Title: Writing for Broadcast
Abbreviation and Number: JRNW220
School: Communication and Creative Arts
Department: Journalism and Communication
Credits: 3
Course Sequence: ( ) Fall (X) Spring ( ) Fall and Spring
Hours Per Week: (1) Lecture (2) Seminar ( ) Laboratory ( ) Studio ( ) Kitchen
( ) Other (Specify)
Pre-requisite(s): JRNW110 and ENG 119/ENGW119 or permission of Chair/Instructor
Co-requisite(s): None

COURSE DESCRIPTION
Students write, report and produce stories for broadcast media (radio and television). They conduct studio and field interviews and produce newscasts. Students are required to use the Radio Lab outside scheduled class time.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) Research and write straight news stories using radio and television news construction conventions;
2) Identify newsworthy angles with a topical peg and present them in a style and format appropriate to radio and television;
3) Use standard newsgathering techniques;
4) Interview sources and conduct research to write informed, accurate and appropriately sourced newscasts;
5) Write various types of leads and introductions;
6) Read news stories in the style of a professional radio announcer or presenter; and
7) Produce a 10-minute newscast.

COURSE CONTENT
I. Writing For the Ear
   A. Key principles
   B. Shapes, structure, syntax
   C. Emphasis and repetition
   D. Quotation and paraphrasing
   E. Consistency, numbers, abbreviation

II. Words, Meaning and Style
   A. Conversation versus formal words
   B. Journalese, slang, clichés
   C. Contractions, personal pronouns
   D. Attribution, superlatives, names and titles, redundancy

III. Writing Broadcast Leads
   A. Types
   B. The lead sentence – emphasizing the dominant news, dos and don’ts
   C. Topical peg, angle, delayed drop, quote, question, humour
IV. Stories
   A. Efficiency
   B. Flow
   C. Rhythm

V. Gathering News
   A. Planning and preparation
   B. Methods
   C. Sources
   D. Interviewing

VI. Recording News
   A. Types
   B. Actualities, Question and Answer, voiceovers and wraps
   C. Techniques
   D. Natural sounds, editing, carts

VII. Writing to Record
   A. Lead-ins
   B. Lead-outs
   C. Tape copy

VIII. News Coverage
   A. Tragedies
   B. Crime
   C. Politics
   D. Economics
   E. Health

IX. Writing the Script
   A. Radio and television
   B. Formatting

X. The Newscast
   A. Newsworthiness
   B. Tie-ins
   C. Spots
   D. Kickers
   E. Headlines
   F. Music and sound effects
   G. Putting it all together
   H. The open and the close
The College of The Bahamas

Course Outline

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ASSESSMENT

Class assignments……………….. 35%
Mid-semester assignment…………. 30%
Newscast……………………… 35%

Total……………………………… 100%

REQUIRED TEXT


REQUIRED MATERIAL

A four-track handheld tape recorder.

SUPPLEMENTARY READINGS/MATERIALS


WEBSITES

http://aee3070.ifas.ufl.edu/Writing.htm
http://www.jprof.com/broadcasting/bcstyletips.html
http://www.newswriting.com/newrules.htm