



COURSE OUTLINE

CMN 161

Writing for Radio/TV

3 Credits

Hours:
3/0

Pre-requisite:
CMN141, CMN151, ENG101

Spring 2010

Catalog description:

An overview of written formats commonly used in radio, video and associated companies. Writing assignments include radio and television thirty and sixty-second commercials, broadcast news copy, broadcast interviews, public service announcements, corporate program segments plus news and advertising copy designed for the internet.

Required texts/other materials:

C.A. Tuggle, Forrest Carr, Suzanne Huffman, **Broadcast News Handbook**, 3rd Ed.; McGraw-Hill

Milan D. Meeske, **Copywriting for the Electronic Media** (workbook), 6th Ed.; Thomson/Wadsworth

Revision date:
Spring 2010

Course coordinator: Mitchell Canter, canterm@mccc.edu, 609-570-3755

Information resources:

Various industry and media websites

Course Competencies/Goals:

The student will be able to:

- Write radio and television news stories.
- Write a broadcast news interview.
- Write radio and television commercials.
- Analyze and critique broadcast writing samples.
- Write public services announcements for radio and television.
- Identify and write promotional elements for radio and television.
- Write news and advertising for use on the internet.
- Write scripts for corporate programs.

Course-specific General Education Knowledge Goals and Core Skills.

General Education Knowledge Goals

Goal 1. Communication. Students will communicate effectively in both speech and writing.

Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Goal 9. Ethical Reasoning and Action. Students will understand ethical issues and situations.

MCCC Core Skills

Goal A. Written and Oral Communication in English. Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.

Goal B. Critical Thinking and Problem-solving. Students will use critical thinking and problem solving skills in analyzing information.

Goal C. Ethical Decision-Making. Students will recognize, analyze and assess ethical issues and situations.

Goal D. Information Literacy. Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Goal E. Computer Literacy. Students will use computers to access, analyze or present information, solve problems, and communicate with others.

Goal F. Collaboration and Cooperation. Students will develop the interpersonal skills required for effective performance in group situations.

Units of study in detail.

Unit I Writing to Inform

Learning Objectives

The student will be able to...

- Write a variety of radio news stories
- Write a variety of television news stories
- Properly format scripts for radio and television
- Prepare interview questions
- Conduct a news interview

Unit II Writing to Persuade

Learning Objectives

The student will be able to...

- Analyze consumer behavior

- Identify emotional and rational appeals in commercials
- Write a radio commercial
- Write a TV commercial
- Properly format written scripts for radio and TV commercials
- Write a public service announcement
- Plan a broadcast commercial campaign

Unit III Writing for Corporate Communications & for the Internet

Learning Objectives

The student will be able to...

- Adapt written material for use on websites
- Plan the development of a news or entertainment website
- Analyze corporate videos
- Write a corporate video script
- Write a corporate training script

Evaluation of student learning:

Criteria	Percentage of Final Grade
Attendance / Class Participation	10%
Quizzes	30%
Written Class work/Homework	30%
FINAL EXAM	30%
TOTAL	100%

The Classroom as a Learning Community

All students are welcomed to an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together. With that as our goal, it is important that all students come to all class sessions on time, and stay until the end of the class meeting unless you have informed the instructor that you must leave early. If you are unavoidably late, please enter the class quietly. If you must miss a class for any reason, you are responsible for all material covered, for announcements made in your absence, and for acquiring any material that were distributed in class.

It is important to stay focused on the class activities and discussions. For this reason, **all pagers, cell phones, or other electronic equipment that will distract the class should be turned off or set to vibrate.** Side conversations are also distracting for both the instructor and other students in the class. Simple norms of courtesy should be sufficient to have our class run in the best interests of all of us.

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual’s work as one’s own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).