



RTV2100 Writing for the Electronic Media Summer B 2014

Instructor: Andrew Selepak, PhD
Office hours: M & W Period 4
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Lectures: Monday and Wednesday Period 3 (11:00 – 12:15)
Lecture Location: CSE E220
Lab: as scheduled (see Lab Sections Roster)

Lab Sections Roster

Section	Day	Periods	Weimer Hall	Instructor
5045	TR	1-2 (8:00-10:45)	2050	Annelie Schmittel
Section	Day	Periods	Weil Hall	Instructor
404C	MW	6-7 (3:30-6:15)	0408A	TBA
5046	TR	6-7 (3:30-6:15)	0408A	Andrew Selepak, PhD

What to expect from RTV2100

This course is designed to provide fundamental instruction and practice in writing for the electronic media, specifically radio and online. It is required of all telecommunications majors. Prerequisites are: Six hours of English composition, sophomore standing, and ability to type at least 25 words per minute.

Course Objectives

- Move toward mastery of language skills with special emphasis on language used in the electronic media
- Understand news judgment and what makes a good story
- Develop radio news stories that will engage and enlighten the target audience
- Formulate radio announcements that are clear, interesting and persuasive
- Develop a basic understanding of writing for television and online
- Acquire a greater awareness of the increase in use and availability of online media

Course Policies

1. **Course Format.** The format of the course is two 75-minute lectures and two 165 minute labs per week. It would be useful to think about this course as a theory and practice course. The lectures provide you with ideas about writing for the electronic media and provide examples to use as models for your work in lab. During lab sessions, we will help you put those ideas into practice. Your lab leader will help you develop your skills more closely and will grade your work.

2. **Computers.** We will be using PC computers. We will write and edit electronically using Microsoft[®] WORD. We will communicate by campus email. Please be sure you are familiar with basic operations of these programs.
3. **Attendance.** Attendance is required because it is essential to your learning. In general, acceptable reasons for absence from class include illness, serious family emergencies, special pre-approved extracurricular requirements (professional conferences or athletic events where you are a participant), military obligation, severe weather conditions, religious holidays, and court-imposed obligations (i.e. jury duty or subpoena).

We have about 12 lectures and 12 lab sessions for a total of 24 sessions. You will get ONE absence without penalty. For unexcused absences two through five we will deduct one point from your final grade average for each lecture and lab missed. If you miss one-fourth of the sessions, you will earn an F for the course. In addition, work can only be made-up for excused absences, but current events quizzes cannot be made-up.

It is the responsibility of the student to keep up-to-date of all material, deadlines, and assignments missed, and will be his/her responsibility to meet all deadlines for assignments for ANY ABSENCE, excused or otherwise. If you miss a lab, it is your responsibility to arrange to make up the missed work with your lab instructor.

Your lab instructor will take attendance at the beginning of labs and lectures. It is your responsibility to be on time AND make sure you are recorded as present. If you come late to class and attendance is already noted, you will be considered absent. It is YOUR responsibility to be on time.

4. **Late Work.** You will not be permitted to makeup assignments missed due to an unexcused absence. For excused absences, provide documentation to your instructor for the reason you missed lab within 24-hours of the time of the missed lab. Makeup assignments must be completed before the start of the next lab.
5. **Courtesy.** If you arrive late, settle in with minimum disturbance. **TURN OFF YOUR CELL PHONE DURING CLASS, and NO TEXT MESSAGING, and NO FACEBOOK or TWITTER** (unless it is related to class). If your instructors are not on their phone, then neither should you.
6. **Learning.** Learning is a lifelong process. Learning to write well involves continued exposure to good examples and a lot of practice. Students who are unduly concerned with grades usually play it safe and give the teacher what they think he or she wants. Real learning requires you to experiment and make mistakes. In this class when faced with a choice between playing it safe for a grade and experimenting, with the possibility that you will make a mistake you can learn from, dare to take that risk. Choose what will contribute to your long term learning, not what will enhance your semester grade. We will give you the space to make mistakes without being punished by a grade. Don't just think about giving the "right" answer, instead give the best answer.

7. **Guidelines.** Be sure to put your name and lab instructor's name on all quizzes and lab assignments as grades are kept by individual sections.
8. **Incompletes.** A course grade of incomplete will be permitted only for serious illness documented by a physician. A timetable for completing the course work must be set before the incomplete is given.
9. **Flexibility.** We believe the semester plan outlined in the calendar is realistic. Nonetheless, we reserve the right to adjust the course content, exercises, exams, etc., based on the class's collective ability to maintain pace. There may also be additional lectures provided online for you to watch in your own time.

Grading

- 50% Lab exercises
- 20% Midterm exam
- 20% Final exam
- 5% Current Events quizzes
- 5% Meet and Greet

Your grades will be posted to Sakai at <https://lss.at.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)

Current Events quizzes (5%). People working in the media must know what's going on in their communities, in the country, and in the world. They must be in the daily habit of reading at least one newspaper and listening to the news on radio, television, and online. There should be at least one local source in your daily dose of news. Here are some of the media outlets available for this purpose:

- **From print.** The *Gainesville Sun* (Gainesvillesun.com or @GainesvilleSun). National newspaper websites like *The New York Times*, *The Washington Post*, or *The Los Angeles Times*. There are also weekly news magazines like *TIME*, *Newsweek*, *U.S. News & World Report*.
- **From radio.** WUFT weekdays.

