

CM 156 : Writing for Media

Credits: 3

Class Hours: 3 lecture

Description: The course will explore the common theme of storytelling through the modalities of songwriting, scriptwriting, and copy writing for commercial purposes.

Semester Offered: Fall, Spring

Course Student Learning Outcomes (CSLOs):

1. Apply elementary techniques to craft lyrics to accompany and compliment the chords and melodies of their song(s), mutually strengthening both music and text.
2. Create basic melodies using major and minor chords in the key of C major as a basis for telling a story through song.
3. Structure songs, stories, voiceover narrations, and promotional material, emphasizing tension, release, conflict, and pacing, so that the readers' and listeners' interest is engaged and maintained.