



Course Description

RTV2300 | Broadcast Writing | 3.00 credits

In this intermediate workshop style class students will learn broadcast writing emphasizing news, documentary, commercials, and long-form programming.

Course Competencies

Competency 1: The student will develop news gathering and writing skills by:

1. Analyzing different formats for news presentations on radio and television
2. Defining the mechanics of news gathering
3. Following industry standards in news writing

Competency 2: The student will develop commercial writing skills by:

1. Analyzing different formats for commercial and promotional scripts
2. Researching and developing product information to create an effective commercial or promotion
3. Applying product information in the writing of commercial or promotional scripts

Competency 3: The student will develop documentary writing skills by:

1. Discussing documentary form and function
2. Researching and developing documentary materials
3. Applying subject research in the writing of a documentary

Competency 4: The student will develop long-form broadcast writing skills by:

1. Analyzing the various styles of long-form shows
2. Researching the subject matter for a long form show
3. Developing situational content for a long form show
4. Analyzing the various formats for long-form scripts
5. Applying various formats for long programming through written assignments

Competency 5: The student will understand the various responsibilities of a professional broadcast writer by:

1. Defining the function of the writer in the broadcast medium
2. Identifying ethical principles in broadcast writing
3. Following broadcast standards and timing

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities
- Describe how natural systems function and recognize the impact of humans on the environment