

Course Code: COM 106 (IAI MC 917)

Course Title: Broadcast Writing

Department: Arts, Media, and Social Sciences

Effective Date: Summer 2026

PCS Code: 1.1 - Baccalaureate/Transfer

CIP Code: 09.0402

Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3

Credit Hour Distribution:

Lecture: 3

Lab: 0

Clinical: 0

Total: 3

General Course Information

Catalog Description

Emphasizes writing for visual and audio presentations, including continuity, commercials, public service announcements, news, and special events.

General Course Objectives

This course is designed to teach students to write a variety of broadcast media copy to meet the needs of their target audience.

Minimum Placement Levels

| English | Reading | Math |
|--------------------------|--------------------------|------|
| Placement out of ENG 098 | Placement out of CCS 098 | None |

Prerequisites

None

Methods of Evaluation

Midterm exam or equivalent unit exams; final exam; 10-15 writing assignments; 2 broadcast writing projects; and 1 broadcast campaign.

Instructional Materials and Additional Supplies

Musburger, [An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres](#), (current edition); Published by Focal Press - Print Text

Course Content

General Learning Outcomes (GLOs)

- Communication: Students will demonstrate the ability to read, write, listen, and speak effectively.
- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

| Course Segment | Learning Outcomes | Lecture Hours | Lab Hours | Clinical Hours |
|--|---|---------------|-----------|----------------|
| Broadcast News Writing: Radio News Stories, Television News Stories | <ol style="list-style-type: none"> 1. Compose standard script formats for radio and television. 2. Distinguish between broadcast and print writing styles. 3. Demonstrate the ability to write and rewrite news stories for radio and television using correct style and format. 4. Define broadcast news writing terms. 5. Apply ethical standards to issues found in broadcast news writing. | 20 | 0 | 0 |
| Broadcast Commercial/PSA Writing: Planning, Radio Commercials/PSAs, Television Commercials/PSAs | <ol style="list-style-type: none"> 1. Demonstrate the ability to write and rewrite commercials and public service announcements. 2. Compose television story boards. 3. Define broadcast and PSA writing terms. 4. Identify target audience and apply techniques of audience analysis. 5. Formulate creative platforms for radio and TV commercial announcements and campaigns. | 20 | 0 | 0 |
| Other Types of Broadcast Writing: Drama Programs, Interview Programs, Documentaries | <ol style="list-style-type: none"> 1. Demonstrate the ability to script other types of broadcast programming (drama, interview, documentary, and industrial). 2. Demonstrate the ability to analyze and understand the importance of different types of media. 3. Compose proposals and plans for media projects. | 5 | 0 | 0 |

Total Contact Hours

| Lecture Hours | Lab Hours | Clinical Hours |
|---------------|-----------|----------------|
| 45 | 0 | 0 |