

RTV 3101
(Spring 2018)
ADVANCED WRITING FOR THE ELECTRONIC MEDIA

Instructor: Jennifer Murphy, M.A.

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Office Phone:

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Office Hours: Monday 1-3:30, Wednesdays 1-3:30; 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. Students should expect to have a completed short script by the end of semester. There will be a rubric for grading scripts.

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

Grading

Commercial/PSA	5%
Documentary pitch	5%
Quiz	5%
Comedy Short	5%
Horror Short	5%
Script Analysis	10%
Drama Short	10%
Attendance/Participation	10%
Exam	10%
Final Script Analysis	10%
Final Script	25%

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. Prior to lectures containing films, students are required to watch one of the listed films in order to participate in discussion and they will be assigned in the class before the screening. The films are tentative and the instructor reserves the right to change the listed films according to the needs and progression of the class.

Class procedures

No computers or phone usage in class. Be respectful of each other's opinions and work. We are going to kill a lot of trees so please be sure to recycle your papers, use recycled paper when you can, and print double sided. Group work and discussion is graded as part of your participation grade. Since this is a business about who you know, it is your responsibility to resource access to assigned films legally - group watching is encouraged.

Assignments: Students will be required to upload assignments by 9am the day of its due date. Students are required to survey at least three other classmates' work per assignment for their participation grade. Students may use one of the scripts or the documentary pitch to develop further into their final project. Students will be graded on their critiques of other students as part of their participation grade. I may be adding films as the course progresses and will post them on canvas.

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:

Campbell, Joseph.

The Hero with a Thousand Faces

Howard, David and Edward Mabley

The Tools of Screenwriting: A Writer's Guide to the Craft and Elements of a Screenplay

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>

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>

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>) 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>, 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>

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>

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

<http://www.crc.ufl.edu>

Library Support,

<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

Monday, January 8th

Lecture: Intro to Course

 Formatting a script

 Commercials/PSA

Readings: Pg. 269-296 (completed by January 17th)

Suggested Screenwriting Programs: Final Draft or Writer Duet

Assignment: Write a story in 50 words or less

Wednesday, January 10th

Lecture: Commercials/PSA, Pitching

Due: Story in 50 words or less

Assignment: Write a commercial or PSA pitch

Monday, January 15th

Holiday – No Class

Wednesday, January 17th

Lecture: Commercial/PSA pitch presentations

Due: Commercial/PSA pitch

Assignment: Critique three classmates' commercial/PSA pitch

Monday, January 22nd

Lecture: Corporate Videos

Due: Critique three classmates' commercial/PSA

Wednesday, January 24th

Lecture: Documentary – Structure – Blackfish, 13th, Jiro Dreams of Sushi, O.J. Made in America, Harlan County, Hoop Dreams

Assignment: Write a Documentary pitch

Monday, January 29th

Lecture: Documentary pitch presentations

Due: Documentary pitch

Assignment: Critique three classmates' documentary pitch

Wednesday, January 31st

Lecture: Television – The Golden Girls, Family Matters, Spongebob Squarepants, Taxi

Due: Critique three classmates' documentary pitch

Assignment: Write a TV pitch

Monday, February 5th

Lecture: TV long format – Top of the Lake, House of Cards, The Handmaid's Tale, True Detective, Stranger Things

Due: TV pitch

Assignment: Critique three classmates' TV pitch

Download, print, read Chinatown script, mark up, bring to class on Feb. 7th

Wednesday, February 7th

Lecture: Script Analysis - Chinatown

Assignment: Analyze a feature length script (Assigned by Instructor)

Due: Critique three classmates' documentary pitch

Monday, February 12th

Lecture: Drama – Character motivation, Know Your Ending – Inglorious Basterds, Amelie, Dark Knight, Saturday Night Fever, City of God

Due: Script analysis

Assignment: Write a 10 page or under Drama with pitch

Wednesday, February 14th

Lecture: Drama – Tropes and Pitfalls (Razzy Awards, Hallmark), Developing the Scene

Monday, February 19th

Lecture: Adaptations – Apocalypse Now, The Shinning, Silence of the Lambs, No Country for Old Men, Brokeback Mountain. Dramatizing History – Amadeus, City of God, Schindler’s List, Black Hawk Down, Braveheart, Hotel Rwanda, Glory

Assignment: Pick your favorite and worst drama, write a pitch as to why

Wednesday, February 21st

Lecture: Favorite/Worst drama pitch presentations

Due: Favorite/Worst drama pitch

Monday, February 26th

Lecture: Workshop

Wednesday, February 28th

Lecture: Quiz

Due: Drama script

Assignment: Critique three classmates’ drama script

Spring Break March 3-10

No Class

Monday, March 12th

Lecture: Genres – The Works of Steven Spielberg, Stanley Kubrick, and Quentin Tarantino

Wednesday, March 14th

Lecture: Experimental – Marketa Lazarova, The Tree of Life, Mulholland Drive, La Jetee, Notre Musique, Pi, Russian Ark, Elephant, Waking Life, 8 ½, La Grande Bellezza, The Fountain

Assignment: Write an experimental pitch

Monday, March 19th

Lecture: Experimental pitch presentations

Due: Experimental pitch

Assignment: Critique three classmates’ experimental pitch

Wednesday, March 21st

Lecture: Comedy – Structure – Mel Brooks, Woody Allen, Frank Oz, Harold Ramis, Judd Apatow, Terry Gilliam, Buster Keaton, Charlie Chaplin, John Hughes, Christopher Guest, F. Gary Gray, Keenen Ivory Waynes

Assignment: Write a 5 page or under Comedy script

Due: Critique three classmates' drama script

Monday, March 26th

Lecture: Comedy – Cinematic Devices – Edgar Wright, Mel Brooks

Wednesday, March 28th

Lecture: Comedy script pitch

Due: Comedy script

Assignment: Critique three classmates' comedy script

Monday, April 2nd

Lecture: Horror – Structure – Stephen King, Alfred Hitchcock, John Carpenter, Takashi Shimizu, James Wan, Eli Roth, David Cronenberg, Sam Raimi, George A. Romero, Dan O'Bannon, Jee-Woon Kim

Assignment: Write a 5 page or under Horror script

Due: Critique three classmates' comedy script

Wednesday, April 4th

Horror – Cinematic Devices – Wes Craven, Alfred Hitchcock

Monday, April 9th

Lecture: Workshop

Wednesday, April 11th

Lecture: Horror script pitch

Due: Horror script

Assignment: Critique three classmates' horror script

Monday, April 16th

Lecture: Final script

Assignment: Write Final script 10 to 20 pages

Write Final Script Analysis (Assigned by Instructor)

Due: Critique three classmates' horror script

Wednesday, April 18th

Lecture: Contests/How to sell your script

Monday, April 23rd

Lecture: Review

Wednesday, April 25th

Lecture: Workshop

Wednesday, April 30th

Exam

Due: Final Script

Final Script Analysis