

**El Paso Community College  
Syllabus  
Part II  
Official Course Description**

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