

RTV2100 Media Writing

Spring 2026

Instructor: Andrew Selepak, PhD
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(made with Grok)

Lectures: Tuesday and Thursday, Period 7 (1:55 – 2:45)
 Lecture Location: FLO 100
 Lab: as scheduled (see Lab Sections Roster)

Lab Sections Roster

<u>Section</u>	<u>Day</u>	<u>Periods</u>	<u>Location</u>	<u>Instructor</u>
14648 (KCO1)	Thursday	8-9	Weimer 3020	Collins, Katie
14647 (KCO2)	Thursday	10-11	Weimer 3020	Collins, Katie
14650 (BVOL)	Friday	4-5	Weimer 3024	Ben Vollmer, PhD

What to expect from RTV2100

This course is designed to provide fundamental instruction and practice in media writing, and the impact the media has on society. The focus of the course will be on persuasive writing and content creation for movies, television, audio stories, social media, long-form online writing, and writing for the modern media landscape. Additional emphasis will examine the use of persuasive writing and how this impacts branding and networking. This course is required for all Media Production, Management, & Technology majors.

Course Objectives

- Establish the skills necessary to create persuasive messages and content
- Identify what makes a good story
- Develop stories that will engage and persuade a target audience
- Formulate audio stories that are clear, interesting and persuasive
- Develop a basic understanding of writing for video and online
- Acquire a greater awareness of the increase in use and availability of social media
- Gain a greater understanding of media ethics
- Improve reputation through personal branding

Credit Hours:

Three Credits

Course Prerequisites:

None

Course Readings:

Few careers are more exciting than a job in media. But the media industry is rapidly changing, and the skills students needed just a few years ago are already outdated. For this reason, few textbooks are as up to date as needed to cover the skills you will need for a job when you graduate. So, all the material you will need for this course comes in lectures and handouts.

Course Philosophy and Expectations

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned should be completed as directed. Full participation in discussions, group projects, and small group activities are required.

My role as instructor is to identify critical issues related to the course, direct students to and teach relevant information, assign appropriate learning activities, create opportunities for assessing student performance and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for students to have confidence that they have mastered the material and for the instructor to determine that students are meeting all course requirements.

At all times, it is expected that students will welcome and respond professionally to assessment feedback, that students will treat fellow students, instructors and teaching assistants with respect, and that students will contribute to the success of the class to the best of their abilities.

This is an in-person course, but you will need to log into Canvas with your UF ID and password to access the materials and assignments. The course is organized into modules with due dates.

Technical Assistance

In the event that you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or calling 352-392-4357 - select option 1. The Help Desk is located on the ground floor of the Hub on the UF campus.

If your technical difficulties caused you to miss a due date, you MUST report the problem to the Help Desk and then email your lab instructor. Include the ticket number that you are given from the Help Desk in an email to the lab instructor to explain the late assignment/quiz/test.

IT Support

For all Technical assistance questions please contact the UF Computing Help Desk:
Phone: 352-392-HELP (4357)
Email: helpdesk@ufl.edu

Please Note

Your instructor and lab instructor are not able to handle technological issues or answer questions related to computer issues. If a problem of this nature arises that causes you to miss an

assignment, you must provide your Help Desk ticket number to the lab instructor to receive an extension.

Expectations for Students

Announcements

You are responsible for reading all announcements posted in Canvas each time you log in.

Email

You are responsible for reading all your course emails and responding in a timely manner (within 24 hours).

Video Conferencing

You are responsible for watching/attending all lectures and live meetings. If you cannot attend a meeting, please advise your lab instructor at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate proper netiquette during any online interactions.

Course-Related Questions

Please email your instructor or lab instructor concerning any course-related questions.

Instructor's Plan for Classroom Response Time and Feedback

Email Policy

Except for weekends, holidays, and University breaks, the instructor and/or lab instructor will typically respond to emails within 48 hours. If you have questions of a personal nature, please email the instructor.

Assignment Feedback Policy

The lab instructor will provide feedback on submitted assignments within one week of the submission date. Some assignments may require a longer review period, which the lab instructor will communicate to you.

Course-Related Questions Policy

Except weekends and holidays, the instructor and/or lab instructor will generally answer questions within 48 hours.

Video Conferencing

The instructor will provide any information on required video meetings within Canvas.

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited.

Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Electronic Communication Policy

In addition to the University’s policy, please consider the following:

Privacy, confidentiality, and security in all electronic communications. See [Information Security](#). All electronic communication resources must be used for the course and in alignment with the CJC Online and University mission. See the [Acceptable Use Policy](#).

Prohibited use of false identity, false identity pseudonyms, or anonymous (sender’s name or electronic identification is hidden).

Prohibited online access without consent.

Prohibited disruption of services including introducing computer contaminants (viruses).

Prohibited [harassment](#) of any kind.

Please see UF’s Information Technology [policies](#) for additional information.

Academic Integrity Policy

UF students are bound by The Honor Pledge which 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.”

The [Student Honor Code](#), Violation of the Student 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 the appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA’s in this class.

