

COMM 2339
Writing for Radio, TV & Film

Western Texas College

- I. Basic Course Information:
 - A. Course Description: Introduction to basic script formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentary, and fictional materials.
 - B. Any required prerequisites: It is recommended, but not required student should take Audio Production One prior to or concurrently.
- II. Student Learning Outcomes: Upon successful completion of this course, student will be able to:
 - A. Write commercials and public service announcements according to industry standards.
 - B. Create and produce documentary and/or narrative scripts for long-form productions.
- III. Major Course Requirements
 - A. There will be 8 short-form script writing assignments = 160 points.
 - B. There will be 2 long-form writing assignments that will include audio productions = 200 points.
 - C. The writing assignments will be graded according to the provided rubric
 - D. Students are required to participate in at least four live broadcasts. Participation can include either/both on air or in-studio production. The instructor will provide further details.
- IV. Information on Books and Other Course Materials
 - A. Required Book: Writing for Television, Radio, and New Media. Hilliard, 11th Ed. ISBN: 978-1-285-46507-4
 - B. Other : Flash drive with 2GB capacity
 - C. A three ring binder with paper for in-class writing assignments.
- V. Other Policies, Procedures and important dates: Refer to the [WTC Catalog](#) for the following.
 - A. Student Conduct/Academic Integrity
 - B. Students with Disabilities
 - C. Drop/Withdrawal Information
 - D. Final Exam Schedule
 - E. Class Attendance
 - F. Campus Calendar
- VI. Course Schedule

	Section/Online Work
Ch. 1	The Mass Media
Ch. 2	Basic Elements of a Production
Ch. 3	Format and Style

Ch. 4	Commercials and Announcements
Ch. 5	News and Sports
Ch. 6	Features, Documentaries and Reality Programs
Ch. 9	Corporate, Educational, and Children's Programs
Ch. 10	The Play
Ch. 11	Professional Opportunities
Feature	Radio Feature Production I
Feature	Radio Feature Production II

Schedule and content is subject to change at the instructor's discretion.

Last Modified: August 16, 2016