



RTVF 14 - Introduction to Media Writing

Catalog Description

Transfer Status: CSU/UC

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: This course introduces students to writing scripts and other types of content for a variety of digital media platforms. An emphasis is placed on proper formatting, technical, conceptual, and stylistic issues related to writing fiction and non-fiction. A significant part of the course will be focused on evaluating and improving writing for the media.

Objectives

Upon successful completion of this course, the student should be able to:

1. Demonstrate competence in the mechanics of clear and concise writing.
2. Explain the technical and aesthetic issues related to writing for audio and visual media.
3. Demonstrate proficiency in writing in a variety of script formats, including the radio script, two-column video script, and screenplay formats.
4. Demonstrate proficiency in creating content for multiple digital media platforms.

Course Content

Topic Titles / Suggested Time Topic	
	<u>Lecture</u>
<u>Topics</u>	<u>Lec Hrs</u>
Writing regardless of medium or format – clarity, economy, grammar, style	9.00
Issues specific to writing for radio (writing for the ear), film and television (writing for the eye), multimedia (writing for the ear, the eye, and interactivity)	9.00
Fundamentals of dramatic structure, including conflict, character creation, and dialogue writing	9.00
Introduction to content for the various media – e.g., commercials, PSAs, corporate productions, documentaries, web sites, fictional narratives (film, half-hour TV comedy, one-hour TV drama)	9.00
Script formats – including, but not limited to radio, two-column video, and screenplay	9.00
Promoting representation of race/ethnicity, gender, class, sexual orientation, and ability	6.00
Total Hours: 51.00	

Methods of Instruction

- A. Class Activities
- B. Collaborative Group Work
- C. Discussion
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Lecture
- F. Multimedia Presentations

Methods of Evaluation

- A. Exams/Tests
- B. Oral Presentation
- C. Homework
- D. Written Assignments
- E. Written or Oral Examinations

Examples of Assignments

Reading Assignments

1. Read the textbook chapter on writing for radio/TV news and come to class prepared to discuss the differences between writing for radio and TV.
2. Read the instructor supplied film script and TV script and come to class prepared to discuss how the formats are different.

Writing Assignments

1. Write a 30-second radio commercial (50-100 words) based on product details supplied by the instructor. Be prepared to read your script to the class.
2. Using the handout on film script writing supplied by the instructor, write a 500-word story concept. Be prepared to present your story concept in class.

Out-of-Class Assignments

1. Read and analyze one film script from the instructor supplied list and come to class prepared to discuss how it reflects the three-act structure discussed in script writing chapter in the class text.
2. Listen to six radio commercials and come to class prepared to discuss the differences between features and benefits for the advertised products. Alternative options to complete this assignment will be identified in the instructions.

Recommended Materials of Instruction

Hilliard, Robert L. (2015). Writing for Television, Radio, and New Media (Broadcast and Production). *Cengage Learning*, 11th. 978-1285465074.

Trottier, David. (2019). Screenwriter's Bible. *Stilman-James Press*, 7th. 978-1935247210.

Minimum Qualifications

English (Masters Required)

Journalism (Masters Required)

Mass Communication (Masters Required)

Film Studies (Masters Required)

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