Netiquette

Due to the casual style of communication commonly found in the online environment, students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil,

respectful, and professional. Please remember that you are adult students and professionals—your communication must be appropriate.

Attendance Policy

Since the course will use Canvas, you should access your course at least four times per week to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet course deadlines and stay active. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor or lab instructor immediately.

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, [severe weather conditions](#), [religious holidays](#), and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. [Excused absences](#) must be consistent with university policies and require appropriate documentation. For additional information, see the [attendance policies](#).

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Notification to Students of FERPA Rights

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>.

Online Meeting Etiquette

Video conferencing is an excellent tool to interface with your peers and instructor(s) but there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all netiquette and etiquette expectations including the following:

Be punctual and courteous.

Position your camera at eye level with good lighting.

Show respect and professionalism by dressing business casual or business professional.

Make sure your background is in a proper setting with minimal distractions.

Mute your microphone when you are not speaking.

Writing Style

In order to meet the academic rigor and standards of UF, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing,

publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, intext citing and references, etc. For additional information on notable changes, see [changes between APA 6th Edition and APA 7th Edition](#).

Academic Resources

[One UF Student Portal](#) – Course registration, final grades, transcript requests, degree audit.

[GatorRater](#) – Online faculty evaluations and results.

[UF Bookstore](#): Phone: 352-392-0194, Email: ufbookstore@bsd.ufl.edu

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[UF Library Services for Distance Students](#)

[Ask a Librarian](#) – chat with librarians online.

CJC Librarian - [April Hines](#), Phone: 352-273-2728, Email: aprhine@uflib.ufl.edu.

[Course Reserves](#): Electronic resource reserve items that can be accessed via links or files.

[Teaching Center](#): General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.

[Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

[On-Line Student Complaints](#): This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.

[Information for Veterans](#): Veterans Affairs Certification: Phone: 352 - 294-2948

[Academic policies and resources](#): Office of the Provost

Student Resources

[Distant Student Resources](#): Phone: 352-392-1265

[U Matter, We Care](#): If you or a friend is in distress, please contact umatter@ufl.edu or Phone: 352-294-2273 so that a team member can reach out.

[Counseling and Wellness Center](#): [3190 Radio Road, Gainesville, FL 32611](#)
[Phone: \(352\) 392-1575, Fax: \(352\) 273-4738](#)

[Sexual Violence Response](#): Victim services, Care Area, UF Police Department, and Title IX.

[University Police Department](#): Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.

[Academic Planning](#): Academic advisors that can refer you to the wide array of resources that are available to UF students.

[Gator Connect](#): Online database of student organizations.

[Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.

[Veteran Services](#): Office of Student Veteran Services, Phone: 352-294-2948, email: vcounselor@ufl.edu. Collegiate Veterans Success Center, Phone: 352- 294-7215, email: charlotte.kemper@va.gov.

[Student Financial Affairs](#): Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.

[Student Success Coach](#): Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.

Grading

50% Lab Assignments

12.5% Midterm exam

12.5% Final exam

10% Personal Branding and Networking Assignment

5% Mid-semester Personal Branding Paper

5% Lab attendance

5% Meet and Greet

Your grades will be posted to Canvas at <http://elearning.ufl.edu/>

Grading Scale

A (93-100)

A- (90-92)

B+ (87-89)

B (83-86)

B- (80-82)

C+ (77-79)

C (73-76)

C- (70-72)

D+ (67-69)

D (63-66)

D- (60-62)

E (below 60)

Lab Attendance (5%). This course moves quickly and what is learned in lectures will be applied in labs. It is important that you attend all labs. In addition, your lab instructor will explain all lab assignments in lab and answer any questions. Each of you will begin the semester with a score of 100% on your Lab Attendance grade. Each lab missed for an unexcused absence will result in 10-points being taken off your Lab Attendance grade.

For a list of acceptable excused absences, refer to section on Attendance Policy on page 5. You must email your lab instructor within 24 hours of missing lab to document your excused absence.

Lab exercises (50%). You will be graded on writing ability, style, effort, creativity, persuasiveness, and mechanics.

Exams (25%). Your exams are based on material in the lectures and labs.

Personal Branding and Networking Assignment (10%). You will complete a semester long personal branding assignment that will require you to create professional social media accounts and use these accounts to network with individuals in your chosen industry. We will also have lab assignments where you will post your work to the accounts created. A final paper will be completed and submitted in the last lab of the semester highlighting your results.

Mid-semester Personal Branding Assignment (5%)

You will submit a one-page paper highlighting your progress in building your brand for your Personal Branding Assignment.

Meet and Greet (5%). You will write a short paper (minimum 300 to 500 words) explaining 1.) why you are taking RV2100, 2.) what you hope to get out of the class, 3.) what your future goals are in the media, 4.) ideas for internships, 5.) describe your perfect workday.

Your lab instructors will provide more information on this assignment concerning what they want to receive from you in your short paper.

