Course Name (English)	SCRIPT WRITING FOR BROADCAST MEDIA `APPROVED`
Course Code	BRO454

MQF Credit	3

Course Description	This course focuses in writing effective television and radio scripts of various genres. Script is the foundation for every production, and so technique of script writing for electronic media is to equip graduates from this faculty become competent and able to handle all broadcast jobs especially writing quality scripts.

Transferable Skills	Able to write, analyze and edit broadcast scripts

Teaching Methodologies	Lectures, Tutorial, Presentation, Industrial Talk

CLO		
	CLO1	Describe the conceptual and theoretical aspects of scriptwriting
	CLO2	Display skills in work relating to scripting for broadcast media.
	CLO3	Demonstrate skills in developing synopsis, treatment and script for TV and radio programs needed for lifelong learning broadcasting career.

Pre-Requisite Courses	No course recommendations

Topics

1. The Mass Media Audience
1.1) Television audience
1.2) Radio audience
1.3) Internet surfers

2. Knowing Basics Element of Productions
2.1) Television
2.2) Radio
2.3) Internet Interactive Techniques

3. Format and Style
3.1) Scripts for television, radio, and film
3.2) Scripts guidelines

4. Scripts for television and radio advertisement and PSA
4.1) Proposal
4.2) Treatment
4.3) Script

5. Scripts for television and radio news and sports
5.1) Proposal
5.2) Treatment
5.3) Script

6. Script for television drama I
6.1) Proposal
6.2) Treatment

7. Script for television drama II
7.1) The one column style
7.2) The split pages style

8. Script for radio drama I
8.1) Proposal
8.2) Treatment

9. Script for radio drama II
9.1) The different styles in writing script

10. Script for television documentary and magazine 10.1) Proposal 10.2) Treatment 10.3) Script
11. Script for radio documentary and magazine 11.1) Proposal 11.2) Treatment 11.3) Script
12. General guidelines on script writing for multiple camera productio 12.1) The events 12.2) The camera placement 12.3) The on the spot editing
13. Script for talk show or game show 13.1) The subject matter 13.2) The style
14. Recapture and the potential of script writers in the industry 14.1) Group project writing scripts for potential new series or programs

Assessment Breakdown	%
Continuous Assessment	100.00%

<table>
<tr><td rowspan="5">Details of Continuous Assessment</td><td>Assessment Type</td><td>Assessment Description</td><td>% of Total Mark</td><td>CLO</td></tr>
<tr><td>Assignment</td><td>Individual : PSA / Docu</td><td>40%</td><td>CLO3</td></tr>
<tr><td>Final Test</td><td>n/a</td><td>20%</td><td>CLO1</td></tr>
<tr><td>Group Project</td><td>Assignment : Critique</td><td>10%</td><td>CLO2</td></tr>
<tr><td>Group Project</td><td>Assignments: Drama</td><td>30%</td><td>CLO3</td></tr>
</table>

<table>
<tr><td rowspan="2">Reading List</td><td>Recommended Text</td><td>
• Ballon, Rachael 2014, <i>Blueprint for screenwriting</i>, Lawrence Erlbaum Assoc. New Jersey
• Horton, Andrew. 2004, <i>Screenwriting for global market.California</i>, University California Press California
• Turner, Barry 2008, <i>The screenwriter's handbook</i>, Macmillan New Jersey
• Russels, James 1998, <i>Screen and stages marketing secret</i>, James Russels Pub Boston
</td></tr>
<tr><td>Reference Book Resources</td><td>
• Hilliard, Robert H. 2014, <i>Writing for television, radio, and the new media</i>, Wadsworth Boston
• Dancyger, Ken, Rush, Jeff 2012, <i>Alternative Scriptwriting</i>, 4 Ed., Focal Press Massachusetts
• Kriwaczek, Paul 2016, <i>Documentary for Small Screen</i>, Focal Press Boston
</td></tr>
<tr><td>Article/Paper List</td><td colspan="2">This Course does not have any article/paper resources</td></tr>
<tr><td>Other References</td><td colspan="2">• Book Black, Irwin R. 1996, <i>The elements of screenwriting</i>, Longman, Boston</td></tr>
</table>