ADVANCED WRITING FOR THE ELECTRONIC MEDIA

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Office Hours: Mondays 9:35-11:30; Wednesdays 12:50-2:45; Thursdays 9:35-11:30; and by appointment.

Description of Course

This course is designed to provide a thorough understanding and overview of the principles of scriptwriting, and to learn to apply these principles through practical exercises in various programs: commercials, sponsored and corporate videos, television and film documentaries, fictional works and adaptations. Another major objective is to help develop the students’ critical faculties, enabling them to better examine and evaluate the scripts of others, as well as their own.

The course will be comprised of lectures, exercises, screenings, workshops, analyses, and discussions.

Grading

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<td>Commercial</td>
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<td>Corporate video/film script</td>
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<td>Documentary video/film proposal</td>
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<td>Character Sketches / Dialogue Exercise</td>
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<td>Test</td>
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<td>Final project</td>
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Punctuality is most important in this industry. Late assignments will be penalized by one letter grade (i.e., 10%) per day.

Students are expected to attend and participate in all classes. A half point will be deducted from your attendance grade for each unexcused class absence. No incompletes will be given without a medical reason.

Texts

Required: *RTV 3101 Course Packet*, available at Orange and Blue Textbooks, 309 NW 13th Street.
Recommended:
Armer, Alan. *Writing the Screenplay: TV and Film*
Beveridge, James A. *Scriptwriting for Short Films*
DiZazzo, Ray. *Corporate Scriptwriting: A Professional’s Guide*
Egri, Lajos. *The Art of Dramatic Writing*
Field, Syd. *Screenplay: The Foundations of Screenwriting*
Lucey, Paul. *Story Sense: Writing Story and Script for Feature Films and Television*
Rabiger, Michael. *Directing the Documentary*
Walters, Roger L. *Broadcast Writing: Principals and Practices*

**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.

**On-Line 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](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](https://evaluations.ufl.edu/results).

**University Honor Code**

UF students are bound by The Honor Pledge that 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. 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.’

The Honor Code ([http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/](http://www.dso.ufl.edu/sccr/process/student-conduct-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 appropriate personnel. If you have any questions or concerns, please consult with the instructor.

**Prerequisites**

A grade of C or better in RTV 2100 and RTV 3000, as well as junior standing in Telecommunication.
TENTATIVE COURSE SCHEDULE

Week 1

Wednesday, 8 January
Intro to course
Film/video/audio terminology.

Friday, 10 January
Film/video/audio terminology

Week 2

Wednesday, 15 January
Film/video/audio terminology
Terms you should know (1 page).

Friday, 17 January
TV Commercials: structure and organization.
Jefferson-Pilot Insurance TV commercial script (2 pages).

Week 3

Wednesday, 22 January
TV commercials: storyboarding and various approaches.

Friday, 24 January
TV commercials: writing the TV commercial script; examples.

Week 4

Wednesday, 29 January
TV commercials -- class presentations

Friday, 31 January
TV commercials -- class presentations
Week 5

Wednesday, 5 February
The sponsored/corporate film or video project: getting started.

Friday, 7 February
The sponsored/corporate film or video project: conceptualization and visualization.

Week 6

Wednesday, 12 February
The sponsored/corporate film or video project: writing the script.

Friday, 14 February
Writing the corporate video script.

Week 7

Wednesday, 19 February
What is documentary? A discussion of documentary history and different documentary approaches.

Friday, 21 February
The making of documentaries: pre-production.

Week 8

Wednesday, 26 February
The making of documentaries: production and post-production.
Readings: Rabiger, Michael. (1998) "The
Friday, 28 February

Producing short documentaries.

***Week 9***

Wednesday, 5 March

S P R I N G B R E A K

Friday, 7 March

S P R I N G B R E A K

***Week 10***

Wednesday, 12 March

Fictional programs -- fundamentals of dramatic structure


Friday, 14 March

Fictional programs: writing the treatment; fleshing out the story.


***Week 11***

Wednesday, 19 March

Characterization


Friday, 21 March

Dialogue


Writing the screenplay


Week 12

Wednesday, 26 March
Effective Beginnings. Developing tension and suspense

Friday, 28 March
Writing the short script. Adaptations.

Week 13

Wednesday, 2 April
Review

Friday, 4 April
Test

Week 14

Wednesday, 9 April
Presentation and discussion of final projects

Friday, 11 April
Presentation and discussion of final projects

Week 15

Wednesday, 16 April
Presentation and discussion of final projects

Friday, 18 April
Presentation and discussion of final projects

Week 16

Wednesday, 23 April
Presentation and discussion of final projects