CENTRAL TEXAS COLLEGE  
SYLLABUS FOR COMM 2339  
WRITING FOR RADIO, TELEVISION & FILM

Semester Credit Hours: 3

Instructor:

I. INTRODUCTION

A. The study of creating, writing and production of radio and television commercials and station promotional announcements. Included is the study of audience viewing and listening habits and audience motivation as it relates to broadcast advertising.

B. This course is required to meet curriculum requirements of the Radio and Television Certificate of Completion and may be used with the Associate of General Studies degree program.

C. Prerequisites: None

II. LEARNING OUTCOMES

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

A. Plan and write basic types of commercial copy for radio and television. (C5, C6, C7, F2, F6)

B. Exhibit an understanding of audio styles for radio and visual style for the preparation of copy. (C5, C6, C7)

C. Write station promotional copy. (F2, C5)

D. Develop and write scripts for presentations, and or documentaries. (F1, F2, F7, C5, C6, C7, C8)

III. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through www.ctcd.edu/books

Aug 18, 2010
IV. COURSE REQUIREMENTS

A. Reading assignments are to be completed prior to the class period during which the material will be discussed. These assignments will be the topic of lecture material presented by the instructor during the appropriate class session.

B. Students will be required to write commercials as part of class assignments. All commercials must be typed written using the standard commercial format which will be presented in class. All assignments are due on the date specified. Late assignments will be subject to a deduction of points.

C. Students are expected to be in class on time. Excessive absences will not be tolerated and could result in the student being within drawn from this course.

D. No class or laboratory assignment may involve the production of illegal, obscene, or indecorous materials, or the behavior execution of what is commonly considered to be illegal, obscene, or indecorous behavior.

V. EXAMINATIONS

A. Examinations will be given at announced times.

B. Exams will be both objective and essay in nature.

C. The instructor will review material to be covered on each exam in class prior to the exam date.

D. If a student is absent during an exam, a make-up exam will be administered to the student, provided the student provides an excused absence given by the instructor. Unexcused absences during exams will not be entitled to a make-up consideration and will be awarded "0" points for the exam missed.

E. Unscheduled quizzes will not be given.

VI. SEMESTER GRADE COMPUTATION

A. The student's grade for this course is derived from the total points awarded on examinations and assignments. The point value assigned to each of these requirements is listed below:
Exams

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<table>
<thead>
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<tbody>
<tr>
<td>3 Weeks</td>
<td>100 pts</td>
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<tr>
<td>Mid Term</td>
<td>150 pts</td>
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<tr>
<td>Final</td>
<td>200 pts</td>
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<tr>
<td>Writing assignments</td>
<td>50 pts</td>
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</tbody>
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B. The following table denotes the points scored to letter grade scale used for this course:

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
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<tbody>
<tr>
<td>500 - 450</td>
<td>A</td>
</tr>
<tr>
<td>449 - 400</td>
<td>B</td>
</tr>
<tr>
<td>399 - 350</td>
<td>C</td>
</tr>
<tr>
<td>349 - 300</td>
<td>D</td>
</tr>
<tr>
<td>299 - 0</td>
<td>F</td>
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</tbody>
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VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM THE INSTRUCTOR

A. Course Withdrawal: It is the student’s responsibility to officially withdraw from a course if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

- 10-week session: Friday of the 8th week
- 8-week session: Friday of the 6th week
- 5-week session: Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of “W” provided the student’s attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of “F” or “FN” for nonattendance.
B. **Administrative Withdrawal**: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.

C. **Incomplete Grade**: The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the coursework but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a course….” Prior approval from the instructor is required before the grade of “I” for Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course.

D. **Cellular Phones and beepers**: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.

E. **American’s With Disabilities Act (ADA)**: Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

F. **Instructor Discretion**: The instructor reserves the right of final decision in course requirements.

G. **Civility**: Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

**VIII. COURSE OUTLINE**

A. **Unit 1**: Course Introduction / Job Market

1. **Learning Outcomes**: Upon successful completion of this unit, the student will be able to identify the organization structure of broadcast stations and describe the various job opportunities for copywriters.

2. **Learning Activities**
   a. Read Chapter 1 (F1, C5, C6)
   b. Prepare an organizational chart for a radio and TV station. (C7, C8)
3. **Unit Outline:**
   a. Broadcast Station Organization
   b. Station Copywriters
   c. Freelance
   d. Agency
   e. In House
   f. Other Job Opportunities
   d. Duties, Responsibilities, Qualifications.

