COMM 2350.002      MEDIA WRITING AND PERFORMANCE      Spring, 2012

Ruth Aipperspach, Instructor

Bay Hall, Room 372       Office Hours:       Tuesday 3:30 – 4:00 p.m.
825-2586, #89052       Wednesday 3:00 – 4:30 p.m
ruth.aipperspach@tamucc.edu
or by appointment

Thursday 3:30-4:30 p.m. & 6-7 p.m.

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COURSE DESCRIPTION: This course is designed to teach students pronunciation, effective writing and on-air performance techniques for all kinds of media environments with videotaped presentations.

COURSE MATERIALS:

note cards
cue cards (2 packets of 14 x 22 inches posters)
writing paper for in-class writing
2 Blue Books for exams
1 Folder with pockets (with name on the front).

GOALS: To introduce the student to media environments where both writing and oral skills are critical. This includes pronunciation exercises, understanding audiences, and learning media formats. In addition, students will achieve oral skills and performance by participation with on-camera, or audiotape assignments.

STUDENT LEARNING OUTCOMES:
1. Students will gain experience using media formats, writing skills, oral presentations for entry level positions in media environments. These include, but not limited to radio, television, the Internet, public relations/marketing positions in corporations and other media entities.
2. Instructor and student evaluations on taped presentations and writing assignments will give students proficiency for future media-related positions.
ATTENDANCE (& absences).
This is both a writing intensive course and a performance based course, with videotaped presentations. There are no make-ups without proper documentation and informing the Instructor within 24 hours before performance or within 24 hours after scheduled performance. We have a tight schedule to adhere to get everyone taped. Three absences will incur three points off the final grade. Anyone absent for the mid-term and/or final exam, contact the Instructor within 24 hours of the Exam.

COURSE CONTENT:
1. Lecture, oral participation, in-class writing assignments, delivery skills, and pronunciation, are critical for effective delivery
2. Students will write and deliver all copy on videotape (and/or in-class presentation) on assignments scheduled for the course.
3. Solo performances include PSAs, Promotional announcements, commercials, a weathercast for K-BREEZE, and serve as interviewer in an interview setting.
4. Each student will complete a final written media project.
5. Mid-term and final examinations will test competency, proficiency and understanding of both writing principles and oral skills for future applications

WRITING ASSIGNMENTS: All writing assignments must be ready by deadlines in order for the Instructor to review copy before performance. That means students will need to come by the Instructor’s office to check timing and writing of presentations before on-camera performance.

Note: Do not e-mail the Instructor copies of your work or assignments. Hard copies are needed for your performance; plus for grading purposes. The only copy you can e-mail the Instructor will be critiques from viewing videotaped assignments.

DELIVERY: Instructor critiquing will include mood, tone, inflection, pauses, rate, delivery, and pronunciation. Writing skills will also be evaluated.

DRESS Dress is important for on-air camera presentations. (See handout)

EVALUATIONS: Students will be expected to review their videotaped presentations and turn in evaluations for assessing their performance. Videotaped evaluations include review of: PROMOTION, COMMERCIAL, and INTERVIEW.
NOTE:

(1) To avoid distractions in the classroom at all times, please turn off cellular phones at the beginning of class. These are a distraction to both the Instructor and the other students.

(2) Also, turn off cell phones, ipods, CDs, ear phones and other technology and put them in your bag. No texting messages in class.

(3) Do not check your phone during class, and don’t leave the classroom to make or answer a call. That can wait until you leave the room at the end of the class period.

(4) **Do not bring cell phones or other technological equipment into the classroom during mid-term and final exams.** For anyone using a cell phone or other equipment during an exam, the instructor will remove that student’s exam and consider it finished.

(5) **Anyone using a laptop must sit near the front to avoid distractions.** Laptops are for taking lecture notes, so please let the Instructor know.

(6) **DO NOT BRING FOOD OR DRINK INTO THE CLASSROOM.**

(7) Preferred Method of scholarly citations where appropriate will be MLA Style

ACADEMIC INTEGRITY/PLAGIARISM: University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero.

CLASSROOM/PROFESSIONAL BEHAVIOR: Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

ACADEMIC ADVISING: If you are majoring, or planning to major, in a field taught in the College of Liberal Arts, and if you have not yet obtained a signed degree plan, you should see your Academic Advisor immediately. Degree plans are important and useful to successful progress toward graduation. The College’s Academic Advising Center is located in Driftwood, and can be reached at 825-3466.
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Services Office at (361) 825-5816 or visit the office in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus please contact the Disability Services office for assistance at (361) 825-5816.

Dropping a class: I hope you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. (____________) is the last day to drop a class with an automatic grade of “W” this term.

This Syllabus describes the day to day class schedule. If any changes are made due to illness, inclement weather, or other reasons, etc., the Instructor has the right to make alterations and those changes will be announced in class.

