

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: TRPD 112 Department: Teleproduction

Course Title: Writing for Electronic Media Semester: Spring Year: 1999

Objectives/Competencies

Course Objective	Competencies
1. To understand the difference between writing for print media and writing for electronic media. 2. To develop a foundation in writing effectively for electronic media, i.e. radio and television. 3. To learn how to incorporate different elements into their scripts such as sound, music, video, and sound effects. 4. To develop an understanding of how broadcast stations operate and arrive at programming decisions. 5. To develop an ability to understand and create various types of broadcast scripts. 6. To develop an ability to write from an observations, objective or persuasive viewpoint.	1. Write broadcast stories in appropriate script format depending on type of story, i.e. commercial or news. 2. Understand broadcast terminology and know proper abbreviations to use in script. 3. Write in "aural" style -- the appropriate writing style for broadcast. 4. Understand how a television station operates, the people involved, what jobs are available, the equipment that is used. 5. State the difference between writing for print and writing for broadcast -- and understand why the two need to be different. 6. Be aware of all position within a newscast and the duties of each. 7. Write a commercial or public service announcement using techniques learned in class. 8. Write basic broadcast news story. 9. Understand program structure within effective broadcast

Course Objective	Competencies
<p>7. To obtain a "working" knowledge of broadcast terminology.</p> <p>This is accomplished mainly through many different kinds of writing assignments where different skills are emphasized throughout the semester.</p>	<p>writing.</p> <p>10. Know the different uses of "sound" within a broadcast script, and how to incorporate them in the script effectively.</p> <p>11. Know how to use visuals effectively within a script.</p> <p>12. Know and understand the different movements of a broadcast camera, and how those movements help tell the story.</p> <p>13. Understand the basic legal and ethical "rules" that broadcast writers need to adhere to.</p>