COMM- 2350_001 MEDIA WRITING & PERFORMANCE Spring, 2017

OCNR 243
Tuesday: 7:00 p.m. to 9:30 p.m.

Ruth Aipperspach, Instructor
Office: Bay Hall, Room 222-B
825-2586

OFFICE HOURS:

Tuesday 11:30 a.m. to 12:30 p.m.; 3:30 p.m. to 4:00 p.m.
Wednesday 3:00 – 4:30 p.m or by appointment
Thursday 11:30 a.m. to 12:30 p.m.; 3:30 p.m. to 4:30 p.m.

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

COURSE MATERIALS
Thomson-Wadsworth, Boston, 2009

Note cards
Cue cards (2 packets of 14 x 22 inch posters)
Writing paper for in-class writing
1 Folder with pockets (with name on front- develop a portfolio)
1 flashdrive

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 and audiotaped assignments.

STUDENT LEARNING OUTCOMES
1. Students will gain experience using media formats, writing skills and 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 will give students critiques on writing abilities and performance for future media-related positions.
ATTENDANCE (& absences):
1. This is both a writing intensive course and performance based course with taped presentations.
2. There are no make-ups without proper documentation and inform the Instructor within 24 hours before or within 24 hours after the scheduled performance. We have a tight schedule to adhere to get everyone taped.
3. Three absences will incur three points off the final grade.
4. Anyone absent for the mid-term and/or final exams, contact the Instructor within 24 hours of the exam.

CLASS CONTENT:
1. Lecture, oral participation, in-class writing assignments, delivery skills and pronunciation, and gestures are critical for effective delivery.
2. Students will write and deliver copy on tape (and/or in-class presentation) on assignments scheduled for the course.
3. Solo performances include PSAs, Promotional announcements, commercials, and a Business/Medical Report, and a Weathercast for K-BREEZE. Students serve as both interviewer and interviewee in interview settings.
4. 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 taped assignments. Students will send four tweets during the semester. (The Instructor will give details).

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)

OPTIONAL: Students can review their taped presentations and turn in a one-half page evaluations for assessing performance for 5 pts extra credit. Taped evaluations include review of: PROMOTION, COMMERCIAL, and INTERVIEW. Evaluations must be completed within two weeks of your presentation. Check with Instructor about procedure.
Note:
1. To avoid distractions in the classroom at all times, please turn off cellular phones, and other electronic devices at the beginning of class and put them in your bag. These are a distraction to both the Instructor and the other students. Do not send or read text messages during class.
2. 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.
3. Do not bring cell phones or other electronic devices into the classroom during taping, or during mid-term and final exams. During exams, anyone using a Cell phone or other equipment, the Instructor will remove that student’s Exam and consider it finished.
4. Anyone using a laptop or tablet must sit near the front to avoid distractions. Laptops and tablets are for taking lecture notes, or reading the textbook on-line so please let the Instructor know.
5. DO NOT BRING FOOD OR DRINK INTO THE CLASSROOM / COMPUTER LAB
6. Refrain from using e-cigarettes or other tobacco products during class time.
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: The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.
DISABILITIES ACCOMMODATIONS
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 CCH #116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the For assistance and/or guidance in the grade appeal process, stu (361) 825-5816

DROPPING A CLASS: I hope that 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”.

GRADE APPEALS: As stated in the University Procedure 13.02.99.C2.01. Student Grade Appeal Procedures, 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 parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

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**Statement of Academic Continuity** In the event of an unforeseen adverse event such as a major hurricane and classes could not be held on the campus of Texas A&M University-Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e. emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

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.

**SYLLABUS**

**Week 1**  
Jan 24  Introduction to course (ch.1)  
Delivery techniques & articulation

**Week 2**  
Jan 31  Delivery, Use of voice and breathing techniques  
Introduction to Writing & Copywriting style , (ch. 2)  
Introduction to TV, Radio & on-line formats for writing . (ch. 13)

**Week 3**  
Feb 7  Consumer Behavior and Motivation (ch. 4-5)  
Introduction to PSA guidelines and copy  
Bring PSA information to next class to write copy in TV & Radio formats

**Week 4**  
Feb 14  Write copy for Radio and Television  
All students read one PSA copy in class (audiotaped)  
Bring information to next class for TAMUCC Promotional announcements

**Week 4**  
Feb 14  Submit 2 PSA copies (typed, in format)  
Writing guidelines and formats for 60-second TAMUCC Promotional Announcements. Write in-class. Discussion on cue cards

**Week 5**  
Feb 21  On-camera tape one Promotional announcement with cue cards (all students)  
Turn in 2 TAMUCC promotional copies (in format)  
Writing assignment
Week 6
Feb 28 Introduction to writing commercial copy, Principles, Practices & Audiences (ch. 6-11)
Explain Copy Platform. Practice writing skills for commercials & formats.

