

**ADVANCED WRITING FOR MEDIA**

**FALL 2022**

**RTV 3101 Class Number 17625 Section 0451**

**Time periods 7-9 Wednesday**

**1:55 p.m.-4:55 p.m.**

**Weimer 3020**





**Instructor** Churchill Roberts  
Professor of Telecommunication  
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**Office hours** Monday 2-5 or any other day or time by appointment

**Description of the course**

This course is designed to provide an overview of the principles of scriptwriting, and to instruct students in how to apply these principles through practical applications involving online and television commercials, corporate videos, documentaries, feature films, and television genres such as comedy and drama. Another objective is to help students develop analytical skills for evaluating dramatic structure and presentation skills for pitching story ideas. The course will be comprised of lectures, readings, presentations, in-class and out-of-class exercises, screenings, analyses, and discussions.

**Handouts**

All materials are available on Canvas. No trees will be sacrificed!

**Grading**

Television commercial and presentation	15%
Corporate video script	15%
Visual treatment	10%
Pitching an idea	15%
Fictional scene	15%
Final project	20%*
Attendance and in-class exercises	5%
Readings	5%

\*The final project, due Wednesday, December 14, will be either the beginning of an original screenplay (film script) or screenplay adaptation of a book or a television drama/situation comedy.

Warning: Punctuality is most important in this industry. Late assignments will be penalized one letter grade per day.

**Attendance**

Students are expected to attend and participate in all classes. The only way to receive full credit for attendance is to have no unexcused absences. **Note: There is no such thing as an excused**

**absence to do something for another course.** No incompletes will be given without a medical reason.

Information on current University of Florida grading policies can be found at:  
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

### **Grade scale**

90-100	A- to A
80-89	B- to B+
70-79	C- to C+
60-69	D- to D+
Below 60	E

### **Readings**

Readings are posted on the Canvas website. Several years ago, I replaced a textbook (and a test based on the textbook) with selected readings and an additional writing assignment. RTV3101 is, after all, a writing course. The good news was it saved students a considerable amount of money. The bad news was students for the most part ignored the readings. Feedback from previous classes suggested the remedy was to provide an incentive, so completion of the readings counted as much as five points toward the final grade. There are 12 readings, most of them quite short. To receive complete credit, you should e-mail me a short note (a paragraph or two will do) about each reading—what it was about and what you got from it. The e-mail is due the Tuesday after the reading is assigned. Students who complete all 12 readings will receive 5 points. Fewer completed readings will result in fewer points.

### **University Honor Code**

The University of Florida has a standardized code for instructors which states:

*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*

As students, you have a commitment to academic honesty as well, and it is as follows:

*I understand that the University of Florida expects its students to be honest in all of their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the university.*

There are six specific types of violations of the Academic Honesty Guidelines: cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication.

I hope you take this commitment to academic honesty and integrity seriously.

### **Accommodation for 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.

### **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>.

### **Prerequisites**

To take this course, you must have a grade of C or better in RTV 2100 and RTV 3000 and have junior standing in Telecommunication.

### **Course schedule**

<b>Class 1</b>	<b>August 24</b>	<b>Introduction to course Scripts, scripts, and more scripts Stages of script development  Reading 1 and 2 (due Tuesday, August 30)</b>
<b>Class 2</b>	<b>August 31</b>	<b>Stages of developing a commercial  Reading 3</b>
<b>Class 3</b>	<b>September 7</b>	<b>How commercials work, storyboarding and writing television commercials  Reading 4 and 5</b>
<b>Class 4</b>	<b>September 14</b>	<b>Corporate video      <b>COMMERCIAL DUE</b></b>

		Reading 6
Class 5	September 21	Planning a documentary
		Reading 7
Class 6	September 28	Documentary structure <b>CORPORATE VIDEO DUE</b> Writing a synopsis and visual treatment
Class 7	October 5	Deconstructing a documentary Pitching an idea for a film
		Reading 8
Class 8	October 12	Dramatic structure <b>VISUAL TREATMENT DUE</b>
		Reading 9
Class 9	October 19	Character traits and dialogue  The characters in <i>Casablanca</i>
		Reading 10
Class 10	October 26	Story structure for fiction writing <b>PITCH ASSIGNMENT DUE</b>
		Reading 11
Class 11	November 2	Writing dialogue
		Reading 12
Class 12	November 9	Writing dialogue, adaptations
Class 13	November 16	Adaptations <b>CHARACTER SKETCH/DIALOGUE ASSIGNMENT DUE</b>
	November 23	HOLIDAY
Class 14	November 30	Film and television comedy
Class 15	December 7	Film and television comedy

**NO CLASS    December 14    FINAL ASSIGNMENT DUE AT NOON (12 P.M)**

**DUE DATES FOR ASSIGNMENTS**

<b>September 14</b>	<b>Commercial</b>
<b>September 28</b>	<b>Corporate video</b>
<b>October 12</b>	<b>Visual treatment</b>
<b>October 26</b>	<b>Pitch</b>
<b>November 16</b>	<b>Character sketch/dialogue</b>
<b>December 14</b>	<b>Final project</b>

**CREATIVE WORKS SINCE 2000**



**CURRENTLY IN PRODUCTION**

*Discovering the Kingdom of Women*