- **Network and local television news.** Watch the news on ABC, CBS, CNN, Fox, and NBC. Watch programs that treat issues in greater detail like ABC's *Nightline* and magazine shows like *60 Minutes* on CBS.
- **From the Internet.** Visit news web sites frequently to know what is going on in the world, and up-to-the-minute like cnn.com, foxnews.com, drudgereport.com, and huffingtonpost.com. And follow accounts like @CNN and @HuffingtonPost

Lab exercises (50%). This grade is divided equally between news writing exercises (25%) and production/online writing exercises (25%). You are graded on journalistic style (precise, accurate and fair information), aural style (conversational, ear-pleasing), writing (clear, concise, compelling), effort (applying class ideas, originality/creativity, persuasiveness), and mechanics (punctuation, grammar, spelling, vocabulary).

You will also have a Twitter account assignment that you must complete on a weekly basis as part of your lab assignment work.

Both the Mid Term and Final exams (40%). Your exams are based on material in the lectures and labs.

Meet and Greet (5%). You will write a short paper (400 to 600 words) explaining why you are taking RV2100, what you hope to get out of the class, what your future goals are in the industry, and ideas for internships. Your lab instructors will provide more information on this assignment concerning what they want to receive from you in your short paper. In addition, you will meet with your lab instructor in the first two weeks and explain what you wrote to receive full credit.

References

For news majors

AP Broadcast News Style Book

Random House Dictionary of the English Language

Kern, Jonathan (2008). *Sound Reporting: The NPR Guide to Audio Journalism and Production*. Chicago: University of Chicago Press.

For all majors

Orlik, Peter (1998). *Broadcast/cable copywriting*. Needham Heights, MA: Allyn & Bacon.

Kessler, Ronald and Duncan McDonald (2011, 8th Ed.), *When words collide: A media writer's guide to grammar and style*. Boston: Wadsworth Publishing.

News Test

To be enrolled in RTV 3303 (Radio One), if you are selected to take the course based on your grade from the News Test, you must pass RTV 2100, RTV 3007 and have six hours of English, all with a "C" grade or better. You may take the second English course concurrently with RTV 3303.

For those of you wishing to follow the News Track for telecom, the department has put together a web page that should answer any questions you have about the test, requirements, eligibility, and other Frequently Asked Questions. It can be found by following this link:

<http://www.jou.ufl.edu/academic/telecom/news-placement-faq/>

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:

Course Evaluation:

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 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>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble:

In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code:

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

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."
For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Tips for doing well

Attend all lectures and labs. Lecture PowerPoints will not be available on Sakai which means you must be in attendance to learn the material from the lectures. The material from the lectures will be used to help you in your lab work, and the exam questions will come directly from the lectures. As this course is much shorter in the summer than in the fall or spring, we will also be covering lecture material in labs as well, which makes labs a vital portion of this course.

This course moves quickly during the summer, and only by having you complete assignments quickly will your lab instructors know you are on pace to do well in the course.

Since we only have six weeks to complete what is normally a 15 week course, some lectures will be posted to Sakai in video form or covered in lab.

Course Calendar

<u>Date</u>	<u>Class</u>	<u>Topic</u>
06/30/14	Lecture 1	“Introduction,” course structure and course content and “Leads”
07/01/14	Lab 1	Print vs. Broadcast, “Leads” cont. & story structure
07/02/14	Lecture 2	“News Values” and “Aural Style”
07/03/14	Lab 2	“Aural Style” cont. & Writing Readers
07/07/14	Lecture 3	“News Story Basics” & “News Structure”
07/08/14	Lab 3	“News Structure” cont. & Writing Readers
07/09/14	Lecture 4	“Writing with sound” & “Developing Stories & Media Convergence”
07/10/14	Lab 4	“Developing Stories & Media Convergence” cont. & Writing Sound Bite Stories
07/14/14	Lecture 5	“Interviewing” & “News Features”
07/15/14	Lab 5	“News Features” & Writing Sound Bite Stories
07/16/14	Lecture 6	“Legal and Ethical News”
07/17/14	Lab 6	Writing Sound Stories and FIRST EXAM
07/18/14		<u>NEWS TEST</u>
07/21/14	Lecture 7	“Sound Elements” & “Persuasive Messages”

07/22/14	Lab 7	“Persuasive Messages” cont. & Writing PSAs
07/23/14	Lecture 8	“Television Language” & “Television & Film Writing”
07/24/14	Lab 8	“Television & Film Writing” cont. & Storyboard Assignment (due 07/29)
07/28/14	Lecture 9	“Online Media”
07/29/14	Lab 9	“Web Essentials” & Media Analysis Assignment (due 07/31)
07/30/14	Lecture 10	“Online Writing”
07/31/14	Lab 10	Online Writing Assignment
08/04/14	Lecture 11	“Social Media” & “Ethical Considerations”
08/05/14	Lab 11	“Ethical Considerations” cont. & Social Media Assignment (due 08/07)
08/06/14	Lecture 12	“Personal Branding”
08/07/14	Lab 12	“Personal Branding” cont. & <u>Final exam</u>