

RTV 3101
(Fall 2013)

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

Instructor: James Babanikos, Ph.D.
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Office Hours: Tuesdays 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

Commercial	10%
Corporate video/film script	15%
Documentary video/film proposal	15%
Character Sketches / Dialogue Exercise	10%
Test	25%
Final project	25%

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.

Texts

Required: *RTV 3101 Course Packet*, available at Custom Copies and Textbooks, Inc., 309 NW 13th Street.

Accommodations for Students With Disabilities

Students requesting classroom accommodations 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.

Online 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>.

Prerequisites

A grade of C or better in RTV 2100 and RTV 3007, as well as junior standing in Telecommunication.

Week 5

Wednesday, 18 September

The sponsored/corporate film or video project: getting started.

Readings: DiZazzo, Ray. (1992). "Program Design Research" and "Content Research" in Corporate Scriptwriting, pp. 30-39 and 40-48.

Friday, 20 September

The sponsored/corporate film or video project: conceptualization and visualization.

Readings: DiZazzo, Ray. (1992). "Concept Thinking" and "Visualization" in Corporate Scriptwriting, pp. 49-61 and 62-70.**Week 6**

Wednesday, 25 September

The sponsored/corporate film or video project: writing the script.

Readings: DiZazzo, Ray. (1992). "Structure and Transitions" in Corporate Scriptwriting, pp. 115-123.

Friday, 27 September

Writing the script

Week 7

Wednesday, 2 October

What is documentary? A discussion of documentary history and different documentary approaches.

Readings: Rabiger, Michael. (1998). "Introduction" and "A Brief and Functional History of the Documentary" in Directing the Documentary, pp. 1-12 and 13-34.

Friday, 4 October

The making of documentaries: pre-production.

Readings: Rabiger, Michael. (1998) "The Paper Edit: Designing a Structure" in Directing the Documentary, pp. 249-254.

Beveridge, James A. (1969).

Scriptwriting for short films, No. 57, Reports and Papers on Mass Communication, UNESCO, Paris, pp. 19-20.**Week 8**

Wednesday, 9 October

The making of documentaries: production and post-production.

Friday, 11 October

Advisory council visitors

Week 9

Wednesday, 16 October

Fictional programs -- fundamentals of dramatic structure

Readings: Swain, Dwight V. and Joye R. Swain. (1988). "The Film Story" in Film Scriptwriting: A Practical Manual, pp. 77-93.

Friday, 17 October

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

Readings: Swain, Dwight V. and Joye R. Swain. (1988). "The Story Treatment" in Film Scriptwriting: A Practical Manual, pp. 117-135.
Lucey, Paul. (1996). "Writing the Plot" in Story Sense: Writing Story and Script for Feature Film and Television, pp. 67-108.

Week 10

Wednesday, 23 October

Characterization

Readings: Egri, Lajos. (1960). "Character" in The Art of Dramatic Writing, pp. 33-43.

Dialogue

Readings: Swain, Dwight V. and Joye R. Swain. (1988). "Dialogue Devices" in Film Scriptwriting: A Practical Manual, pp. 161-174.
Armer, Alan. (1988). "Characteristics of Bad Dialogue" and "Some Observations on Dialogue" in Writing the Screenplay: TV and Film. Belmont, pp. 101-103 and 114-118.

Field, Syd. (1979). "Endings and Beginnings" in Screenplay: The Foundations of Screenwriting, pp. 55-80.

Friday, 25 October

Writing the screenplay.

Readings: Blum, Richard. (1980). "The Film Script Format" in Television Writing, pp. 90-107.

Lucey, Paul. (1996). "Writing Stage Directions" in Story Sense: Writing Story and Script for Feature Films and Television, pp. 254-272.

Week 11

Wednesday, 30 October

Effective beginnings; developing tension and suspense.

Readings: *Finer, Abby and Deborah Pearlman (2005). Starting Your Television Writing career: The Warner Bros. Television Writers Workshop Guide, Syracuse University Press, pp. 3-54*

Dontzig, Gary and Steven Peterman. (1992). "‘Come Out, Come Out, Where Ever You Are,’ part of a Murphy Brown episode," Warner Bros. Television, 9 pages

Friday, 1 November

Guidelines for writing effective short scripts

Week 12

Wednesday, 6 November

Adaptations

Friday, 8 November

N o c l a s s - H o m e c o m i n g

Week 13

Wednesday, 13 November

Review

Friday, 15 November

Test

Week 14

Wednesday, 20 November

Presentation and discussion of final projects

Friday, 22 November

Presentation and discussion of final projects

Week 15

Wednesday, 27 November

N o c l a s s - T h a n k s g i v i n g

Friday, 29 November

N o c l a s s - T h a n k s g i v i n g

Week 16

Wednesday, 4 December

Presentation and discussion of final projects