

**ENW321 Broadcast and Web Writing.** Students will learn how to structure and write hard news and feature news stories for broadcast and web outlets. The course will also focus on the difference between writing for print and writing for broadcast. Core topics include basic broadcast news writing, copy preparation and style, broadcast terminology, and how to write to visuals and sound. Students will write short broadcast newscasts to deadline, with and without visuals and sound. The class will also address the differences between broadcast writing and writing for the web. Students will convert broadcast stories into web reports. The class will hear from broadcast professionals and visit a professional broadcast newsroom. Prerequisite of ENW220 News Writing is strictly enforced

## **BROADCAST NEWS WRITING, EN/W321**

**INSTRUCTOR:** RAYLENA C. FIELDS  
**HOME EMAIL:** [raylenac@hotmail.com](mailto:raylenac@hotmail.com)

**OFFICE:** \_\_\_\_\_  
**OFFICE PHONE:** \_\_\_\_\_

**CLASS MEETS:** T/FR 9:30-10:45      **CLASS ROOM:** Donnarumma 148

**OFFICE HOURS:** 1:00-2:30 ON CLASS DAYS.

### **COURSE OBJECTIVES:**

**Students will learn the fundamental differences between writing for print, or the eye and writing for broadcast, or the ear. The intent of the course is to help you take the next step toward becoming qualified and adept writers and reporters for television, radio, and the web. It will also teach basic rules of journalism and stress the importance of accuracy, fairness, and clarity.**

**To enhance your learning experience, the class will hear from guest speakers from the world of broadcast news who will share their worst nightmares, best days, and sage advice about breaking into the business, having a successful career in news, enjoying your time in this field, and hopefully making a difference through your work. They will give you honest assessments about how hard this work really is.**

**Additionally, there will be a field trip to an area television newsroom, with an operating web component, if at all possible. Hopefully we'll make the trip on a day when things do not go well in the newsroom and the staff has to go full throttle to keep the operation afloat. Reality is a grand teacher.**

It is strongly suggested that students get involved with the University's broadcast facilities to maximize your exposure to this craft. Take full advantage of all your options.

**PREREQUISITES:**

**COLLEGE LEVEL SKILLS IN THE LANGUAGE ARTS; ABILITY AND SOME FACILITY WITH THE INTERNET AND COMPUTERS; AND TYPING SKILLS. PLUS ENW220 NEWS WRITING.**

**REQUIRED MATERIALS:**

- ❑ **BROADCAST NEWS BY MITCHELL STEPHENS. FOURTH EDITION, HARCOURT BRACE.**
- ❑ **THE ELEMENTS OF STYLE BY WILLIAM STRUNK AND E.B. WHITE. MACMILLAN PUBLISHING CO.**
- ❑ **THE POCKET DICTIONARY OF YOUR CHOICE.**
- ❑ **THE DAILY NEWSPAPER OF YOUR CHOICE AND THE NEWS WEBSITE OF YOUR CHOICE. THESE ARE CRITICAL SINCE MUCH OF THE WRITING YOU WILL BE DOING WILL BE CURRENT EVENTS DRIVEN.**
- ❑ **STOPWATCH**
- ❑ **POCKET THESARUS**
- ❑ **TAPE RECORDER**

**CLASS FORMAT:**

**OVERALL, YOUR CLASSROOM WILL BECOME A NEWSROOM. DEADLINES WILL OFTEN BE IMPOSED. POP WRITING QUIZZES ARE POSSIBLE.**

**Tuesdays will generally focus on Chapter Assignments from your textbook and review any weekend writing assignments.**

**Fridays will mainly focus on in-class writing assignments. Students will learn to structure and write broadcast stories, hard news and features. Eventually, you will learn to write short broadcast news blocks and then move on to learning how to write to visuals and sound bites. At that point, students will build short news blocks with visuals and sound. Along the way, you will convert broadcast and print stories into web stories.**

**Hopefully, all this work will be fun and satisfying. The entire semester is an opportunity for students to figure out whether broadcast journalism makes their hearts sing. Beyond the unthinkable deadlines and pressure of getting the story first and getting it right, there are great rewards in this work.**

**THE FINAL EXAM WILL ACTUALLY BE TWO FINAL WRITING PROJECTS. MOST OF THE LAST MONTH OF CLASS WILL BE DEVOTED TO PREPARING THE PROJECTS AND HAVING THEM EVALUATED.**

**HOMEWORK:**

**Reading and practice assignments from the textbook, as well as other writing assignments. The overall goal is to learn how to convert complex information into amazingly short broadcast tells, voice-overs, and eventually, brief reports. Becoming proficient at this will serve you well on the web.**

**GRADING METHODOLOGY:**

<b>INCLASS WRITING ASSIGNMENTS</b>	<b>30%</b>
<b>HOMEWORK ASSIGNMENTS</b>	<b>20%</b>
<b>FINAL PROJECTS</b>	<b>30%</b>
<b>PARTICIPATION</b>	<b>10%</b>
<b>ATTENDANCE</b>	<b>10%</b>

**SELF DESTRUCTION:**

1. **Excessive lateness or Excessive Absences can affect your grade. (THIS IS A NEWSROOM) There are only TWO cuts allowed before your grade is affected. Afterwards, you lose two points per absence off your overall grade.**

**Two late arrivals equals a point off your final grade. Late means three minutes after start of class.**

**Late homework or assignments also lose five points.**

**In a newsroom, the clock RULES.**

2. **Factual errors in copy. ONE gets your script rejected.**
3. **Three spelling errors in copy gets your script rejected.**

