



RTV2100 Writing for the Electronic Media Spring 2020

Instructor: Andrew Selepak, PhD

Office hours: Tues & Thurs Period 8

Office: Weimer Hall 3053

Email: aselepak@ufl.edu

Lectures: Tuesday and Thursday, Period 7 (1:55 – 2:45)

Lecture Location: Little Hall 0113

Lab: as scheduled (see Lab Sections Roster)

Lab Sections Roster

<u>Section</u>	<u>Day</u>	<u>Periods</u>	<u>Weimer Hall</u>	<u>Instructor</u>
20025 (01DB)	Thursday	8-9	2056	Tyburski, Paris
20024 (01C8)	Thursday	10-11	2056	Fowler, Kim
20027 (3577)	Friday	2-3	2056	Lovler, Ronnie
20028 (5649)	Friday	4-5	2056	Lovler, Ronnie

What to expect from RTV2100

This course is designed to provide fundamental instruction and practice in media writing, and the impact the media has on society. The focus of the course will be on persuasive writing and content creation for movies, television, audio stories, long-form online writing, and writing for social media. Additional emphasis will examine the use of persuasive writing and how this impacts branding and networking. This course is required for all telecommunications majors.

Course Objectives

- Establish the skills necessary to create persuasive messages and content
- Identify what makes a good story
- Develop stories that will engage and persuade a target audience
- Formulate audio announcements that are clear, interesting and persuasive
- Develop a basic understanding of writing for video and online
- Acquire a greater awareness of the increase in use and availability of social media
- Gain a greater understanding of media ethics
- Improve reputation through personal branding

Teaching Philosophy

Few careers are more exciting than a job in media. But the media industry is rapidly changing and the skills students needed just a few years ago are already outdated. For this reason, few textbooks are as up-to-date as needed to cover the skills you will need for a job when you graduate. So all the material you will need for this course comes in lectures and handouts. Some lectures will be made available online in Canvas.

Course Policies

1. **Course Format.** The format of the course is two 50-minute lectures* and one 115-minute lab per week. It would be useful to think about this course as a theory and practice course. The lectures provide you with ideas about media writing and provide examples to use as models for your work in lab. During labs, we will help you put those ideas into practice. Your lab instructor will help you develop your skills more closely and will grade your work.

*** Frequently throughout the semester lecture material will be posted to Canvas in lieu of readings**

2. **Computers.** We will be using PC computers in lab OR you will need to have your own laptop. We will write and edit using Microsoft WORD. We will communicate by campus email or through Canvas. Please be sure you are familiar with basic operations of these programs.
3. **Attendance.** Attendance is required because it is essential to your learning. In general, acceptable reasons for absence from class include illness, serious family emergencies, special pre-approved extracurricular requirements (professional conferences or athletic events where you are a participant), military obligation, severe weather conditions, religious holidays, and court-imposed obligations (i.e. jury duty or subpoena).

It is the responsibility of the student to keep up-to-date of all material, deadlines, and assignments missed, and will be his/her responsibility to meet all deadlines for assignments for ANY ABSENCE, excused or otherwise. If you miss a lab, it is your responsibility to arrange to make up the missed work with your lab instructor.

Your lab instructor will take attendance at the beginning of labs and lectures. It is your responsibility to be on time AND make sure you are recorded as present. If you come late to class and attendance is already noted, you will be considered absent. It is YOUR responsibility to be on time.

4. **Late Work.** You will be permitted to makeup assignments missed due to an excused absence. For excused absences, provide documentation to your lab instructor for the reason you missed lab within 24-hours of the time of the missed lab. Your lab instructor will provide you the assignment missed. You will have until the start of the next lab to complete the missed lab assignment unless other arrangements have been made.

You will be permitted to makeup assignments missed due to an unexcused absence. There will be a 25% penalty on all work submitted for an unexcused absence. For unexcused absences, email your lab instructor within 24-hours of the missed lab. Your lab instructor will provide you the assignment missed. You will have until the start of the next lab to complete the missed lab assignment unless other arraignments have been made.

Failure to make-up work missed by the next lab for excused or unexcused absences will result in a zero for the assignment.

This course moves quickly, and only by having you complete assignments will your lab instructors know you are on pace to do well.

5. **Courtesy.** If you arrive late to lecture or lab, settle in with minimum disturbance. Put your cell phone on vibrate. **DO NOT TAKE PHOTOS DURING THE CLASS OF POWERPOINTS OR OTHER MATERIAL.** First, this can be distracting to the instructor. Second, if you are only taking photos of the material, you are not processing the information and you will not learn it.
6. **Learning.** Learning is a lifelong process. Learning to write well involves continued exposure to good examples and a lot of practice. Students who are unduly concerned with grades usually play it safe and give the teacher what they think he or she wants. Real learning requires you to experiment and make mistakes. In this class when faced with a choice between playing it safe for a grade and experimenting, with the possibility that you will make a mistake you can learn from, dare to take that risk. Choose what will contribute to your long-term learning, not what will enhance your semester grade. We will give you the space to make mistakes without being punished by a grade. Don't just think about giving the "right" answer, instead give the best answer.
7. **Guidelines.** Be sure to put your name and lab instructor's name on all quizzes and lab assignments as grades are kept by individual sections.
8. **Incompletes.** A course grade of incomplete will be permitted only for serious illness documented by a physician. A timetable for completing the course work must be set before the incomplete is given.
9. **Flexibility.** We believe the semester plan outlined in the calendar is realistic. Nonetheless, we reserve the right to adjust the course content, exercises, exams, etc., based on the class's collective ability to maintain pace.
10. There may be additional lectures provided online for you to watch on your own time. These online lectures substitute for homework and readings you would otherwise be assigned.

