KRISHNA KANTA HANDIQUE STATE OPEN UNIVERSITY
Housefed Complex, Dispur, Guwahati - 781 006

DIPLOMA IN CREATIVE WRITINGS IN ENGLISH

WRITING FOR MEDIA

CONTENTS

UNIT 1 : News Writing
UNIT 2 : Editorial Writing
UNIT 3 : Advertisements
UNIT 4 : Review Writing
UNIT 5 : Writing for Radio News
UNIT 6 : Writing for Cyber Media
UNIT 7 : Some Basic Concepts and Writing for TV news
UNIT 8 : Writing for Column, Science and Press Release
UNIT 9 : Editing

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COURSE INTRODUCTION

Creative Writing in English is an emerging area of interest particularly in the latter half of the last century and even before that when a host of Indian writers in English have occupied the centre stage of English writings in the global form

The objective of this course is to promote quality writing in English in this part of the country by introducing the varieties of writing skills particularly in English. The course therefore has been so designed as to ensure that a learner can assimilate information and can develop his/ her creative ability.

The course comprises four compulsory papers. The learners will have to sit for examination for all the four papers that are offered. All the papers will consist of 100 marks each. Pass marks for each paper is 35 marks. Along with the examination there will assignments which will include 25 marks.

The course has been so designed to develop in you a fundamental as well as a holistic understanding of Creative Writing in English as a whole. We recommend the perusal of this course because it gives the Creative English of KKHSOU its national character, for English happens to be the primary language of inter regional interaction in India.

Do consult your counselor and discuss the course with your friends. Plan your work, try to understand the texts and practice writing creatively.

The compulsory papers are as follows:

DCWE- 1 General Principles of Writing

DCWE- 2 Grammars in Context

DCWE- 3 Creative Writing and its Genres

DCWE- 4 Writing For Media

Each unit of these blocks includes some along-side boxes to help you know some of the difficult, unseen terms. Some “EXERCISES” have been included to help you apply your own thoughts. You may find some boxes marked with: “LET US KNOW”. These boxes will provide you with some additional interesting and relevant information. Again, you will get “CHECK YOUR PROGRESS” questions. These have been designed for a self-check of your progress of study. It will be helpful for you if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with “ANSWERS TO CHECK YOUR PROGRESS” given at the end of each unit.

BLOCK INTRODUCTION

This block entitled “Writing for Media”, consists of 10 units as mentioned below.

Unit 1: News Writing
Unit 2: Editorial Writing
Unit 3: Advertisements
Unit 4: Review Writing
Unit 5: Writing for Radio News
Unit 6: Writing for Cyber Media
Unit 7: Some Basic Concepts and Writing for TV news
Unit 8: Writing for Column, Science and Press Release
Unit 9: Editing

English is now being increasingly used for media purposes. An adequate knowledge of English is a boon for a media professional. The objective of introducing a paper on “Writing for Media” is to equip the learners with the essential knowledge and information with regard to the use of English as a communicative media. The units in this block are so divided as to allow the learners to acquire the necessary skills for using English for media communication.

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DETAILED SYLLABUS

Unit - 1 **News Writing** **Pages : 7 - 29**

Language and style of Indian Media; Language and style for print and cyber media; Language and style for Radio; Language and style for Television

Unit - 2 **Editorial Writing** **Pages: 30 - 46**

Introduction to the editorial page; Writing the Editorial; Writing the Feature; Writing the Article; Writing the Middle; Letters to the editor

Unit - 3 **Advertisements** **Pages: 47 - 67**

Key concepts of advertising; Copywriting; Radio copy; Television copy

Unit - 4 **Review Writing** **Pages: 68 - 86**

Techniques of book review; Techniques of film review; Techniques of play review; Techniques of musical review

Unit - 5 **Writing for Radio News** **Pages: 87 - 102**

Structure of a radio news bulletin; Language and style for radio news; Writing for radio features and current affairs programmes :Writing for radio features, Writing for radio Current Affairs Programmes

Unit - 6 **Writing for Cyber Media** **Pages: 103 - 117**

What is cyber media? : Characteristics of cyber media, Difference between cyber content and print content; How to write for cyber media : Cyber writing style and format, Cyber writing conventions

Unit - 7 **Some Basic Concepts and Writing for TV news** **Pages: 118 - 136**

Some basic concepts; Principles of TV news writing : Preparing News copy, Rules For Writing For Television

Unit - 8 **Writing for Column, Science and Press Release** **Pages: 137 - 154**

Column writing; Science write- up; Press Release

Unit - 8 **Editing** **Pages: 155 - 170**

What is Editing? ; Language Editing; Writing and Editing Photo Caption; Language for explaining graphs, charts, maps; Proof Reading