Graded appeal process:
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the Instructor. For complete details, including the responsibilities of the parts involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C.2. Student Grade Appeals and University Procedure 13.02.99.C2.01 Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.htm. For assistance and guidance in the grade appeal process, students may contact the Office of Student Affairs.
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Jan 12</td>
<td>R</td>
<td>Introduction to course. (ch. 1)</td>
</tr>
<tr>
<td>17</td>
<td>Tu</td>
<td>Delivery techniques Introduction to Writing (ch. 2)</td>
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<tr>
<td>19</td>
<td>R</td>
<td>Delivery for effective communication Consumer Behavior &amp; Motivation (ch. 4-5)</td>
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<tr>
<td>24</td>
<td>Tu</td>
<td>Writing PSA’s, (ch. 15) &amp; Introduction to radio, television and Print formats.</td>
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<tr>
<td>26</td>
<td>R</td>
<td>Practice writing PSAs. In radio/TV format. Begin PSA for print</td>
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<tr>
<td>31</td>
<td>Tu</td>
<td>Bring information on PSA to class for in-class writing for radio &amp; TVe PSA’S. (ch. 15)</td>
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<tr>
<td>Feb 2</td>
<td>R</td>
<td>Introduction to writing TAMUCC promotional copy in preparation for next class.</td>
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<tr>
<td>7</td>
<td>Tu</td>
<td>Write TAMUCC Promotion copy in radio &amp; TV formats; discussion on Preparing cue cards.</td>
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<tr>
<td>9</td>
<td>R</td>
<td>All students read one PSA in class All students show and describe print PSA. Discuss PROMOS</td>
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<tr>
<td>14</td>
<td>Tu</td>
<td>Videotape TAMUCC Promotions with cue cards (one-half of class)</td>
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<tr>
<td>16</td>
<td>R</td>
<td>Videotape TAMUCC Promotions with cue cards (one-half of class)</td>
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<tr>
<td>21</td>
<td>Tu</td>
<td>Writing commercials; principles, practices, and audiences (ch. 6-11)</td>
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<td>23</td>
<td>R</td>
<td>Copy Platform criteria; &amp; delivery techniques (ch. 6-11)</td>
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<tr>
<td>28</td>
<td>Tu</td>
<td>In-class practice writing Radio/TV commercials and practice delivery Techniques and cue card usage</td>
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<tr>
<td>Mar 1</td>
<td>R</td>
<td>Videotape TV commercials with prop &amp; cue cards (one half of the class)</td>
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<tr>
<td>6</td>
<td>Tu</td>
<td>MID TERM EXAM (Blue Book exam – subjective/objective questions) Critiques for TAMUCC promotion due</td>
</tr>
<tr>
<td>8</td>
<td>R</td>
<td>Videotape TV commercials with prop &amp; cue cards (one half of the class)</td>
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Mar 12-16  …………………SPRING BREAK  ……………………………
Writing assignment for PR in Radio format (in-class)
(check prnewswire.com or PRweb.com))
Introduction to Internet/TV copy. Assign outside writing PR assignment.

All Students read one PR copy in class. (radio format)
*Introduce Final Writing Project & Proposal*

Introduction to writing principles for features for print magazine
Using 2-col. Format

Business Report for Internet with graphic (in class assignment)
*Outside writing PR copy due*

Introduction to Internet writing (Advertising on the web) (ch. 16)
In-class writing assignment – print magazine

in-class writing assignment dealing with health issues

Legal/Ethical Issues; Trademarks

PROPOSAL due & discussion on writing for the web

Interviews (8 students)

Interviews (9 students)

Interviews (8 students)

Final class; Weathercast 2-3 min. (all students)
*Final Writing Project due at the beginning of class*

FINAL EXAM (1:45 – 4:15 p.m.)
(Blue Book – subjective/objective)
(No exams will be given ahead of the scheduled exam time)

Grading:

<table>
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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Writing Assignments &amp; Final Written Project</td>
<td>50%</td>
</tr>
<tr>
<td>On-Camera &amp; in-class performance skills</td>
<td>25%</td>
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<tr>
<td>Mid term &amp; Final Exams</td>
<td>25%</td>
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A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = don’t ask)
### WRITING ASSIGNMENTS & IN-CLASS PARTICIPATION (50%)

Writing Skills:
- PSA (radio format) __ /20
- PSA (TV format) __ /20
- PSA (Print format) __ /20
- TAMUCC Promo (Radio) __ /20
- TAMUCC Promo (TV) __ /20
- Copy Platform (TV CA.) __ /10
- Commercial (Radio format) __ /20
- Commercial (TV format) __ /20
- PR copy (radio format) __ /20
- PR copy (TV format) __ /20
- Magazine Print copy __ /30
- In-class print magazine copy __ /20
- Health news __ /20
- Business Report (web) __ /30
- Final Writing Project __ /100

\[
\text{Total} = \quad /390
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### On-Camera & in-class PERFORMANCES (25%)

- PSA (non-taped) __ /20
- Oral description of print PSA __ /15
- TAMUCC Promotion & critique __ /35
- Commercial + critique __ /35
- PR reading in class __ /15
- Weathercast (non-taped) __ /30
- Interview +critique __ /50

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\text{Total} = \quad /200
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### EXAMS (25%)

- Mid-term Exam __ /100
- Final Exam __ /100

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\text{Total} = \quad /200
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Total for semester = ____ /790