

Fall 2019

Writing for Radio, TV & Film

Comm 2339.002 - T & TH 930 -1045 a.m.

Comm 2339.001 - M & W 11 – 1215 p.m.

Instructor: Margaret S. Kirby **Office:** CM 154 **Phone:** 716-2451

e-mail: 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. I should respond within 24 hours unless you e-mail me on a Friday. In that case, it may be Monday before I can respond to you. Please do **NOT** e-mail me using the Blackboard system.

Office Hours: M/W 830 a.m. – 930 a.m.; M/W 1215 p.m. – 230 p.m.; T/Th 830 – 930 a.m.; T/Th 11 a.m. – 130 p.m.; 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.

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	100 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.

Attendance and Tardiness Policy: I generally do not allow students to enter class after the first 5 minutes because it is disruptive. If you repeatedly come to class after the 5 minute cut off, you will be asked to leave. Attendance in this class is required. There is a lot of classwork in this class that counts toward your final grade. Students are expected

to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus below.

If a student misses more than 4 classes *throughout the semester*, I consider that number to be “excessive” and reserve the right to drop the student with an X or an F. I will warn you if you reach the 4 class limit. That will be your only warning. Students with more than 4 absences *in a row* will be dropped from the class with an F or X without further warning.

Regardless of the reason for your absence, it is your responsibility to find out what work you miss. Please do not just e-mail me to ask what you missed and leave it at that or ask me what you missed 30 seconds before class starts. You must come to my office during office hours to discuss making up work. It is the student’s responsibility to complete work missed within a reasonable period of time as determined by the instructor. Some work cannot be made up.

Students who enroll in a course but have “Never Attended” by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of “X” or “F” as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student’s responsibility to be aware of that policy.

It is the student’s responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

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- South Plains College permits the lawful carry of concealed handguns in accordance with Texas state law, and Texas Senate Bill 11. Individuals possessing a valid License to Carry permit, or the formerly issued Concealed Handgun License, may carry a concealed handgun at all campus locations except for the following.

- Natatorium

For a complete list of campus carry exclusions zones by event, please visit <http://www.southplainscollege.edu/campuscarry.php>

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

All homework assignments are due at the start of class unless specifically told otherwise.

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”, 9th 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

