

**PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS**

**WRITING FOR TV  
VPT 2820**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0**

**Revised: Fall 2016**

**Catalog Course Description:**

Course addresses the concepts used in the development of visually oriented scripts for television, including writing loglines, building multi-dimensional characters, world-building, and story lines. Emphasis will be placed on understanding the tools needed to write a television spec script, to develop a series, and to use proper formatting for all concepts.

**Prerequisites:**

VPT 1400

**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/Script format review
2	Determining Purpose/analyzing target audience/selecting the topic and guests/scripting a talk program
3	Structural Requirement - Unity, Variety, Pace, Climate
4	Preparing questions - Sequencing questions, Phrasing questions
5	Conducting interviews/Moderating Discussion Programs/Hosting Call-in Programs
6	Characteristics of a Documentary/Common Documentaries/Writing Documentaries/Radio Documentaries
7	Common Documentary Types - Public Affairs, Nature Documentary, Slice of Life Documentary and Event or Process, Documentary a creative effort
8	Writing Documentary/concepts/Treatment
9	Interviewing: Why interviewing matters/Who do you interview/Types of situations/Setting people at ease/Framing questions/Guidelines for effective interviewing/Pushing boundaries/Right order for questions
10	Corporate/Instructional programs
11	Planning and writing Corporate/Instructional programs - Defining purpose, needs assessment, learning objectives, selecting the medium
12	Dramatic programs
13	Structure - Unity, Variety, Pace, Climate, Strong start
14	Setting/Plot/Characters
15	A Script Development Checklist/Final script - Visualization, Dialogue, Format Final Exam

**II. Course Goals\***

The course will

- A. Learn to assess audience characteristics that suggest appropriate writing styles and approaches. III, IV
- B. Learn to format a script so that it is appropriate for various media. I, III, IV
- C. Develop the ability to design scripts that are geared to client needs in terms of communications and overall production costs. I, II, III
- D. Gain a greater insight into researching/preparing long scripted projects. III, IV, V

\*Roman numerals after course objectives reference goals of the VPT program.

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

Students will be able to:

1. Establish audience profiles, which can be used to determine suitable concept approaches, and writing styles. A
2. Incorporate the production techniques and technologies of film, radio, and television into production ready scripts. A, B, D
3. Demonstrate, in written form, the ability to create 3 or more approaches for the solution for a particular communication's problem. A, B, C
4. Identify and employ basic elements of creative writing. A, D
5. Discern the difference between delivering information and involving the viewer or listener on an emotional level. B, C, D
6. Develop a draft for a long scripted project. D
7. Know the stages of dramatic script development - concept, treatment and final script. A, B
8. Distinguish between documentaries and other presentational forms. A, B, C
9. Write concepts, treatments and other script materials for documentaries, emphasizing the distinctive presentational techniques of that genre. A, B, C, D
10. Research and prepare interview and discussion programs for broadcast, including --- determining purpose, analyzing target audiences, choosing topics and guests, preparing interview questions and structuring of a program. B, C
11. Recognize, prepare and use shot sheets. C
12. Understand how non-broadcast delivery affects the structure and content of corporate/instructional writing. B, C
13. Demonstrate how to write in a format suitable for production in radio, TV or film. B, C
14. Demonstrate how to write a treatment, script, and develop a storyboard. A, B, C
15. Estimate, in general terms, the overall production costs of a simple corporate or "industrial" production. C
16. Prepare for future VPT production work through development of strong script writing and conceptual skills. A, B, 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: 30% of grade

Written assignments using correct format/spelling will represent 30% of the grade.

C. Field Work:

n/a

D. Other Evaluation Methods: 40% of grade

The following four areas will combine to determine 40% 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.

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 Academic Affairs, 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.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that 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 Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to [disabilityservices@pstcc.edu](mailto:disabilityservices@pstcc.edu), or by visiting Alexander 130. More information is available at <http://www.pstcc.edu/sswd/>.

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.

No handheld media devices or laptops are allowed in class unless otherwise noted. Students will receive a warning; a second infringement will result in an absence for the class.

No gaming, using Facebook, texting or instant messaging will be tolerated on any VPT campus workstations during class.

Anyone caught using the class computers for any of these activities during class time will receive a "Computer Absence" meaning your workstation and therefore, your attention, is absent from the class. These will be treated the same as a Tardy violation, meaning three computer absences will result in a actual recorded full absence and possibly effecting your grade