COURSE NUMBER: COM 245

COURSE TITLE: Writing for the Media

Faculty Name:

Contact Information:

Pre-Requisite: ENG 121

Text/Software:

Credits: 3

40 Hours of Structured Learning Activities

COURSE DESCRIPTION: This course is designed to improve effectiveness in communication by developing prewriting, writing, and rewriting skills. Students will learn how to organize their ideas in a clear, methodical manner with emphasis on concept development. This course will explore various techniques used to produce scripts for spot advertisements, corporate video, television pilots, and features (movies). Students will produce scripts for radio and television spots and a short corporate video, as well as go through the story development process for feature-length screenplay or television pilot.

COURSE GOALS:

GOAL A: To examine and recognize the various formats used in writing scripts

Learning Objectives: The student will:
A-1. Identify screen writing genres
A-2. Identify script formats
A-3. Contrast and compare writing scripts in the various genres

GOAL B: Write scripts and contrast and compare techniques and requirements in the various media formats

Learning Objectives: The student will:
B-1. Write a script in any of the formats: television, film, and business
B-2. Create believable characters and realistic dialogue
B-3. Examine and recognize effective behavior required to positively interact with customers when writing commercials and industrial scripts
B-4. Acquire the ability to write a script appropriate for the targeted audience
B-5. Analyze requirements for various targeted audiences and construct appropriately written scripts

GOAL C: Examine and identify the steps necessary for registering a script and securing an agent

Learning Objectives: The student will:
C-1. Examine the “behind-the-scenes” of script writing
C-2. Register a script

GOAL D: The student will use appropriate written oral communication skills.

Learning Objectives: The student will

D-1. Communicate information orally in a logical and grammatical manner. D-2. Present written/word processed information using standard APA style

CLASS PARTICIPATION:
Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.

EVALUATION PROCEDURE AND GRADING POLICY:

LATE ASSIGNMENT POLICY:

CAS CLASSROOM STANDARDS: See Blackboard “Syllabus” area

COURSE SCHEDULE (all assignments/exams and due dates):