

# C-ID Descriptor

## Introduction to Media Writing

### Descriptor Details

- **Descriptor Title:** Introduction to Media Writing
- **C-ID Number:** 110
- **Units:** 3.0
- **Date of Last Revision:** 9/17/2024 09:34:42 AM PDT

### General Description

This course introduces students to writing scripts and other types of content for a variety of digital media platforms. An emphasis is placed on proper formatting, technical, conceptual, and stylistic issues related to writing fiction and non-fiction. A significant part of the course will be focused on evaluating and improving writing for the media.

### Prerequisites

No information provided

### Corequisites

No information provided

### Advisories

No information provided

### Content

Must include but not limited to the following:

- Writing regardless of medium or format – clarity, economy, grammar, style

- Issues specific to writing for radio/podcasts (writing for the ear), television (writing for the eye), multimedia (writing for the ear, the eye, and interactivity)
- Script formats – including, but not limited to radio, two-column video, and screenplay
- Introduction to content for the various media – e.g., commercials, PSAs, corporate productions, documentaries, web sites, fictional narratives (half-hour TV comedy, one-hour TV drama)
- Fundamentals of dramatic structure, including conflict, character creation, and dialogue writing
- Promoting representation of race/ethnicity, gender, class, sexual orientation, and ability

### **Lab Activities**

No information provided

### **Objectives**

- Demonstrate competence in the mechanics of clear and concise writing.
- Demonstrate an understanding of the technical and aesthetic issues related to writing for audio and visual media.
- Demonstrate proficiency in writing in a variety of script formats, including the radio script, two-column video script, and screenplay formats.
- Demonstrate proficiency in creating content for multiple digital media platforms.

### **Evaluation Methods**

- Writing assignments
- Oral presentations (pitches, e.g.)
- Oral critiques by peers and instructor
- Written critiques by instructor
- Quizzes and/or exam(s)

### **Textbooks**

Friedmann, Anthony. *Writing for Visual Media*. Focal Press

Hilliard, Robert L. *Writing for Television, Radio, and New Media*. Wadsworth, Cengage Learning

Musburger, Robert B. *An Introduction to Writing for Electronic Media*. Focal Press