You will also need to provide your lab instructor with a copy of your resume including education, work, volunteer experience, etc. Use this link for a reference:

<https://careerhub.ufl.edu/channels/create-a-resume/>

In addition, you will meet with your lab instructor in the first two weeks of the semester and explain what you wrote to receive full credit.

Your grade breakdown for this assignment is as follows:

50% of grade - resume

25% of grade - short paper

25% of grade - meeting with your lab instructor

Late Work Policy

Students are expected to complete assignments by the day and time they are due. Check Canvas calendar for specific due dates for each assignment.

More information on the university's policies on late work can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

For excused absences (see the section on Attendance Policy on page 5), the students must contact their lab instructor with documentation for the absence and detail when they will return to class to determine assignment due dates. Once a timetable to return has been established, any work submitted after that time will be subject to the late penalties listed below.

You must therefore inform the lab instructor of the dates missed due to excused absences which fall into the categories of excused absence outlined on page 5. Late work penalties will be applied to work submitted beyond the dates provided due to absences. You therefore can receive late penalties on work submitted due to an excused absence.

For unexcused absences, the following penalties will be applied to all work that is submitted late.

Point Deduction	Duration of Lateness
5 Points	Less than an hour
10 Points	Greater than one (1) hour but less than 24 hours
15 Points	Greater than 24 hours but less than 48 hours
25 Points	Greater than 48 hours but less than one (1) week
Not Accepted	Greater than one (1) week

Course Policies

Course Format.

The format of the course is two 50-minute lectures* and one 115-minute lab per week. It would be useful to think about this course as a theory and practice course. The lectures provide you with ideas about media writing and provide examples to use as models for your work in lab. During labs, we will help you put those ideas into practice. Your lab instructor will help you develop your skills more closely and will grade your work.

*** Frequently throughout the semester lecture videos may be posted to Canvas in lieu of readings**

Lectures

Lecture PowerPoints will not be provided to students. It is important to come to class for the lecture material missed. If you miss lecture, you are encouraged to ask a fellow classmate for the material missed.

Courtesy

If you arrive late to lecture or lab, settle in with minimum disturbance. Put your cell phone on vibrate.

DO NOT TAKE PHOTOS DURING THE CLASS OF POWERPOINTS OR OTHER MATERIAL.

First, this can be distracting to the instructor. Second, if you are only taking photos of the lecture material, you are not processing the information, and you will not learn it. This may prevent you from doing well on exams.

Incompletes

An incomplete grade may be assigned at the discretion of the instructor as an interim grade for a course in which the student has completed a major portion of the course with a passing grade, been unable to complete course requirements before the end of the term because of extenuating circumstances, and obtained agreement from the instructor and arranged for resolution of the incomplete grade. Instructors are not required to assign incomplete grades.

Additional information on incomplete grades can be found at the following links:

- [UF Catalog](#)
- [Incomplete Grade Contract](#)

Flexibility

We believe the semester plan outlined in the calendar is realistic.

Attendance

Requirements for class attendance, exams, assignments and other work in this course are consistent with university policies unless specifically stated within this syllabus. These university policies can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

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/>). 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.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

U Matter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 9-1-1.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

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 <https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

The University of Florida Honor Code reads as follows:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student 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."

ACADEMIC HONESTY

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that

they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason, any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Students are expected to adhere to the University of Florida Code of Conduct
<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

Course Calendar

Date	Topic
1/9	Introduction to Course - Recorded
1/13	Persuasive Messages
1/15	Persuasive Messages
1/15-1/16	LAB 1 – Introductions & Personal Branding Assignment
1/20	Sound Elements
1/22	Sound Elements
1/22-1/23	Lab 2 – Political Ads
1/27	Audio Writing
1/29	Audio Writing
1/29-1/30	Lab 3 – PSAs
2/3	TV Language
2/5	TV Language
2/5-2/6	Lab 4 – Television Scenes
2/10	Film Layouts
2/12	Film Layouts
2/12-2/13	Lab 5 – Trailer Storyboard
2/17	Script Writing
2/19	Script Writing
2/19-2/20	Lab 6 – Script Writing Present Trailer Storyboard

2/24	Scriptwriting for YouTube
2/26	Exam 1 Mid-Semester Paper Due
2/26-2/27	Lab 7 – TV Pitch
3/3	Online World
3/5	Online World
3/5-3/6	Lab 8 – Infographic
3/10	Online Writing
3/12	Online Writing
3/12-3/13	Lab 9 – Op-ed writing Present TV Show Pitch
3/17	NO Class – Spring Break
3/19	NO Class – Spring Break
3/19-3/20	Lab 10 – NO LAB – Spring Break
3/24	Data and Digital Content
3/26	Data and Digital Content
3/26-3/27	Lab 11 – App Challenge
3/31	Social Media
4/2	Social Media
4/2-4/3	Lab 12 – What is Creativity
4/7	Social Media Creativity and Networking
4/9	Social Media Creativity and Networking
4/9-4/10	Lab 13 – Listicle
4/14	Personal Branding
4/16	Personal Branding
4/16-4/17	Lab 14 – Elevator Pitch
4/21	Exam 2 Final Paper Due