

El Paso Community College
Syllabus
Part II
Official Course Description

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|---------------------------------|--|----------|----------|----------|----------|----------|-----|--|-----|
| SUBJECT AREA | <u>Communication</u> | | | | | | | | |
| COURSE RUBRIC AND NUMBER | <u>COMM 2339</u> | | | | | | | | |
| COURSE TITLE | <u>Writing for the Electronic Media</u> | | | | | | | | |
| COURSE CREDIT HOURS | <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;"><u>3</u></td> <td style="text-align: center;"><u>3</u></td> <td style="text-align: center;"><u>:</u></td> <td style="text-align: center;"><u>0</u></td> </tr> <tr> <td style="text-align: center;">Credits:</td> <td style="text-align: center;">Lec</td> <td></td> <td style="text-align: center;">Lab</td> </tr> </table> | <u>3</u> | <u>3</u> | <u>:</u> | <u>0</u> | Credits: | Lec | | Lab |
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| Credits: | Lec | | Lab | | | | | | |

I. Catalog Description:

Introduces gathering, editing, and presenting news and public service programs, documentaries, commercials, and special programs for radio and television. **(3:0)**.

II. Course Objectives

Upon satisfactory completion of this course, the student will be able to:

- A. Identify good writing techniques in radio, television, film, and new media
- B. Research, draft, and revise writing by correcting misuses in grammar, punctuation, and spelling.
- C. Recognize the differences between print and electronic media writing, such as writing action and visual stimulus.
- D. Utilize best practices in the different forms of writing for electronic media by employing the proper style and technique for radio, television, and film scripts.
- E. Demonstrate strong commercial writing by connecting audience need with the product being promoted.
- F. Recognize how the evolving media landscape affects electronic media.
- G. Explore the ethical considerations in writing for radio, television, and film.

III. Evaluation

A. Learning Activities

Students will participate in a variety of learning activities throughout the semester that will track their progress toward meeting course objectives, including but not limited to, in-class assignments, quizzes, weekly topical writing assignments, exams, group projects, and presentations. Depending on the course instructor, all of these activities or only a selection may be used.

B. Grading Scale:

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 and below

IV. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

V. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.