

**Fall 2017**

**Writing for Radio, TV & Film**

Comm 2339.001 - T & TH 930 -1045 a.m.

Instructor: Margaret S. Kirby

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e-mail: [mkirby@southplainscollege.edu](mailto:mkirby@southplainscollege.edu) The fastest way to reach me, other than coming to my office during office hours, is to e-mail me. I check e-mails more often than voice mails. Please do **NOT** e-mail me using Blackboard.

Office Hours: Mon & Wed 830 – 930 am; 1215 – 345 pm  
Tu & Thur 830 – 930 am; 11am – 1pm  
Friday 9 - 12pm or by appointment

**Prerequisites:** None

Credit: 3 semester hours

**Description:** This course provides an introduction to basic script formats, terminology, and writing techniques for radio, television, and film. This course is a study of the techniques used in writing commercials, public service announcements, promos, news, documentary and fictional materials.

**Supplies Needed:** paper and pen/pencil for notes in class; folder or notebook where you can save notes, handouts, and graded assignments.

**Course Requirements:** Students should attend all class meetings and complete all assignments.

**Textbook:** None required.

**Attendance and Tardiness Policy:** Attendance in this class is required. I generally do not allow students to enter class after the first 5 minutes because it is disruptive. I will take attendance after the first 5 minutes of class. There is a lot of classwork in this class that counts toward your final grade. Some of it cannot be made up. I generally do not allow exams to be made up. Regardless of the reason for your absence, it is your responsibility to find out what work you missed and ask whether it can be made up and when it will be due. **Students with more than 4 absences in a row will be dropped from the class with an F or X without further warning. If a student misses more than 4 classes throughout the semester, I reserve the right to drop the student with an X or an F.**

**Script Topics**

Commercials

Public Service Announcements

Radio and TV news

Film Screenplay

**Evaluation:** Students' grades in this class will be determined by the following:

Participation (see grid)	100 points
Classwork Assignments/homework/group projects	250 points
PSA outline/treatment/storyboard/script	100 points
CSI group project	150 points
Short Screenplay 5 - 40 pages – written to be entered in contest	400 points

**900 – 1000 points = A**

**800 – 899 points = B**

**700- 799 points = C**

**600 – 699 = D**

**599 and below = F**

**Sometimes the final number of points available for the course will not reach the 1000 mark. If that is the case, the scale will be recalibrated and you will be notified.**

### **ADA Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

**Diversity Statement**-In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

**Campus Concealed Carry Statement**- Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the SPC policy at:

[http://www.southplainscollege.edu/human\\_resources/policy\\_procedure/hhc.php](http://www.southplainscollege.edu/human_resources/policy_procedure/hhc.php)

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

**Deadlines-** ALL deadlines are absolute. You need to get used to deadlines that exist in the working world. All assignments are due at the beginning of class, and any late assignments will be penalized harshly.

**Civility Code:**

- As future professionals, you are to communicate with each other in a professional and civil manner. At all times we will treat each other with dignity and respect. That means no profanity or conversations that I feel are inappropriate. As the professor for the class, I have the final say for what may be considered “inappropriate”. If there are problems in this area, you may be asked to leave.
- Disruptive behaviors such as cell phones ringing, leaving and returning to class while in session, arriving late to class, talking with others during lectures/discussions, checking your e-mail or Facebook, sending/receiving text messages, eating or drinking in class, etc...may result in a request that such students leave the class. Cell phones must either be turned off or put on vibrate only.

**Academic Dishonesty:**

- Academic dishonesty includes plagiarism and other forms of cheating behavior. Academic dishonesty is unacceptable. Students committing acts of academic dishonesty will be penalized by the assignment of lowered or failing grades on assignments and/or for the entire course, depending upon the instructor’s evaluation of the severity of the dishonest act.

**What is plagiarism?**

- Plagiarism is presenting someone else's words or ideas as your own. The following are all examples of plagiarism:
- Quoting or paraphrasing material without citing the source of that material. Sources can include Web sites, magazines, newspapers, textbooks, journals, TV and radio programs, movies and videos, photographs and drawings, charts and graphs; any information or ideas that are not your own.
- Quoting a source without using quotation marks -- even if you do cite it.
- Buying a paper online or downloading a paper from a free site.
- Copying or using work done by another student.
- Citing sources you didn't use.

**Introduction-** from the Preface of “Writing for Television, Radio, and New Media”, 9<sup>th</sup> edition, by Robert L. Hilliard: “Creativity and talent cannot be taught, but principles and techniques can. If you are willing to devote time, energy, and hard work to learning the basics of writing, you will be able to write at least an adequate script for any video, audio, or cyberspace program or project. If you also have writing talent and the determination to combine it with effective principles and techniques, you are on your way to making important contributions to the media industries. With persistence and luck, you may also find yourself with an Emmy on your mantle and a Porsche in your driveway.”

## CLASS PARTICIPATION

You are expected to contribute to class discussions. Mere attendance is not enough.  
Basic grading criteria:

Attendance (Missed Classes for semester)	Class Contributions	Grade Range
0-2	Frequent contributions; well considered comments	90-100
0-2	Infrequent contributions or ill-considered comments	80-90
0-2	Rare or no comments	70-80
2-3	Frequent contributions; well considered comments	70-80
2-3	Infrequent contributions or ill-considered comments	60-70
2-3	Rare or no comments	50-60
3-4	Frequent contributions; well considered comments	50-60
3-4	Infrequent contributions or ill-considered comments	40-50
3-4	Rare or no comments	30-40
More than 4		30