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.

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

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<thead>
<tr>
<th>Section</th>
<th>Content</th>
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| 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 | I, II, III |
| II.     | Writing strategy  
A. Writing objectives  
B. Evaluating copy | I, II, III |
| III.    | Writing approaches  
A. Writing for the eye  
B. Writing for the ear  
C. Visualizing the story | I, II, III |
| IV.     | Narrative techniques  
A. Pitching ideas and stories  
B. Three-act structure  
C. Character development  
D. Dialogue development | I, II, III |
| 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 | I, II, III |
| VI.     | Promotional announcements  
A. Promoting television and radio programming  
B. Promotion techniques  
C. Public service promotions | I, II, III |
| 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 | I, II, III |

5. Analyze and evaluate scripts, and make recommendations for modifications  
5. Class participation, written analyses
VIII. Scripting for spontaneous shows
   A. Talk shows
   B. Public affairs programming

Resources:

Scholarship:


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