

CUMBERLAND COUNTY COLLEGE

Course: CO 104 Writing for Television and Radio

Credits: 3

Prerequisites

EN 101- English Composition I

Description

An introduction to the principles and techniques of written formats commonly used in radio, television, and new media. Assignments include the development of the treatment, rundown sheet, storyboard and script.

Learning Outcomes

At the completion of this course, students should be able to:

- Demonstrate the techniques for writing:
 - Commercials
 - Newscasts
 - Scripts
- Develop a treatment, rundown sheet, storyboard, and script.
- Explain the importance of demographics

Topical Outline

- Demographics/Audience
- Production Elements
- Format and Style
- Commercials and Announcements
- News and Sports
- Script writing

Required Texts and Other Materials

Green, Susan C. News Now: Visual Storytelling in the Digital Age. Boston: Pearson, 2012.

Student Assessment

Assessment will be accomplished through participation, papers, quizzes, journals, exams, projects, and presentations.

Academic Integrity

Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation.

Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense.

As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Available Resources

If you are having difficulty with work in this class, tutoring is available through the Success Center. If you think that you might have a learning disability, contact Project Assist at 856.691.8600, x1282 for information on assistance that can be provided to eligible students.

(List availability of open labs and/or writing center)

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.