

RTV 005: BROADCAST WRITING

Originator

lajackson

Justification / Rationale

Code Alignment Project: Change Sam Code from D to C.

Effective Term

Spring 2020

Credit Status

Credit - Degree Applicable

Subject

RTV - Radio-Television

Course Number

005

Full Course Title

Broadcast Writing

Short Title

BROADCAST WRITING

Discipline**Disciplines List**

Media Production (Broadcasting Technology)

Modality

Face-to-Face

Catalog Description

This course provides an introduction to the analysis and preparation of radio and television news announcements, commercials, public service announcements, promotional and dramatic announcements, documentaries, and full-length entertainment scripts. The students develop an understanding of the techniques and elements utilized in script writing.

Schedule Description

This course provides an introduction to the analysis and preparation of radio and television news announcements, commercials, public service announcements, promotional and dramatic announcements, documentaries, and full-length entertainment scripts.

Lecture Units

3

Lecture Semester Hours

54

Lab Units

0

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials

Resource Type

Book

Author

Hilliard, Robert L.

Title

for Television, Radio, and New Media

Edition

11th

City

Belmont, CA

Publisher

Wadsworth/Thomas Learning

Year

2015

College Level

Yes

Flesch-Kincaid Level

12

Class Size Maximum

25

Course Content

1. Elements of the script, including actors' lines and movement, sound effects, props, music, scene description, character development, camera angles and point of view, and dramatic emphasis.
2. Structure and format of the script.
3. Timing (pacing), including length of program, single show or series.
4. Treatment
5. Differences between types of programs/scripts.
6. Script idea development.

Course Objectives

Objectives	
Objective 1	Demonstrate the ability to utilize the specialized vocabulary and techniques employed in radio and television scriptwriting.
Objective 2	Demonstrate an awareness of the differences between the art forms and technology involved in scripts written for radio and scripts written for television.
Objective 3	Demonstrate the ability to write radio and television scripts.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Demonstrates competence in reading, discussing, analyzing and writing short scripts.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	
Discussion	
Demonstration, Repetition/Practice	
Participation	

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Critiques		
Written homework	Including up to six short scripts and at least two different types of 15-minute programs.	
Student participation/contribution		
Mid-term and final evaluations		
Presentations/student demonstration observations		

Assignments
Other In-class Assignments

1. Attendance and involvement in class discussions of assigned readings and viewings.
2. Study, evaluate and critique scripts.
3. Complete written assignments

Other Out-of-class Assignments

1. Readings in textbook and class handouts.
2. Study, evaluate and critique scripts.
3. Complete written assignments

Grade Methods

Letter Grade Only

MIS Course Data
CIP Code

09.0701 - Radio and Television.

TOP Code

060400 - Radio and Television

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals**Curriculum Committee Approval Date**

5/7/2019

Academic Senate Approval Date

5/9/2019

Board of Trustees Approval Date

6/12/2019

Chancellor's Office Approval Date

7/27/2019

Course Control Number

CCC000607690

Programs referencing this course

Film, Television, and Electronic Media AS-T (<http://catalog.collegeofthedesert.eduundefined?key=10/>)

Basic Radio Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=197/>)