

SEMESTER IV			
Core Skill Based Media Writing			
Course Code: 21UENS41	Hrs/ Week: 4	Hrs/Semester: 60	Credits: 4

Objectives:

To prepare students for employability in mass media.

To facilitate students to innovatively use the various forms of media.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand the requirements for appropriate journalism	4	Un
CO – 2	update learning of recent trends in media writing	1	Cr
CO – 3	distinguish the writing style for print and broadcast media	1	An
CO – 4	develop media ethics and contribute to social transformation	4	Ap
CO – 5	acquire the ability of editing, reporting and writing for media	1	Ap
CO – 6	analyze well, debating views, news, issues and events	2	An
CO – 7	review the different standards of the varied media components	1	Ap
CO – 8	evaluate different kinds of media content.	1	Ev

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Unit I Mass Media

Characteristics and Techniques, Ethics for Media Writing
Mass Communication and Society: Uses, Effects and Representations

Unit II Print Media

Language and Style
Writing Headlines, News Features, Advertisements
Writing Reviews- Book and Film

Unit III Visual Media

News Anchoring
The Indian Newsreel
The Art of Interviewing
Design an online literary Newspaper (Mini Project)

Unit IV e-Media

Creating a blog
Writing Scripts

Unit V Social Media

Writing Mobile-Friendly Web Stories
Facebook Profile, Twitter,
Youtube-Create Studio, LinkedIn Profile
Create Your Youtube Channel/ Create a LinkedIn Profile (Mini Project)

Text Books:

Adornato, Anthony. "Writing Mobile-Friendly Web Stories." *Mobile and Social Media Journalism: A Practical Guide*, CQ Press, Washington D.C., 2018.
Ahuja, B. N. "The Art of Interviewing." *Theory and Practice of Journalism: Set to Indian Context*, Surjeet Publ., Delhi, 1988.
Kumar, Keval J. *Mass Communication in India*. Jaico Publishing House, 2013.
Meera, Raghavendra Rao N. *Feature Writing*. PHI Learning Private Limited, 2009.
Miller, Daniel. "What Is Social Media?" *How the World Changed Social Media*. UCL Press, 2016.
Parthasarathy, Rangaswami. "Language and Style." *Basic Journalism*, Macmillan, 2012.

Books for Reference:

Kuehn, Scott A., and Andrew Lingwall. *The Basics of Media Writing: A Strategic Approach*. SAGE, 2018.
Nick, Ceramilla and Lee Elizabeth. *Cambridge English for the Media*. Cambridge University Press, 2008.
Schiff, Richard. *Foreword. Writing for TV and Radio: A Writers' & Artists' Companion*. Sue Teddem and Nick Warburton. Eds. Carole Angier and Sally Cline. Bloomsbury, 2016.

E- Resources:

<https://bizfluent.com/facts-6852659-introduction-print-media.html>
<https://communications.tufts.edu/marketing-and-branding/social-media-overview/>
<https://sendpulse.com/support/glossary/mass-media>