

RTV2100 Writing for the Electronic Media Summer B 2013



Instructors: Andrew Selepak, PhD & Annelie Schmittel
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Lectures: Monday and Wednesday Period 3 (11:00 – 12:15)
 Lecture Location: Weimer 1070
 Lab: as scheduled (see Lab Sections Roster)

Lab Sections Roster

Section	Day	Period	Weimer Hall	Instructor
5045	TR	1-2 (8:00-10:45)	2050	Annelie Schmittel
5046	TR	6-7 (3:30-6:15)	2056	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 11 lab sessions for a total of 23 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. **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. If your instructors are not on their phone, then neither should you.
5. **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.
6. **Guidelines.** Be sure to put your name on all quizzes and lab assignments. Also make sure you include your lab instructor's name on the mid-term and final exams as grades are kept by individual sections.
7. **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.

8. **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.
9. **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>

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)

Information on current University of Florida grading policies can be found at:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Current Events quizzes (5%). People working in the mass 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, or 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). 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.

Lab exercises (50%). This grade is divided equally between news writing exercises (25%) and production 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/>

Disability Awareness. 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:

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

352-392-1575

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 lecture. 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.

If you miss a lab, you will need to email your lab instructor within 12 hours after the lab has finished. Your lab instructor will then provide you the assignment missed. You will then have 48-hours to complete the missed lab assignment unless other arrangements have been made. 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.

Course Calendar

<u>Date</u>	<u>Class</u>	<u>Topic</u>
07/01/13	Lecture 1	“Introduction,” course structure and course content and “Leads”
07/02/13	Lab 1	Print vs. Broadcast, “Leads,” and story structure
07/03/13	Lecture 2	“News Values” and “Aural Style”
07/04/13	NO LAB	INDEPENDENCE DAY!
07/08/13	Lecture 3	“Aural Style” cont. and “News Story Basics”
07/09/13	Lab 2	“News Story Basics” cont. & Writing Readers
07/10/13	Lecture 4	“News Structure” & “Writing with sound”
07/11/13	Lab 3	“Writing with sound” cont. & Writing Sound Bite Stories

07/15/13	Lecture 5	“Developing Stories & Media Convergence” and “Interviewing”
07/16/13	Lab 4	Writing Sound Bite Stories
07/17/13	Lecture 6	“Interviewing” cont. & “News Features”
07/18/13	Lab 5	<u>News Test in LAB</u>
07/22/13	Lecture 7	“Legal and Ethical News”
07/23/13	Lab 6	<u>First Exam in Lab</u>
07/24/13	Lecture 8	“Sound Elements” & “Persuasive Messages”
07/25/13	Lab 7	“Persuasive Messages” cont. & Writing Promos
07/29/13	Lecture 9	“Television Language” & “Television & Film Writing”
07/30/13	Lab 8	“Television & Film Writing” cont. & Storyboard Assignment (due 08/05)
07/31/13	Lecture 10	“Online Media” & “Online Writing”
08/01/13	Lab 9	“Online Writing” cont. & Media Analysis Assignment (due 08/05)
08/05/13	Lecture 11	“Social Media”
08/06/13	Lab 10	Social Media Assignment (due 08/08)
08/07/13	Lecture 12	“Personal Branding”
08/08/13	Lab 11	<u>Final exam</u>