Week 7
Mar 7 MID TERM EXAM

Mar 14 ---------------SPRING BREAK---------No class……………………………

Week 8
Mar 21 Bring information to write TV and radio commercials in class.
Discuss use of cue cards & prop. Practice reading CA copy

Week 9
Mar 28 On-camera taping commercials with prop + cue cards (all students)
Mar 28 Turn in copy for TV and audio commercials (total = 2 copies) + Copy Platform

Week 10
April 4 Guidelines for SOLO Business or Medical Report.
April 4 Practice writing and reading copy

Week 11
April 11 *** SOLO REPORT (all students)
April 11 Legal/Ethical issues, Trademarks
April 11 Interviewing techniques & guidelines

Week 12
Apr. 18 *** Interviews (half the class)
April 18 On-line writing: Writing assignment (News Release - online copy)

Week 13
Apr. 25 *** Interviews (half the class)
April 25 Assign Weathercast guidelines
April 25 In-class on-line Writing assignment

Week 14
May 2 Last class day – 2-3 min. Weathercast (all students)

Week 15
May 9 T FINAL EXAM (7:15 - 9:45 p.m.)

(No exams will be given in advance of the Final exam date as scheduled
On the TAMUCC Final Exam Schedule. Please schedule your travel plans
including domestic and/or international flights after the examination time.
No exceptions)
Grading: Writing Assignments, 4 Tweets 50%
On-camera & in-class performances skills 25%
Mid-term and Final Exams 25%

A = 90-100; B=80-89; C=70-79; D=60-69; F= don’t ask

If people can’t write well, they cannot think well, and if they cannot think well, others will do their thinking for them.” (George Orwell).

Note: Because this class meets in a regular classroom instead of a computer lab, copy will be handwritten as drafts. Outside of class time students will type assignments in format and submit for a grade to be turned in at the next class meeting. Students may use note paper, a tablet, I-Pad, or laptop for writing drafts.
# GRADING SHEET

## WRITING ASSIGNMENTS  (50%)

Writing Skills:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSA (Radio format)</td>
<td>/20</td>
</tr>
<tr>
<td>PSA (TV format)</td>
<td>/20</td>
</tr>
<tr>
<td>TAMUCC Promo (Radio)</td>
<td>/20</td>
</tr>
<tr>
<td>TAMUCC Promo (TV)</td>
<td>/20</td>
</tr>
<tr>
<td>Copy Platform (TV CA)</td>
<td>/10</td>
</tr>
<tr>
<td>Commercial (Radio format)</td>
<td>/20</td>
</tr>
<tr>
<td>Commercial (TV format)</td>
<td>/20</td>
</tr>
<tr>
<td>Solo Business/Medical copy</td>
<td>/20</td>
</tr>
<tr>
<td>4 Tweets @ 5 pts each</td>
<td>/20/20</td>
</tr>
<tr>
<td>2 Writing assignments @ 20 pts each</td>
<td>/40</td>
</tr>
</tbody>
</table>

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## On-Camera /in-class PERFORMANCES  (25%)

<table>
<thead>
<tr>
<th>Performance</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSA (not taped)</td>
<td>/20</td>
</tr>
<tr>
<td>TAMUCC Promotion</td>
<td>/30</td>
</tr>
<tr>
<td>Commercial</td>
<td>/30</td>
</tr>
<tr>
<td>SOLO – Business Report</td>
<td>/50 (or Medical news)</td>
</tr>
<tr>
<td>Announcer</td>
<td>/20</td>
</tr>
<tr>
<td>Weathercast (not taped)</td>
<td>/30</td>
</tr>
<tr>
<td>Interviewer</td>
<td>/50</td>
</tr>
<tr>
<td>Interviewee</td>
<td>/20</td>
</tr>
</tbody>
</table>

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## EXAMS (25%)

<table>
<thead>
<tr>
<th>Exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term</td>
<td>/100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>/100</td>
</tr>
</tbody>
</table>
Students will send 4 tweets this semester to fulfill requirements for this course. Each tweet will consist of news about a PSA event in the community, TAMUCC promotions, advertising, news or weather related information + source to fit 135-140 spaces.

To set up a twitter account for newcomers:

1. Go to Twitter.com, sign up and then select 10 items from the Twitter list to follow. This is part of the sign up process.

2. In Week 2, send me a tweet with “this is a test” message plus your name to: @writecomNews

3. February’s tweet: information on a non-profit organization (Local, state or national)
   March’s tweet: focus on some aspect of advertising
   April’s tweet: focus on medical news or technology
   May’s tweet: news or business news (by the last class day):

       @writecomNews

Make sure that this twitter address is used only by students in COMM-2350_001 MEDIA WRITING AND PERFORMANCE for this assignment. It is not to be used for general questions on other assignments in this class. Use Instructor email ruth.aiperspach@tamucc.edu for any questions you have.