

B.A. Liberal Arts

Minor Paper -1 :WRITING FOR MEDIA

(Credits :4)

Objectives of the Course: On completion of the course the student should be able to:

1. understand the process of writing for print, radio & TV
2. explain the principles of writing for the print, radio, radio & TV

Marks for Internal Assessment: 40

Unit -I [Essentials of Good Writing]

L-15

1. Art of Writing
2. Writing as an essential communication skill.
3. Vocabulary, usages, grammar, spellings, punctuation and syntax Sentence construction and structure: Clarity, emphasis, rhythm and length
4. Kinds of Media Writing: Inform, Describe & Persuade
5. The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment

Unit -II [Writing for Print Media]

L-15

1. Basic principles of writing for print.
2. Elements and Importance of News writing
3. Basics of writing a news report
4. Structuring a news report- 5 W's and H, Intro/ Lead, Inverted Pyramid and other news structures,
5. Writing for newspaper and magazines: Nature & Difference
6. Feature writing: Meaning, definition & nature.
7. Writing Editorial, column, Reportage, Interviews, analysis etc

Unit -III [Writing for Electronic Media]

L-15

1. Basic principles of writing for electronic media: Radio & TV
2. Writing for Radio news copy: Basics of writing for radio news, the style and the content, writing for dispatches.
3. Writing for radio features and documentaries: Structure
4. Writing for TV News: Structure of TV news, structure of TV report, PTC, bytes
5. Writing TV production scripts: features, short film, documentaries and commercials

Unit-IV [Writing for the Digital Media & PR]

L- 15

1. Basics of writing for online media- structure and content
2. Writing stories for internet, editing and rewriting
3. Blogging
4. Public relations and corporate writing – an introduction
5. Public relations, news, and advertising; creating news
6. Textual tools: press releases, invitations, newsletters, fact sheets, backgrounders, photo and caption, audio-visual.

Aditya Man 2

P. B. Chinn (M.A.)

Chinn (M.A.)

Suggested Readings:

1. D.R. Williamson, Feature Writing for Newspaper
2. Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.
3. J. J. Astor, Art of Modern Journalism
4. Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom Koth (Adamantine Press Ltd.)
5. K. M. Srivastava, News Reporting & Editing
6. M. V. Charnley, Reporting
7. M.V. Kamath, Professional Journalism