and out-of-class assignments, writing projects
3. Apply conventions of language and format to writing for radio, audio, television and other visual media	II, III, IV, V, VI, VII, VIII	3. Quizzes, in-class and out-of-class assignments
4. Plan and write scripts for the various genres: commercials, public service announcements; promotional announcements, documentaries, corporate video, and/or narrative scripts	II, III, IV, V, VI, VII, VIII	4. In-class exercises; planning and writing assignments, major writing projects

5. Analyze and evaluate scripts, and make recommendations for modifications	I, II, III	5. Class participation, written analyses
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**Course Content:**

- I. Basics of writing for television, radio and film
  - A. Storytelling
  - B. Script formats
  - C. Shot list
  - D. Editing copy
  - E. Ethical Issues
  - F. Legal Issues
- II. Writing strategy
  - A. Writing objectives
  - B. Evaluating copy
- III. Writing approaches
  - A. Writing for the eye
  - B. Writing for the ear
  - C. Visualizing the story
- IV. Narrative techniques
  - A. Pitching ideas and stories
  - B. Three-act structure
  - C. Character development
  - D. Dialogue development
- V. TV & radio commercial copywriting
  - A. Research
  - B. Informative vs. persuasive strategies
  - C. Advertising techniques
  - D. Product features and benefits
  - E. Brand identity
  - F. Persuasive appeals
  - G. Writing radio ads
  - H. Writing television ads
  - I. Writing public service announcements
  - J. Writing ads for online audio and visual media
- VI. Promotional announcements
  - A. Promoting television and radio programming
  - B. Promotion techniques
  - C. Public service promotions
- VII. Longer form scriptwriting
  - A. Documentaries
  - B. Short/feature narrative films
  - C. Television and web-based drama/comedy
  - D. Corporate video
  - E. Online and new media videos

VIII. Scripting for spontaneous shows

A. Talk shows

B. Public affairs programming

**Resources:**

Scholarship:

Aristote. *Aristotle's Poetics: Translation and Analysis*. New York: Farrar, Strauss & Giroux, 1961.

Blum, Richard A. *Television and Screen Writing: From Concept to Contract*. 4<sup>th</sup> ed. New York: Focal Press, 2000.

Friedman, William. *Writing for Visual Media, Second Edition*. New York: Focal Press, 2006.

Haag, Judith H. *The Complete Guide to Standard Script Formats, Part Two: Taped Formats for Television*. Clovis, CA: CMC Publishers, 1995.

Goldberg, Lee and William. *Successful Television Writing*. Hoboken, NJ: Wiley & Sons, 2003.

Hampe, Barry. *Video Scriptwriting: How to Write for the \$4 Billion Commercial Video Market*. New York: Plume, 1993.

Hilliard, Robert L. *Writing for Television, Radio and New Media*. Belmont, CA: Wadsworth Publishing, 2007.

McKee, Robert. *Story: Substance, Structure, Style and the Principles of Screenwriting*. Harper Entertainment, 1997.

Meeske, Milan D. *Copywriting for the Electronic Media: A Practical Guide*. Belmont, CA: Wadsworth Publishing, 2008.

Musberger, Robert. *An Introduction to Writing for Electronic Media; Scriptwriting Essentials Across the Genres*. New York: Focal Press, 2007.

Seger, Linda. *Making a Good Script Great*. 2<sup>nd</sup> ed. New York: Samuel French, 1994.

Smith, Evan. *Writing TV Sitcoms*. New York: Perigee Books, 1999.

Strunk, Jr., William. *The Elements of Style*. Claremont, CA: Coyote Canyon Press, 2007.

Sugarman, Joseph. *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. Hoboken, NJ: Wiley & Sons, 2006.

Periodicals:

*Advertising Age*  
*Broadcasting and Cable magazine*  
*Creative Screenwriting magazine*  
*Hollywood Reporter*  
*Hollywood Scriptwriter*  
*Journalism and Mass Communication Quarterly*  
*Journal of Broadcasting and Electronic Media*  
*Media Week magazine*  
*Script magazine*  
*Variety*

Electronic and/or Audiovisual Resources.

*Hollywood Scriptwriter*  
<http://www.hollywoodscriptwriter.com>

*New York Screen Writer*  
<http://www.nyscreenwriter.com>

*Screen Talk*  
<http://www.screentalk.biz>

*Screenwriter Magazine*  
<http://www.screenwritermagazine.com>

*Script Magazine*  
<http://www.scriptmag.com>

*Scriptologist*  
<http://www.scriptologist.com>

*Radio Commercial Production and Writing Radio Ads*  
<http://www.strategicmedia.com>

*Writer's Guild of America: Writing for Episodic TV – Guide*  
[http://www.wga.org/subpage\\_writersresources.aspx?id=156](http://www.wga.org/subpage_writersresources.aspx?id=156)