Media Writing and Performance

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.

Learning Objectives
(Student learning objectives)

1. Gain experience using media formats, writing skills and oral presentations for entry-level positions in media environments. These include, but are not limited to radio, television, the Internet, public relations/marketing.
2. Write effectively for future media-related job positions.

Major Course Requirements

Writing Assignments (9) .................. 40%
Performances (6) .............................. 25%
Exams (2) ......................................... 25%
Multi-Media Project ......................... 10%

Required or Recommended Readings


List of Supplies
1. Note cards
2. Cue Cards (2 packets of 14x22 inch posters)
3. Writing paper (for in-class writing)
4. Flash Drive

Course Policies

Attendance/tardiness
Attendance is mandatory. Your attendance and participation in the class are counted as 10 percent of your final grade. You are expected to be present for every class unless otherwise instructed. If you have a legitimate reason for not attending (illness, disaster, death), contact the professor beforehand (by phone or e-mail) and present a note from a physician or other official documentation at the next class. This is your responsibility; the professor will not remind you. At the end of the semester, if the professor does not have supporting evidence of your excused absence it will be marked as unexcused and will affect your grade. If you have a religious holiday, please let the professor know beforehand. The professor is not responsible for repeating material covered in class. If you are late or absent, check with another student in the class to find out what you missed. Excessive absences will affect the course grade. No more than ONE absence in this class. (EACH additional unexcused absence will result in a 3-point reduction in your FINAL GRADE.)
Late work and Make-up Exams

Deadlines: In mass communication, and especially in journalism, deadlines are crucial. If an individual continually misses deadlines in a real-world job, that person will his/her job. Treat this class as if it were a job. Stories are always due on the deadline specified. If a student sees there might be a problem meeting a deadline, let the professor know early so a new plan can be drafted. Otherwise, there will be no exceptions for missing a deadline.

Make-up Exams: Schedule excused make-up exams with professor.

Extra Credit

Extra credit in this course is rare. The professor will announce if any extra credit opportunities will be available at the time they are available.

Cell Phone/Electronic Device Usage

Students must turn off the sound of all cell phones and electronic devices during class. Refrain from answering email, texting, chatting or carrying on an audible conversation during class time.

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 for that assignment that cannot be retaken or resubmitted. In this class, students must attribute every source used in stories. Students must NEVER fabricate quotations, facts, sources or any other information in their stories, nor may they misrepresent any sources or information. Plagiarism and fabrication are major offenses in journalism and other professions; if students use them for an assignment in this class they will receive a ZERO on the assignment. All work in this class must be original. Students may not use assignments turned in for other classes previously or that are being worked on for another current class without permission from the instructor. The professor reserves the right to give a failing grade for committing any of these offenses and to refer any academic dishonesty or misconduct to the University.

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.

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. (Friday, April 10) is the last day to drop a class with an automatic grade of “W” this term.
**Classroom/professional behavior**

**Statement of Civility**
Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

**Grade Appeals***
As stated in 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.

**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 call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

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.

**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.

*Required by SACS or HB2504
## Syllabus

*Course Outline*

<table>
<thead>
<tr>
<th>Week</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td><strong>Week 1</strong> (Jan. 27)</td>
<td><strong>Class Discussion/Chapters</strong>&lt;br&gt;Introductions/Syllabus&lt;br&gt;<strong>Ch 1-2:</strong> Writing</td>
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<td><strong>Week 2</strong> (Feb. 3)</td>
<td><strong>Ch 2:</strong> Copywriting style&lt;br&gt;<strong>Ch 4-5:</strong> Consumer Behavior &amp; Motivation&lt;br&gt;Introduce Ch 13</td>
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<td><strong>Week 3</strong> (Feb. 10)</td>
<td><strong>Ch 13:</strong> Writing PSAs for Radio, TV and online&lt;br&gt;Bring PSA info to class</td>
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<td><strong>Week 4</strong> (Feb. 17)</td>
<td><strong>Ch 13:</strong> Continue discussion on PSAs&lt;br&gt;Intro to writing TAMUCC Promotional Announcements&lt;br&gt;Discussion on Cue Cards&lt;br&gt;Bring 1 PSA to read in class&lt;br&gt;Turn in 2 PSAs</td>
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<td><strong>Week 5</strong> (Feb. 24)</td>
<td><strong>Class shows final PSAs</strong>&lt;br&gt;Show online PSA to class&lt;br&gt;On-Camera PSA performance&lt;br&gt;Turn in PSA copy and promotional copy</td>
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<td><strong>Week 6</strong> (March 3)</td>
<td><strong>Ch 6-7:</strong> Writing commercials, principles, practices and audiences&lt;br&gt;Explain copy platform. Practice writing.</td>
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<td><strong>Week 7</strong> (March 10)</td>
<td><strong>Midterm Exam</strong>&lt;br&gt;No PHONES or COMPUTERS allowed</td>
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<td><strong>Week 8</strong> (March 17)</td>
<td><strong>S(PRING) BREAK</strong>&lt;br&gt;None</td>
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<td><strong>Week 9</strong> (March 24)</td>
<td><strong>Ch 8-11:</strong> Radio &amp; TV copywriting&lt;br&gt;Bring info to write TV commercial</td>
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<td><strong>Week 10</strong> (March 31)</td>
<td>On-camera Taping commercials (with prop &amp; cue cards)&lt;br&gt;Go to PRNewswire.com – News Releases&lt;br&gt;Copy for TV and Radio Commercials</td>
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<td><strong>Week 11</strong> (April 7)</td>
<td>Introduction to Multimedia Project&lt;br&gt;Bring printed News Release to class&lt;br&gt;Rewrite News Release in class</td>
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<tr>
<td><strong>Week 12</strong> (April 14)</td>
<td>Introduction to writing Online Feature&lt;br&gt;<strong>Ch 16:</strong> Writing/Advertising for Web&lt;br&gt;Proposal for Multimedia Project</td>
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<td><strong>Week 13</strong> (April 21)</td>
<td>Weathercast Guidelines&lt;br&gt;On-Air Interviews</td>
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<td><strong>Week 14</strong> (April 28)</td>
<td>Legal/Ethical Issues &amp; Trademarks&lt;br&gt;Online Feature Due</td>
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<tr>
<td><strong>Week 15</strong> (May 5)</td>
<td>Return Last Assignments&lt;br&gt; multimedia Project</td>
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**FINAL EXAM** May 12 @ 1:45 p.m.

* Syllabus, including assignments and/or percentages are subject to change.