

PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS

**SCRIPTWRITING FOR MASS MEDIA  
VPT 1400**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Date Revised: Spring 2011**

**Catalog Course Description:**

Writing of visually oriented scripts for the following: commercials, training programs, communications and documentary programs, emphasizing the interdependence between the visual and auditory portions of the script.

**Entry Level Standards:**

The student should be able to effectively communicate with instructor and peers, complete assignments according to instructor specifications, and read and write at the required level. It is highly remanded that students have a basic working knowledge of a desktop computer.

**Prerequisites:**

ENGL 1010

**Co-requisites:**

None

**Textbook(s) and Other Course Materials:**

*Broadcast Writing-Principles and Practice*, Walters, Roger L. Second Edition, McGraw-Hill, Inc.  
Scripts and script models as provided

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Class objectives/Introduction/Media Trends and Markets/Production limitations for writers.
2	Discuss creative preparation/components of the communications process/contracts: Print, Speech, Broadcast
3	Script Mechanics: Rules for Scriptwriting/Layout forms for scripts/other considerations.
4	Review script mechanics/radio news stories
5	Program Structure/Program elements/Program opening /Body of program/Program closing/analysis of program structure
6	Review script Mechanics/ Program Structure/Sounds/Visuals
7	Potential, available and actual audiences/ Target audience/ Audience gratification

- 8 Researching commercial campaign/ Public Service Announcements/ Promos/ Editorials/ Organization and Sequence: Attracting Attention, Motivating action, organizing strategies.
- 9 Criteria for selecting stories/ Management decisions/ Writing the news story/ Point of view/ Types of stories
- 10 Review news stories
- 11 Characteristic of a Documentary/ Common Documentaries/ Writing Documentaries/ Radio Documentaries
- 12 Review of Commercials/ News/ Talk/ Interview/Discussion/ Documentary programs
- 13 Finish review including Corporate/ Instructional Program
- 14 Concept/ Treatment/ Final script for Dramatic program/ Radio Drama
- 15 First Amendment/Legal restraints/Ethical Concerns and the Final

## **II. Course Goals\*:**

The course will:

- A. Expand student insight into the implications of the influence of electronic media in society and the ethical considerations faced by the writer. I, III
- B. Encourage students to assess audience characteristics that suggest appropriate writing styles and approaches. III, IV
- C. Encourage students to develop the ability to develop and write scripts that best utilize the various technologies of electronic media. I, III, V
- D. Guide students to acquire an awareness of cognitive and affective styles of writing. III, V
- E. Guide students to learn to format a script so it is appropriate for the various media. III, IV
- F. Encourage students to begin to develop the ability to design scripts, which are scaled to client needs in terms of communication requirements and overall production costs. III, V

\*Roman numerals after course objectives reference goals of the Video Production Technology program. (Career Program Goals and General Education Goals are listed

[http://www.pstcc.edu/departments/curriculum\\_and\\_instruction/syllabi/](http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/))

## **III. Expected Student Learning Outcomes\*:**

Students will be able to:

1. Prepare arguments, which demonstrate his/her grasp of ethical and moral considerations faced by writers for mass audiences. A, B
2. Analyze audience profiles, which can be used to determine suitable concept approaches, and writing styles. A, E, F
3. Explain and apply the production techniques and technologies of film, radio, and television into production ready scripts. E, F
4. Prepare at least one written example each of a script suitable for production as a radio

commercial or PSA, a television commercial or PSA, a short tele-play, a newscast or news feature and a short documentary or informational program. C, D

5. Prepare, in written form, the ability to create 3 or more approaches for the solution of a particular communications problem. B, C, E
6. Identify and employ basic elements of creative writing. A, C
7. Recognize the difference between delivering information and involving the viewer or listener on an emotional level. D, F
8. Write in a format suitable for production in radio, TV or film. E
9. Write a treatment and script and develop a storyboard. B, E
10. Estimate, in general terms, the overall production costs of a simple corporate or “industrial” production. F
11. Prepare for future VPT production work through development of strong scripts writing conceptual skills. A, C, D

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

#### **IV. Evaluation:**

##### A. Testing Procedures: 30% of grade

Test scores will combine for 30% of the grade.

##### B. Laboratory Expectations: 50% of grade

The following four areas will combine to determine 50% of the grade.

1. Completion of written assignments on time.
2. In class attendance, participation and in-class writing.
3. Effort, growth, dedication, perseverance
4. Mastery of basic writing skills, creative talent, ability to focus and concentrate.

##### C. Field Work:

None

##### D. Other Evaluation Methods: 20% of grade

Structure, spelling, written assignments will represent 20% of the grade

##### E. Grading Scale:

90 – 100 A  
80 – 89 B  
70 – 79 C  
60 – 69 D  
below 60 F

#### **V. Policies: .**

##### A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/departments/swd/>.

D. Other Policies:

Any act of misuse, vandalism, malicious or unwarranted damage or destruction, defacing, disfiguring, or unauthorized use of property/equipment belonging to Pellissippi State is subject to disciplinary sanction.