



COURSE OUTLINE : MEDIA 120
D Credit – Degree Applicable
COURSE ID 010267
Cyclical Review: September 2020

COURSE DISCIPLINE : MEDIA
COURSE NUMBER : 120
COURSE TITLE (FULL) : Writing for Media
COURSE TITLE (SHORT) : Writing for Media

CATALOG DESCRIPTION

MEDIA 120 offers an introduction to writing for film, television, radio and electronic media. The course focuses on preparing scripts in proper formats, including fundamental technical, conceptual and stylistic issues related to writing fiction and non-fiction scripts for informational and entertainment purposes in film and electronic media. The course includes a writing evaluation component as a significant part of the course requirement.

Total Lecture Units: 3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours: 54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged:0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 108.00

Recommended Preparation: ENGL 100 or ESL 151, or equivalent.



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ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	ENGL	100	Writing Workshop	Read, analyze, and evaluate contemporary articles and stories to identify topic, thesis, support, transitions, conclusion, audience, and tone;	Yes
2	ENGL	100	Writing Workshop	read, analyze, and evaluate contemporary articles and stories for the comprehension of difficult content and the identification of main ideas and (topic-based) evidence;	Yes
3	ENGL	100	Writing Workshop	read, analyze, and evaluate student compositions for unity, development, use of evidence, interpretation, coherence, and variety of sentence form;	Yes
4	ENGL	100	Writing Workshop	write a summary of a contemporary article or story with correct citation techniques;	Yes
5	ENGL	100	Writing Workshop	write an argumentative essay that has an introduction, body paragraphs, and a conclusion, demonstrating a basic understanding of essay organization;	Yes
6	ENGL	100	Writing Workshop	write an argumentative essay that addresses the topic, is directed by a thesis statement, uses appropriate textual evidence, develops logical interpretations, and concludes with some compelling observations;	Yes
7	ENGL	100	Writing Workshop	write an argumentative essay that integrates the ideas of others (i.e., authors) through paraphrasing, summarizing, and quoting with correct citation techniques;	Yes
8	ENGL	100	Writing Workshop	write an argumentative essay that generates novel ideas (those that add to the conversation rather than repeating the author's ideas) related to the topic and the readings;	Yes
9	ENGL	100	Writing Workshop	write compositions (e.g., summaries and argumentative essays) that are easy to read and follow, though some errors in grammar, mechanics, spelling, or diction may exist;	Yes
10	ENGL	100	Writing Workshop	proofread and edit essays for content, language, citation, and formatting problems.	Yes
11	ESL	151	Reading and Composition V	Read and critically analyze various academic readings;	Yes
12	ESL	151	Reading and Composition V	summarize readings;	Yes
13	ESL	151	Reading and Composition V	organize fully-developed essays in both expository and argumentative modes;	Yes



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14	ESL	151	Reading and Composition V	compose a 500 to 550-word essay which: summarizes and cites appropriately a reading passage; includes a clear thesis statement; uses evidence to support the thesis; shows clear organization into an introduction, body, and conclusion;	Yes
15	ESL	151	Reading and Composition V	revise writing to eliminate errors in syntax, and grammatical constructions;	Yes
16	ESL	151	Reading and Composition V	employ basic library research techniques;	Yes
17	ESL	151	Reading and Composition V	compose one research paper (1,000 words) or two short research papers (500-700 words each) with citations.	Yes

EXIT STANDARDS

- 1 Write in a clear and concise manner;
- 2 recognize technical and aesthetic issues related to writing for various media formats (film, television, radio, online content);
- 3 apply fundamental principles of narrative fiction screenwriting;
- 4 write a variety of script formats, including the radio script, film script, television (TV) script (both sitcom and one-hour TV drama) formats.

