Bay Hall 128 
Tuesday 4:20 p.m. to 6:50 p.m.

Ruth Aipperspach, Instructor 
Bay Hall, Room 222-B 
361-825-2586 

Office Hours: Tuesday: 11:30 a.m. to 12:30 p.m.; 3:30 p.m. to 4:00 p.m. 
Wednesday 3:00 p.m. to 4:30 p.m. 
Thursday 11:30 a.m. to 12:30 p.m.; 3:30 p.m. to 4:30 p.m. 

ruth.aipperspach@tamucc.edu 
or by appointment 
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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, and develop 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, 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 evaluations on taped presentations and writing assignments will 
give students proficiency for future media-related positions.
ATTENDANCE (& absences).
1. This is both a writing intensive course and a performance based course, with taped presentations.
2. 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 to get everyone taped. Three absences will incur three points off the final grade.
3. 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 copy on tape (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 both as interviewer and interviewee in interview settings.
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 taped assignments. During the semester, students will send four Tweets. (The Instructor will give guidelines).

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)

NOTE: OPTIONAL: Students can review their taped presentations and turn in a one-half page evaluation for assessing performances. Each is worth up to 5 pts extra credit. Taped evaluations include review of: PROMOTION, COMMERCIAL, and INTERVIEW. These must be done within two weeks of each presentation. Check with Instructor for review procedure.
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 other technology and ear phones 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 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.
(6) DO NOT BRING FOOD OR DRINK INTO THE CLASSROOM / Computer lab.
(7) Refrain from using e-cigarettes or other tobacco products during class time.
(8) Preferred Method of scholarly citations where appropriate will be MLA Style

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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 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. April 5, 2019, is the last day to drop a class with an automatic grade of “W” this term.

GRADE APPEALS PROCESS: As stated in University Procedure 13.02.99.C2.03, 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 parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.
Week 1  
Jan 15  T  Introduction to course (ch. 1)  
Delivery techniques & articulation

Week 2  
Jan 22  T  Delivery techniques  Introduction to Writing (ch. 2)

Week 3  
Jan 29  Use of voice ad breathing techniques  
Introduction to Writing and Copywriting style (ch. 2)  
Introduction to TV, Radio, and online formats for writing (ch. 13)

Week 4  
Feb 5  Tu  Consumer Behavior and Motivation (ch. 4-5)  
Introduction and guidelines to writing PSAs. (ch. 13)  
Bring information on PSAs to class for in-class writing for radio and TV (ch. 13)

Week 5  
Feb 12 Tu  Write copy for Radio and Television  
All students read one PSA in class  
Bring information to next class for TAMUCC Promotional announcements

Week 6  
Feb 19  Submit 2 PSA copies (typed, in format)  
Writing guidelines and formats for 60-second TAMUCC Promotion to be written in class. Discussion on cue cards.

Week 7  
Feb 26 Tu  On-camera tape one Promotional announcement with cue card (all students)  
Turn in the two TAMUCC copies (in format)  
Introduction to writing commercial copy

Week 8  
Mar 5 Tu  -----------------MID TERM EXAM-------------------

Mar 11-15  ------------------SPRING BREAK----------no classes
Week 9
Mar 19  Writing commercial copy, Principles, Practices and Audiences (ch. 6-11)
        Explain Copy Platform. Practice writing for commercials & formats
        Work on oral skills.

Week 10
Mar 26  Tue Bring information to write TV and radio commercials in class.
        Discuss use pof cue cards and prop. Practice reading CA copy

Week 11
Apr  2  Tue On-camera taping commercials with prop + cue cards (all students)
        Turn in copy for TV, and audio commercials (total = 2 copies)
        + Copy Platform + Copy Platform for TV copy

Week 12
Apr  9  Tue Instructor to give guidelines for writing news.
        Practice writing and reading copy

Week 13
Apr 16  Tue Taped 2-person newscasts (half the class)
        Online writing assignment – Business Report

Week 14
Apr 23  Tue Taped 2-person newscasts (half the class)
        Legal/Ethical Issues; Trademarks
        Assign weathercast guidelines

Week 15
Apr 30  Tue Last class day -2-3 min. Weathercast (all students)

May  7  Tue TBA FINAL EXAM (4:30 – 7:00 p.m.)
        (Blue Book – subjective/objective)
        (No exams will be given ahead of the scheduled exam time)

Grading:
Writing Assignments, Tweets ........................................... 50%
On-Camera & in-class performance skills ................................ 25%
Mid term & Final Exams ..................................................... 25%

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 (online format) ___ /20
- TAMUCC Promo (Radio) ___ /20
- TAMUCC Promo (TV) ___ /20
- Copy Platform (TV format) ___ /10
- Commercial (Radio format) ___ /20
- Commercial (TV format) ___ /20
- News Release ___ /20
- Feature writing (online) ___ /30
- Health news ___ /20
- Final Writing Project ___ /100
- 4 Tweets @ 5 pts each ___ /20

On-Camera & in-class PERFORMANCES (25%)

- PSA (non-taped) ___ /20
- Oral description of on-line PSA ___ /15
- TAMUCC Promotion ___ /30
- Commercial ___ /30
- News Release reading copy ___ /20
- Weathercast (non-taped) ___ /30
- Newscast ___ /50

EXAMS (25%)

- Mid-term Exam ___ /100
- Final Exam ___ /100

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