RTV 3101  
(Fall 2016)

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

Instructor: James Babanikos, Ph.D.  
Office: 3064 Weimer Hall  
Office Phone: 392-6399  
e-mail: jbabanikos@jou.ufl.edu  
Office Hours: Tuesdays 9:35-11:30; Wednesdays 12:50-2:45; Thursdays 12:50-2:45; and by appointment.

Description of Course

This course is designed to provide a thorough understanding and overview of the principles of scriptwriting, and to learn to apply these principles through practical exercises in various programs: commercials, sponsored and corporate videos, television and film documentaries, fictional works and adaptations. Another major objective is to help develop the students’ critical faculties, enabling them to better examine and evaluate the scripts of others, as well as their own.

The course will be comprised of lectures, exercises, screenings, workshops, analyses, and discussions.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>10%</td>
</tr>
<tr>
<td>Corporate video/film script</td>
<td>15%</td>
</tr>
<tr>
<td>Documentary video/film proposal</td>
<td>15%</td>
</tr>
<tr>
<td>Character Sketches / Dialogue Exercise</td>
<td>10%</td>
</tr>
<tr>
<td>Test</td>
<td>25%</td>
</tr>
<tr>
<td>Final project</td>
<td>25%</td>
</tr>
</tbody>
</table>

Punctuality is most important in this industry. Late assignments will be penalized by one letter grade (i.e., 10%) per day.

Students are expected to attend and participate in all classes. A half point will be deducted from your attendance grade for each unexcused class absence.

Please refer to the official website at https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx for an explanation of the letter grades.
**Texts**

**Required:** *RTV 3101 Course Packet*, available at Book It!, on the corner of University Avenue and NW 13 St., on the ground floor of the Holiday Inn, facing NW 13 St.

**Recommended:**
- Armer, Alan. *Writing the Screenplay: TV and Film*
- Beveridge, James A. *Scriptwriting for Short Films*
- DiZazzo, Ray. *Corporate Scriptwriting: A Professional’s Guide*
- Egri, Lajos. *The Art of Dramatic Writing*
- Field, Syd. *Screenplay: The Foundations of Screenwriting*
- Friedmann, Anthony. *Writing for Visual Media*
- Lucey, Paul. *Story Sense: Writing Story and Script for Feature Films and Television*
- Rabiger, Michael. *Directing the Documentary*
- Walters, Roger L. *Broadcast Writing: Principals and Practices*

**Students With Disabilities**

Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Student Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

**On-Line Course Evaluations**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at [https://evaluations.ufl.edu](https://evaluations.ufl.edu). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at [https://evaluations.ufl.edu/results](https://evaluations.ufl.edu/results).

**University Honor Code**

UF students are bound by The Honor Pledge that states:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the 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.’

The Honor Code ([http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/](http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/)) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please
consult with the instructor.

**Prerequisites**

A grade of C or better in RTV 2100 and RTV 3007, as well as junior standing in Telecommunication.
**Week 1**

Wednesday, 24 August  
Intro to course  
Film/video/audio terminology  

Friday, 26 August  
Film/video/audio terminology  

Terms you should know (1 page).

**Week 2**

Wednesday, 31 August  
Film/video/audio terminology  
Writing TV Commercials – An Introduction

Friday, 2 September  
TV Commercials: structure and organization.  

*Jefferson-Pilot Insurance Telecommercial script* (2 pages).

**Week 3**

Wednesday, 7 September  
TV commercials: storyboarding and various approaches

Friday, 9 September  
TV Commercials – Visualizing then writing

**Week 4**

Wednesday, 14 September  
TV commercials -- class presentations

Friday, 16 September  
TV commercials -- class presentations

**Week 5**
Wednesday, 21 September

The sponsored/corporate film or video project: getting started.


Friday, 23 September

The sponsored/corporate film or video project: conceptualization and visualization.


Week 6

Wednesday, 28 September

The sponsored/corporate film or video project: writing the script.


Friday, 30 September

Writing the script

Week 7

Wednesday, 5 October

What is documentary? A discussion of documentary history and different documentary approaches.


Friday, 7 October

The making of documentaries: pre-production.


Week 8

Wednesday, 12 October

The making of documentaries: production and post-production
Friday, 14 October  

No class (Homecoming)

Week 9

Wednesday, 19 October  

Fictional programs -- fundamentals of dramatic structure  


Friday, 21 October  

Fictional programs: writing the treatment; fleshing out the story.  


Week 10

Wednesday, 26 October  

Characterization  


Dialogue  


Friday, 28 October  

Writing the screenplay.  


Week 11

Wednesday, 2 November  
Effective beginnings; developing tension and suspense.

Readings:  


Guidelines for writing effective short scripts

Friday, 4 November  
Adaptations

Week 12

Wednesday, 9 November  
Review

Friday, 11 November  
No Class (Veteran’s Day)

Week 13

Wednesday, 16 November  
Test

Friday, 18 November  
Presentation and discussion of final projects

Week 14

Wednesday, 23 November & Friday, 25 November  
No class – Thanksgiving

Week 15

Wednesday, 30 November  
Presentation and discussion of final projects

Friday, 2 December  
Presentation and discussion of final projects

Week 16

Wednesday, 7 December  
Presentation and discussion of final projects