

OBJECTIVES: To enable the students to

- Acquire Language Skills for effective communication.
- Analyse events for authentic reporting
- Demonstrate speaking for media

OUTCOMES: At the end of the course the students will be able to:

- Write with confidence
- Use Correct Grammar, Punctuation and Appropriate Style
- Differentiate between various types of media writing
- Gather and synthesize information from authentic sources
- Use digital resources for media writing

UNIT-I

1. Good Writing Skills
(Vocabulary, Basic Grammar, Expansion and Optimization)
2. Resources for Writing(Dictionary, Thesaurus and Encyclopaedia)

UNIT-II

1. Proof reading, Punctuation and Style
2. Types of Media Writing
(Information, Description, Persuasion and Editorial Writing &Feature Writing)

UNIT-III

1. Writing for Specialized Areas: Sports, Culture, Entertainment, Cuisine etc.
2. Collecting News and Identifying Sources

UNIT-IV

1. Media Writing and Translation
2. Media Writing and Social Responsibility

UNIT-V

1. The Role of Technology in Media Writing (Blogging, Podcasts, Social Media and Collaboration in Writing)
2. Digital Resources for Writing (Online Dictionaries, Inbuilt and Online Spell-Checkers, Grammar-Checkers and Google Resources)

Resources for Further Reading:

1. Usha Raman. Writing for the Media. Oxford University Press, New Delhi, 2010
2. Brian Carroll. Writing for Digital Media. Routledge, New York, 2010.
3. Liz Hamp-Lyons, Ben Heasley. Study Writing. CambridgeUniversityPress,2006
4. Writing in the Media Environment.<https://www.jprof.com/lecture-notes/writing-in-the-media-environment/>
5. Different Types of Media Writing.<https://blog.copify.com/post/different-types-of-media-writing>
6. Media Writing Skills and Characteristics.<https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/>

Co-Curricular Activities (15Hours including Unit tests etc.):**A). Mandatory:**

1. **For Teachers:** The teacher will train students in practical skills in writing for the media for not less than 10 hours and assign activities. The teacher will guide the learners to identify different current subjects to write for the media to demonstrate their knowledge.
2. **For Students:** Learners will conduct practicum in writing for the media (News Papers, News Magazines, Journals and College Magazines, Script Writing for Radio and Short Films) for 10 hours. The learners will discuss the findings among themselves and prepare individual hand-written Fieldwork/Project work Report of the activity in at least 10 pages as guided by the teacher.
3. Max. Marks for Fieldwork/ProjectworkandReport:05.
4. The Teacher will suggest a format for the Report on the Field-work
5. Max. Marks for Periodical InternalAssessment:20

b) Suggested

1. The Learners will work along with an expert or assistant expert in the field.
2. Assignments may be given to the learners to identify journalistic processes.
3. Seminars, Group Discussions, Quizzes and Debates may be conducted on news processing.
4. Different types of media writing maybe discussed.

The learners may be encouraged to make presentations on the related topics.