Grading

- 50% Lab Assignments
- 15% Midterm exam
- 15% Final exam
- 10% Personal Branding and Networking Assignment
- 5% Media quizzes
- 5% Meet and Greet

Your grades will be posted to Canvas at <http://elearning.ufl.edu/>

Grading Scale

A	(93-100)
A-	(90-92)
B+	(87-89)
B	(83-86)
B-	(80-82)
C+	(77-79)
C	(73-76)
C-	(70-72)
D+	(67-69)
D	(63-66)
D-	(60-62)
E	(below 60)

Media quizzes (5%). People working in the media must know what's going on in the world. They must be in the daily habit of consuming information daily both of important topics and of those areas of interest to them in their field. For this reason, we will regularly have media quizzes in lecture to test your knowledge of major events. These quizzes may focus on news, civics, sports, entertainment, UF events, or even the weather.

Lab exercises (50%). You will be graded on writing ability, style, effort, creativity, persuasiveness, and mechanics. Some lab exercises may need to be completed at home.

Exams (30%). Your exams are based on material in the lectures and labs.

Personal Branding and Networking Assignment (10%). You will complete a semester long personal branding assignment that will require you to create professional social media accounts and use these accounts to network with individuals in your chosen industry. We will also have lab assignments where you will post your work to the accounts created. A final paper will be completed and submitted in the last lab of the semester highlighting your results. You will also submit a mid-semester report of your progress.

Meet and Greet (5%). You will write a short paper (300 to 500 words) explaining 1.) why you are taking RV2100, 2.) what you hope to get out of the class, 3.) what your future goals are in the media, 4.) ideas for internships, 5.) describe your perfect workday.

Your lab instructors will provide more information on this assignment concerning what they want to receive from you in your short paper.

You will also need to provide your lab instructor with a copy of your resume including education, work, volunteer experience, etc. Use this link for a reference:

https://www.crc.ufl.edu/wp-content/uploads/2016/05/CRC_ResumePreparation.pdf

You can leave off the Objective section.

In addition, you will meet with your lab instructor in the first two weeks and explain what you wrote to receive full credit.

50% of grade - resume

25% of grade - short paper

25% of grade - meeting with your lab instructor

University Policy on Accommodating Students with Disabilities:

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Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

U Matter, We Care:

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 9-1-1.

Course Evaluation:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Class Demeanor:

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

The University of Florida Honor Code reads as follows:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student Honor Code.

On all work submitted for credit by Students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

ACADEMIC HONESTY

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Students are expected to adhere to the University of Florida Code of Conduct <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

Tips for doing well

Attend all lectures and labs. Lecture PowerPoints will not be available on Canvas which means you must be in attendance to learn the material from the lectures. The material from the lectures will be used to help you in your lab work, and the exam questions will come directly from the lectures.

Some lectures may be posted to Canvas in video form or covered in lab.

Course Calendar

****NOTE: schedule subject to changed based on guest availabilities and other factors.

Date	Topic
1/7	Introduction: course structure and course content
1/9	Persuasive Messages
1/9-1/10	LAB 1 – Introductions & Personal Branding
1/14	The New Media
1/16	The New Media
1/16-1/17	Lab 2 – Balanced Media
1/21	Sound Elements

1/23	Sound Elements
1/23-1/24	Lab 3 – PSAs
1/28	Audio Writing
1/30	Audio Writing
1/30-1/31	Lab 4 – Political Ads
2/4	TV Language
2/6	TV Language
2/6-2/7	Lab 5 – Television Scenes
2/11	Film Layouts
2/13	Film Layouts
2/13-2/14	Lab 6 – Trailer Storyboard
2/18	Entertainment Ethics
2/20	Exam 1
2/20-2/21	Lab 7 – Creating a TV Show
2/25	Online Writing
2/27	Online Writing
2/27-2/28	Lab 8 – Interview Online Story
3/3	Spring Break
3/5	Spring Break
3/5-3/6	Spring Break
3/10	Online World
3/12	Online World
3/12-3/13	Lab 9 – Hot Take Writing
3/17	Multimedia Storytelling
3/19	Multimedia Storytelling
3/19-3/20	Lab 10 – Infographics
3/24	Ethical Considerations in ADV and Online
3/26	Ethical Considerations in ADV and Online
3/26-3/27	Lab 11 – Source Credibility
3/31	Social Media
4/2	Social Media
4/2-4/3	Lab 12 – Twitter Moment
4/7	Social Media Storytelling
4/9	Social Media Storytelling
4/9-4/10	Lab 13 – Twitter Thread
4/14	Personal Branding
4/16	Personal Branding
4/16-4/17	Lab 14 – Elevator Pitch
4/21	Exam 2