RTV 3101
(Summer 2018)

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

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Office Hours: Wednesdays and Thursdays 1:00 - 2:30 pm

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

- Commercial 10%
- Corporate video/film script 15%
- Documentary video/film proposal 10%
- Character Sketches / Dialogue Exercise 15%
- Test 25%
- Final project 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. No incompletes will be given without a medical reason.

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*
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*

**University Policy on Accommodating Students with Disabilities**

Students requesting accommodation for disabilities must first register with the Dean of Students Office ([http://www.dso.ufl.edu/drc/](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.

**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 [http://www.dso.ufl.edu/students.php](http://www.dso.ufl.edu/students.php).

**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).

**Prerequisites**

A grade of C or better in RTV 2100 and RTV 3000, as well as junior standing in Telecommunication.
TENTATIVE COURSE SCHEDULE

Week 1

Tuesday, 15 May
Intro to course
Film/video/audio terminology.

Wednesday, 16 May
Film/video/audio terminology
Readings: Mamer, Bruce. “Creating the Shots” in Film Production Technique: Creating the Accomplished Image, pp. 3-26.

Terms you should know (1 page).

TV Commercials: structure and organization.

Thursday, 17 May
TV commercials: storyboarding and various Approaches; writing the TV commercial script; various examples.
Jefferson-Pilot Insurance TV commercial script (2 pages).

Week 2

Tuesday, 22 May
TV commercials -- class presentations

Wednesday, 23 May
The sponsored/corporate film or video project: getting started; concept and visualization.

Thursday, 24 May
The sponsored/corporate film or video project: writing the script.
Readings: DiZazzo, Ray. "Structure and
Transitions" in Corporate Scriptwriting, pp. 115-123.

Writing the corporate video script.

**Week 3**

*Tuesday, 29 May*

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


*Wednesday, 30 May*

The making of documentaries: pre-production.


*Thursday, 31 May*

The making of documentaries: production and post-production.


Documentaries: various approaches.

**Week 4**

*Tuesday, 5 May*

Fictional programs -- fundamentals of dramatic structure

**Readings:** Swain, Dwight V. and Joye R. Swain. "The Film Story" in Film Scriptwriting: A Practical Manual, pp. 77-93.

Writing the treatment; fleshing out the story.


Lucey, Paul. "Writing the
Wednesday, 6 May

Characterization

Readings:

Dialogue

Readings:

Writing the screenplay

Readings:

Thursday, 7 June

Effective beginnings

Developing tension and suspense.

Readings:

Week 5

Tuesday, 12 June

Tips on writing short scripts.

Adaptations.

Wednesday, 13 June

Review

Thursday, 14 June

Test

Week 6

Tuesday, Wednesday, and Thursday 19, 20, 21 June

Presentation and discussion of final projects