B. **Unit Two: Basic Tools and Techniques**

1. **Learning Outcomes:** Upon successful completion of this unit the student will be describe various tools used by the copywriter and prepare broadcast copy using acceptable copy format guidelines.

2. **Learning Activities**
   a. Read Chapter 3 (F1, C5, C6)
   b. Write a simple radio commercial following style guidelines. (F2, C5, C7)
   c. Write a simple television commercial following style guidelines. (F2, C5, C7)

3. **Unit Outline**
   a. Copy Style
   b. Computers
   c. Copy Aides
   d. Punctuation

C. **Unit Three: Electronic communication**

1. **Learning Outcomes:** Upon successful completion of this unit the student will be able to:
   a. Analyze the electronic communication process and describe various communication models.

2. **Learning Activities**
   a. Read chapter 2 (F1, C5, C6)
   b. Describe the role of each component within the electronic communication model. (C5, C6, C7)

3. **Unit Outline**
   a. Communication Fundamentals
   b. The Electronic Media Communication Process

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D: **Unit Four: Motivation and Attitudes**

1. **Learning Outcomes**: Upon successful completion of this unit the student will be able to describe various audience attitudes present during listening or viewing a commercial announcement and use rational and emotional motivators within a commercial.

2. **Learning Activities**
   a. Read chapters 4 & 5 (F1, C5, C6)
   b. Prepare a commercial using 4 rational and 4 emotional motivators
   c. Watch various commercials and describe the attitude toward the product.

3. **Unit Outline**
   a. Audience Attitudes
   b. Rational Motivators
   c. Emotional Motivators
   d. Other Audience Research.

E. **Unit Five: The Creative Process**

1. **Learning Outcomes**: Upon successful completion of this unit the student will be able to implement four steps of creating a radio or television commercial and use these steps to create a commercial for a client.

2. **Learning Activities**
   a. Read Chapter 6 (F1, C5, C6)
   b. Follow the steps of copy creation to prepare a commercial for a client. (F1, F2, F7, C5, C6, C7, C11)

3. **Unit Outline**
   a. Creation
   b. Definition
   c. Validation
   d. Prohibitions

F. **Unit Six: Radio Commercials**

1. **Learning outcomes**: Upon successful completion of this unit the student will be able to write radio commercials using each of the basic format types and will be able to describe the use of various tools of the radio copywriter.

2. **Learning Activities**
   a. Read Chapters 7 & 8 (F1, C5, C6)
   b. Write a radio commercial for a client using each of the formats
discussed. (F2, F7, C5, C6, C7, C11)

3. **Unit Outline**
   a. Standard Radio Formats
   b. Music
   c. Sound Effects
   d. Electronic Effects.
   e. Radio’s Essence
   f. The Ten Radio Commercial Commandments

G. **Unit Seven: Television Commercials**

1. **Learning Outcomes:** Upon successful completion of this unit the student will be able to write television commercials using each of the basic format types and describe the use of various tools of the television copywriter.

2. **Learning Activities:**
   a. Read Chapters 10 & 11 (F1, C5, C6)
   b. Write a television commercial for a client using each of the formats discussed. (F2, F7, F8, F10, C5, C6, C7, C11)

3. **Unit Outline:**
   a. Basic Production Methods
   b. Television Production Terminology
   c. Video Conceptual Methods
   d. Story Boards and Script Formats

H. **Unit Eight: Promotional Announcements**

1. **Learning Outcomes:** Upon successful completion of this unit the student will be able to describe various station promotional strategies for radio and television and develop a promotional campaign for a radio or TV station

2. **Learning Activities**
   a. Read Chapters 9 & 12 (F1, C5, C6)
   b. Types of station promotional activities (C5, C6)
   c. Develop an annual promotional plan. (C1, C2, F2, F7, F8, F9)

3. **Unit Outline**
   a. ID’s
   b. Program Promos
   c. Off Air Promotion
   d. Events and Contests
   e. The Web

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Course: COMM 2339
Writing for Radio, Television, and Film

Semester___________ Year ________

STUDENT STATEMENT

I, ____________________, hereby certify the instructor has fully explained the requirements and objectives of this course. I understand my responsibilities regarding class attendance and assignments.

__________________________
Student Signature