

Course Title	WRITING FOR MEDIA				
Type of Course	VOCATIONAL MINOR				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic writing skills				
Course Summary	Writing for Media is an introductory level course designed to enable students to develop writing skills for various media platforms. Students will learn the basics of media writing and the application of language and style that suit diverse media types. They will also be introduced to styles of writing for traditional and new media platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Acquire foundational knowledge to enhance the skills for writing for various media.	U	C	<ul style="list-style-type: none"> ● Assignments ● Seminar presentations
CO2	Develop familiarity with different platforms of media and the writing styles suitable for each.	Ap	P	<ul style="list-style-type: none"> ● Home Assignments ● Portfolio
CO3	Develop critical skills to produce media communication.	Ap	P	<ul style="list-style-type: none"> ● Assignments ● Self-evaluation
CO4	Acquire advanced writing skills necessary for various media platforms	Ap	P	<ul style="list-style-type: none"> ● Seminar presentation ● Peer-evaluation
CO5	Demonstrate flexibility in adopting different styles according to the type of media	E	P	<ul style="list-style-type: none"> ● Portfolio ● Written tests
CO6	Adapt to work as a part of a team in media production	Ap	P	<ul style="list-style-type: none"> ● Podcasts
<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

Detailed Syllabus:

Module	Unit	Content	Hrs	Marks (70)
I	Basics of Media Writing		10	15
	1	Conventions of language in media	02	
	2	Stylistic devices	02	
	3	News reporting- Inverted pyramid style	02	
	4	Scriptwriting for different visual/online media	02	
	5	Mass media, Accuracy, clarity in communication	02	
		<p><i>Activities:</i></p> <ol style="list-style-type: none"> 1. Prepare a portfolio for different kinds of media, print and visual media 2. Analyse various types of media writing with the help of the given samples 		
II	Types of Media Writing		14	20
	6	News writing, Newsletters, press releases, editorial, script, screenwriting, radio script, narrative journalism	03	
	7	Writing for new media, online publishing, PR writing, Memes, Hashtags	03	
	8	Freelance writing, Vlogging Video Publishers/ Digital News Platforms/Alternate media	03	
	9	Advertising, Copywriting	02	

	10	Substack/Podcasts	03	
		<p><i>Activities:</i></p> <ol style="list-style-type: none"> 1. Prepare a podcast about any contemporary social issue or an issue in your campus 2. With the help of various advertisements ask students to write ads of similar products, events, institutions 		
III	Mechanics of Media Writing		14	20
	11	Strategies of writing according to different media	03	
	12	Editing, Proofreading	02	
	13	AP style	02	
	14	Data Journalism	02	
	15	Subtitling	02	
	16	Scripting interview	03	
		<p><i>Activities:</i></p> <ol style="list-style-type: none"> 1. Peer activity- edit your peers' features or news reports or scripts and compare the first and the final versions and analyse the changes 2. Analyse different pieces of writing from different media and discuss the features and work in groups to create similar write ups. 		
IV	Ethics of Writing for Media		10	15
	17	Censorship, Privacy	01	
	18	Code of ethics, Defamation, Plagiarism	01	
	19	Objectivity and integrity in writing	02	
	20	Language sensitivity, misgendering	02	
	21	Post Truth	02	
	22	Media and Democracy	02	
		<p><i>Activities:</i></p> <ol style="list-style-type: none"> 1. Choose media content of any type (news article/ video/ image) and in groups discuss <ol style="list-style-type: none"> a) its relevance in the post truth scenario. b) any bias in the language 		
V	Open Ended Module		12	
		Writing in the new era of AI tools and post truth.		

Note: The course is divided into five modules, with four having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules.

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PSO5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	2	-	1	-	-	2	1	2	-	-	-	-
CO 2	-	-	-	2	-	-	1	-	3	1	-	-	-
CO 3	-	1	2-	3	1	-	-	2	2	2-	-	-	-
CO 4	-	3	-	3	2-	-	-	2	1	2-	-	-	-
CO 5	-	-	-	2	2	-	-	-	-	2	-	-	-
CO 6	-	-	-	2	1	1	-	3	2	-	1	-	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Seminar/Assignment (5%)
- Portfolio (5%)
- Group Assignment: Prepare a video feature about any contemporary issue and submit a written report including the script. (20%)
- Final Exam (70%)

- Mapping of COs to Assessment Rubrics:

	Seminar	Assignment	Video Feature Submission	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓		✓	✓
CO 6			✓	✓

Core Texts

Writing for the Media: Usha Raman

The Oxford Essential Guide to Writing: Thomas S Kane

Whole Numbers and Half Truths: What Data can and Cannot Tell Us About Modern India: Rukmini S

Jerry Lanson and Mitchell Stephens, *Writing and Reporting the News*, New York: Oxford University Press, 2008.

Nyiro Andras. *21 Century Journalism'-A Practical Guide* .

Tim Felle, John Mair and Damian Radcliffe, *Data Journalism:Inside the Global Future*, Abramis, 2015.

Reference

1. Denis McQuail. *McQuail's Mass Communication Theory*, 6th edition. New Delhi: Sage Publications Ltd. 2010

2. John Vivian. *The Media of Mass Communication*.12th edition, London: Pearson. 2016

3. Keval J. Kumar, *Mass Communication in India*. 4th edition, Ahmedabad: Jaico Publishing House.2011

4. Margaret H. DeFleur and Melvin Defleur. *Mass Communication Theories:Explaining Origins, Processes, and Effects*, New York: Routledge. 2009

5. Marshall McLuhan. *Understanding Media: The Extensions of Man*, New york: Routledge.1994.