STUDENT LEARNING OUTCOMES

- 1 write in a variety of script formats
- 2 express the fundamentals of narrative structure in various media formats
- 3 translate a concept from outline to script stage

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Introduction to Various Media Writing Formats <ul style="list-style-type: none"> • Film • Television (both half-hour comedy and hour-long drama) • Radio • Commercials, PSAs, short form advertising • Documentary • Web sites, blogs, interactive media 	4	0	4



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2	<p>Analyzing the Elements of Media Writing</p> <ul style="list-style-type: none"> • Basic Writing Skills; clarity, grammar, economy, style • Identifying the audience and understanding distribution • The Language of Production • Terminology and abbreviations in media writing • Audio productions and transitions • Issues specific to format; radio (writing for the ear), film/TV (writing for the eye), multimedia (writing for the ear, the eye, and interactivity) 	4	0	4
3	<p>Writing for Narrative Film</p> <ul style="list-style-type: none"> • Fundamentals of dramatic structure: 3 Act Structure, writing with sequences, 5 Key Plot Points • Fundamentals of character creation: Wants VS. Needs, backstory, character bios, obstacles • Creating conflict in your story; Drama: Hope VS. Fear • Identifying genre and themes • The art of visual storytelling; learning to “show” not “tell”. • Process and methodology of script writing; creating a premise, logline, treatment, beat sheet. • Understanding the importance of pitching; each student pitches a film concept to the class in an oral presentation. • Fundamentals of writing dialogue • Scene construction, transitions and pacing • Script analysis; watching a film in class/reading the script, then identifying the structural framework of the story 	16	0	16
4	<p>TV Writing: The Sitcom (half-hour comedy)</p> <ul style="list-style-type: none"> • Elements of a sitcom: three act structure, conflict of the week, Set-up, creating a core cast of characters, joke construction, commercial breaks. • Film writing vs. TV writing; analyzing the differences between the two formats. • Script analysis; watching various sitcoms in class/reading their scripts, then identifying the structural framework of the sitcom. • Spec sitcom treatments; students outline their own episode of an existing sitcom that’s currently on the air. 	7	0	7



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5	<p>TV Writing: Drama (one-hour long): Procedural & Serial</p> <ul style="list-style-type: none"> • The Medical Procedural: Five Act Structure, the Medical Mystery, “Just another Detective Story set in a Hospital”. • The Police/Legal Procedural: Five Act Structure of the Detective Story Murder Mystery, • Set-up, twists, characters, teaser and act breaks • Dramatic structure: breaking down the story (A, B, C Story lines) • Rising action; crises and climax / falling action; resolution • The Serial: multi-season character and story arcs • The importance of the pilot episode: how to set up a world, characters, sustained drama. • Script analysis; watching an episode in class/reading the script, then identifying the structural framework of the story 	8	0	8
6	<p>Documentary and the Non-Fiction</p> <ul style="list-style-type: none"> • Types of documentaries • Dramatic • Biographical • Compilation • Script and production patterns • Pre-shoot and post-shoot outlines and scripts • Concept and point-of-view development • Research • Gathering footage, interviews, historical materials, graphics and supporting visuals • Editing and assembling stage 	7	0	7
7	<p>Commercials, PSAs, Corporate Productions</p> <ul style="list-style-type: none"> • PSAs; promoting nonprofit organizations and their activities • Promotional announcements vs commercial announcements • Audience analysis; understanding your target demographic vs psychographic • Ethics and Freedom of Speech/The First Amendment • Deceptive advertising and defamation • Spot copy • Systems and placement • Spot timing • Copywriting and copy formatting 	4	0	4



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8	Websites, Web Series, Interactive Media, Video Game Writing • Types of Websites; wikis, blogs, e-commerce, streaming media, newsgroups • Interactive writing; web scripting, game scripting • Blog writing, design and formats • Video game scripting and formatting	4	0	4
				54

OUT OF CLASS ASSIGNMENTS

- 1 writing assignments (e.g. write a 15-minute script for television)

METHODS OF EVALUATION

- 1 oral critiques by peers and instructor;
- 2 written critiques by instructor;
- 3 quizzes;
- 4 midterm exam;
- 5 final exam

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations



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TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
The Basics of Media Writing: A Strategic Approach	Required	CQ Press		Print	Kuehn, Scott	9781506308104	2018