**HONOR CODE:**

**IT IS A VIOLATION OF THE HONOR CODE TO SUBMIT ALL OR PART OF SOMEONE ELSE'S WORK OR IDEAS AS ONE'S OWN. IF A STUDENT VIOLATES THE HONOR CODE, THE FACULTY MEMBER MAY REFER THE MATTER TO THE OFFICE OF STUDENT LIFE. IF FOUND GUILTY, THE STUDENT MAY BE PENALIZED WITH FAILURE OF THE ASSIGNMENT IN QUESTION OR EVEN FAILURE OF THE ENTIRE COURSE. THE STUDENT ALSO MAY BE REPRIMANDED OR SUSPENDED FROM THE UNIVERSITY.**

**THE COURSE: AT-A-GLANCE (SUBJECT TO CHANGE AS NEEDED)****Classes 1 - 4**

**(Sept 4 – Sept 14)**

**Basic Do's & Don'ts. Writing For The Ear.  
Story Structuring. What's The Lead?  
Attribution. Newsworthiness, The Wires, etc.**

**Classes 5 – 6**

**(Sept 18-21)**

**Build A Mini Newscast. Write To Sound.  
Basic Law (Libel and Slander)  
Deadline Writing**

- Class 7**  
**(Sept 25)**                      **Visit area newsroom.**
- Class 8**  
**(Sept 28 )**                      **How To Ask Questions. Control Your Interview. In Class Reporter/Interviewee Teams Topics for Hard News (Campus Event) Field Report Approved. Deadline Writing.**
- Class 9**  
**(Oct 2)**                              **Broadcast Basics Review. Ethics. Law. Deadline Writing**
- Class 10**  
**(Oct 5)**                              **Hard News Field Reports Presented In Class Deadline Writing**
- Classes 11 -14**  
**(Oct 9 - 19)**                      **Writing to Visuals and Sound. Broadcast Scripts. Shot Sheets. "Texting" Sound. (Features Field Project Approved) Deadline Writing**
- Classes 15-16**  
**(Oct 23 – 26 )**                      **Web Writing. (Uses newspaper, radio & TV)**
- Class 17**  
**(Oct 30)**                              **Features Field Reports Presented In Class**
- Class 18**  
**(Nov 2<sup>nd</sup>)**                              **Guest Speaker/ Network News Producer**
- Class 19**                              **Guest Speaker / Live Newscasts/ The WEB**
- Classes 20 -21**  
**(Nov 9 – 13)**                      **Building and Writing a short TV broadcast Sketch out Line Up and Write Newscast.**
- Topic for part one of Final Feature Project Approved. (Min 3 characters/sound sources)**

**Class 22  
(Nov 16)**

**Ethics & More Review/Deadline Writing  
Begin Final Projects (last half hour)**

**Classes 22-26  
(Nov 16 – Dec 4)**

**I will be in lab at class time for assistance  
with your final projects.  
(Source materials must accompany project  
as well as “texted” interviews. Keep  
interviews short. Your piece is short. Stay  
to time allotted.)**

**FINAL PROJECTS**

**Due on DEC 4th**

**FINAL EVALUATIONS IN MY OFFICE..... DEC 7, 11, and 12<sup>th</sup> by APPT.**

## **Plagiarism and Academic Dishonesty**

Students at Fairfield University are expected to perform scholarship of the highest order. Because such scholarship is premised upon exemplary ethics and high standards of academic honesty, the Department of English strictly enforces rules regarding plagiarism and academic dishonesty.

This summary is designed to ensure that you understand our expectations of you as a learner and as a member of the intellectual community at Fairfield. It is your responsibility to understand plagiarism and academic dishonesty, and the scholarly methods used to avoid them. If you have questions, please be sure to raise them in class during the discussion of this policy, or individually with any of the faculty in the department.

The following rules/expectations apply to all students in departmental courses:

Plagiarism includes deliberate as well as inadvertent failure to properly attribute: 1) material taken directly from a source (including work done by other students); 2) paraphrasing of a source; 3) use of the same or very similar organization of source material; 4) any submission that contains the thoughts or work of others. Copying of a substantial portion of material without acknowledgment is plagiarism and a violation of copyright law. Plagiarism applies to printed sources, electronic/digital sources such as CD Rom, and materials obtained through the Internet. Students who plagiarize will receive an automatic F in the course and will be reported to the Dean.

Stealing includes the taking of property, including library materials such as books, magazines (or any portion thereof), videotapes, audiocassettes, files, etc.; laboratory materials such as books, files (or any portion thereof), equipment, disks, etc. Students who steal will receive an automatic F in the course, and will be reported to the Dean and to the proper local authorities.

Academic dishonesty also includes: 1) cheating of any kind on any assignment or assessment (examination); 2) submission of the same academic work to fulfill the requirements of more than one course without the authorization of all instructors in those courses; and 3) the acquisition (through purchase or any other means) of material for submission in fulfillment of a class assignment, such as papers and other materials downloaded or otherwise acquired from the Internet. Students who exhibit academic dishonesty will receive an automatic F in the course and will be reported to the Dean.

### PLEASE NOTE:

Those who give and those who receive in the processes of cheating, stealing or plagiarism are equally guilty. Copying of part or all of another student's work will result in disciplinary action against both students.

I have read and I understand the class policy regarding academic dishonesty. I recognize that it is my responsibility to understand the terms described here, including plagiarism, stealing, and academic dishonesty, and that the faculty will answer any questions I may have. Finally, I understand that the penalty for academic dishonesty is an automatic F for the course in which the infraction occurs.

\_\_\_\_\_  
Sign your name here

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of course