

RTV 2100 – Online
(Spring 2015)

WRITING FOR THE ELECTRONIC MEDIA

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Office Hours: Tuesdays 9:30-11:30; Wednesdays 1:00-3:00; and Thursdays 1:00-3:00.
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Description of Course

This course provides a basic understanding of how to go about writing for the electronic media. Approximately half the course will concentrate on scripting radio and television news stories, and the second half will involve non-news (i.e., production) writing, such as radio and television PSAs, commercials, documentaries, and so on. The goal is to acquaint the students with the various broadcast formats, as well as to help them think and write clearly, effectively, logically and creatively.

Requirements

To register for this class, you must have completed six hours of English and have sophomore standing.

Grading

Assignments:	60%
Test 1 (News writing):	20%
Test 2 (Non-news writing):	20%

Assignments – 60%

You'll have to complete between one and four short assignments for 13 of the 15 modules.

Each assignment will be graded out of 100 points, and then an average score out of 100 will be computed for each module's assignments.

Finally, the scores for the 13 modules will be averaged, and that will be your final score for the assignments, again out of 100.

60% of this final, average score will be your Assignments grade.

Please Note: The assignments for each module will be due as follows:

Module 1	Sunday, January 11, at 10:00 pm
Module 2	Thursday, January 15, at 10:00 pm
Module 3	Thursday, January 22, at 10:00 pm
Module 4	Thursday, January 29, at 10:00 pm
Module 5	Thursday, February 5, at 10:00 pm
Module 6	Thursday, February 12, at 10:00 pm
Module 7	Thursday, February 19, at 10:00 pm
Module 9	Thursday, March 12, at 10:00 pm
Module 10	Thursday, March 19, at 10:00 pm
Module 11	Thursday, March 26, at 10:00 pm
Module 12	Thursday, April 2, at 10:00 pm
Module 13	Thursday, April 9, at 10:00 pm
Module 14	Thursday, April 16, at 10:00 pm

Test 1 – 20%

This test will be on the news writing portion of the class, and it will be based on the Power Points and everything that we cover in the class lectures. It will be closed-book, and consist of 50 multiple choice questions. You will have 60 minutes to complete it.

Please Note: The test will be take place on *Tuesday, February 24, from 8:00 – 9:00 pm*. In case that day and time is inconvenient for you, a make-up test will be given on *Wednesday, February 25, from 9:00 – 10:00 pm*.

Test 2 – 20%

This test will be on the production (non-news) portion of the class, and it will be based on the Power Points and everything that we cover in the class lectures. It will be closed-book, and consist of 50 multiple choice questions. You will have 60 minutes to complete it.

Please Note: The test will be take place on *Tuesday, April 21, from 8:00 – 9:00 pm*. In case that day and time is inconvenient for you, a make-up test will be given on *Wednesday, April 22, from 9:00 – 10:00 pm*.

The distribution of grades will be as follows:

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	59 and under

Final grades may be curved to the students' advantage.

For more on the university's grading policies please visit
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Please Note: The College requires that you earn at least a C to take advanced courses in this department.

Texts

There are no required texts for this course. However, I do have a couple of readings on reserve that you can access through the Internet. If interested, a few recommended texts on the subject matter we'll be covering are listed below.

Recommended: Stephens, M. (2005). *Broadcast news*. Belmont, CA: Wadsworth.

Orlik, Peter (2004). *Broadcast/cable copyrighting*. Needham Heights, MA: Allyn & Bacon

Tomkins, Al. (2012). *Aim for Heart: Write, Shoot, report and Produce for TV and Multimedia*. 2nd Edition. Washington, DC: CO Press

Tuggler, C.A., Forrest Carr and Suzanne Huffman. (2014) *Broadcast News: Writing, Reporting and Producing in the Age of Social Media*. 5th Edition. NY: McGraw Hill

Walters, Roger (1994). *Broadcast writing: principles and*

practices. NY: McGraw-Hill

Course Policies

1. **Course Format.** The 15 modules of the course correspond to the 15 weeks of the semester. It would be useful to think of this class as a theory and practice course. The two or three lectures per module will provide you with the theory (and the groundwork) you'll need to know about how to write for the electronic media, and the assignments will help you put that theory into practice.
2. **Contacting the instructor.** If you have any questions or concerns, please email me (or the TA) and we'll get back to you within 24 hours during the work week. I'll also be in my office during the office hours indicated at the top of this syllabus, and you can feel free to email, telephone, or Skype me call me during that time. My Skype name is jabanikos. You'll notice that my Skype status is on "invisible," so that other people won't try to contact me during those times.
3. **Asking questions.** If you have any questions about the subject matter or the course policies, please post them on the Discussion Board. Other students may also have similar concerns, and this way the questions and answers may be shared by the whole class. I or the TA will generally answer your question within 24 hours. It may be longer during the weekend. If you have a personal question, please contact me, or the TA, directly.
4. **Making up missed assignments.** If you miss any assignment for a medical reason, please contact us asap so that arrangements can be made for you to submit the work. You will need to provide us with a doctor's note to be able to do this.
5. **Making up tests.** You have two dates to do the tests, and you know when they'll be from the start of the semester. But iof you are ill and can't do the in either of the two available dates, then you need to get in touch with us and we'll make some arrangement. You'll need a doctor's note to be able to do this.
6. **Incompletes.** A course grade of incomplete will be given only for serious illness or family emergency. Again, written documentation will be required.

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.

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>.

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/docs/NetiquetteGuideforOnlineCourses.pdf>

Getting Help

For issues with technical difficulties for E-learning in Campus, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.