RTV 3101
(Fall 2017)

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 1:55-2:45; 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>Grade</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>10%</td>
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<tr>
<td>Corporate video/film script</td>
<td>15%</td>
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<tr>
<td>Documentary video/film proposal</td>
<td>15%</td>
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<tr>
<td>Character Sketches / Dialogue Exercise</td>
<td>10%</td>
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<tr>
<td>Test</td>
<td>25%</td>
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<tr>
<td>Final project</td>
<td>25%</td>
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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 Students Office. The Dean of Students 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.

**Campus Resources: Health and Wellness**

**U Matter, We Care:**
If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: [http://www.counseling.ufl.edu/cwc/Default.aspx](http://www.counseling.ufl.edu/cwc/Default.aspx), 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

**Sexual Assault Recovery Services (SARS)**

Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). [http://www.police.ufl.edu](http://www.police.ufl.edu)

**Academic Resources**

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. [https://lss.at.ufl.edu/help.shtml](https://lss.at.ufl.edu/help.shtml)

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. [http://www.crc.ufl.edu](http://www.crc.ufl.edu)

Library Support, [http://cms.uflib.ufl.edu/ask](http://cms.uflib.ufl.edu/ask) Various ways to receive assistance with respect to using the libraries or finding resources.

**Prerequisites**

A grade of C or better in RTV 2100 and RTV 3007, as well as junior standing in Telecommunication.
TENTATIVE COURSE SCHEDULE

Week 1

Wednesday, 23 August
Intro to course
Film/video/audio terminology
Mamer, Bruce. (2000). “Creating the shots” in Film Production Technique: Creating the Accomplished Image, pp. 3-26

Friday, 25 August
Film/video/audio terminology

Terms you should know (1 page).

Week 2

Wednesday, 30 August
Film/video/audio terminology
Writing TV Commercials – An Introduction

Friday, 1 September
TV Commercials: structure and organization.
Jefferson-Pilot Insurance Telecommercial script (2 pages).

Week 3

Wednesday, 6 September
TV commercials: storyboarding and various approaches

Friday, 8 September
TV Commercials – Visualizing then writing

Week 4

Wednesday, 13 September
TV commercials -- class presentations

Friday, 15 September
TV commercials -- class presentations
**Week 5**

**Wednesday, 20 September**
The sponsored/corporate film or video project: getting started.

**Friday, 22 September**
The sponsored/corporate film or video project: conceptualization and visualization.

**Week 6**

**Wednesday, 27 September**
The sponsored/corporate film or video project: writing the script.

**Friday, 29 September**
Writing the script

**Week 7**

**Wednesday, 4 October**
What is documentary? A discussion of documentary history and different documentary approaches.

**Friday, 6 October**
No class - Homecoming

**Week 8**

**Wednesday, 11 October**
The making of documentaries: pre-production, production, and post-production
*Readings:* Rabiger, Michael. (1998) "Research Leading up to the Shoot" and "Interviewing" in
Friday, 13 October

The making of documentaries: other approaches.


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**Week 9**

Wednesday, 18 October

Fictional programs -- fundamentals of dramatic structure


Friday, 20 October

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

**Readings:**


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**Week 10**

Wednesday, 25 October

Characterization


Dialogue

**Readings:**


Field, Syd. (1979). "Endings and

Friday, 27 October
Writing the screenplay.

Week 11

Wednesday, 1 November
Effective beginnings; developing tension and suspense.
Guidelines for writing effective short scripts

Friday, 3 November
Adaptations

Week 12

Wednesday, 8 November
Review

Friday, 10 November
No Class (Veteran’s Day)

Week 13

Wednesday, 15 November
Test

Friday, 17 November
Presentation and discussion of final projects

Week 14

Wednesday, 22 November & Friday, 24 November
No class – Thanksgiving

Week 15

Wednesday, 29 November
Presentation and discussion of final projects

Friday, 1 December
Presentation and discussion of final projects

Week 16

Wednesday, 6 December
Presentation and discussion of final projects