

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

**ADVANCED WRITING FOR TV
VPT 2820**

Class Hours: 3.0

Credit Hours: 3.0

**Laboratory
Hours: 0.0**

Date Revised: Fall 1998

Catalog Course Description:

Course addresses the writing of visually oriented scripts that incorporate advanced concepts in dramatic writing for visual media, including the documentary and talk program formats. Emphasis will be placed on understanding long form structure through reading and writing.

Entry Level Standards:

Type 25 wpm; Use correct English, grammar and spelling.

Prerequisite: VPT 1400

Textbook(s) and Other Reference Materials Basic to the Course:

Broadcast Writing-Principles and Practice, Walters, Roger L. Second Edition, McGraw-Hill, Inc.

Scripts and script models as provided.

I. Week/Unit/Topic Basis:

Week	Topic
1	Class objectives/Introduction/Script format review; Chapter 13- Talk, Interview, and Discussion Programs
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; Chapter 14 - Documentary Programs
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; Chapter 15 - Types of Corporate/Instructional Programs
- 11 Planning and writing Corporate/Instructional programs - Defining purpose, needs assessment, learning objectives, selecting the medium
- 12 Dramatic programs; Chapter 16 - Concept/Treatment
- 13 Structure - Unity, Variety, Pace, Climate, Strong start
- 14 Setting/Plot/Characters
- 15 A Script Development Checklist/Final script - Visualization, Dialogue, Format
- 16 Final

II. Course Objectives*:

- 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. Instructional Processes*:

Students will:

- 1. Conduct research for a documentary project that will incorporate the use of the internet, other ERC resources, and interviewing techniques. *Communication Outcome, Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Information Literacy Outcome, Active Learning Strategy, Transitional Strategy*
- 2. Work collaboratively to develop characters for a long format script. *Communication Outcome, Active Learning Strategy, Transitional Strategy*
- 3. Role-play as clients and production company to be able to relate to both positions. *Communication Outcome, Problem Solving and Decision Making Outcome, Active Learning Strategy, Transitional Strategy*

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should 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

*Letters after performance expectations reference the course objectives listed above.

V. 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. 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.

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. If a student misses more than 25% of regularly scheduled class meetings, they will receive a failing grade for the course.