PG S3 17 (AEC)

TWO YEAR MASTER'S DEGREE COURSE

(CBCS in Accordance with NEP 2020)

SEMESTER - III

WRITING FOR THE MEDIA

JOURNALISM AND MASS COMMUNICATION

Bhupen Hazarika School of Mass Communication
KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE INTRODUCTION

'Writing for the Media' is the seventeenth course of the MA in Journalism and Mass Communication programme belonging to third semester. 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 The 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 course are so divided as to allow the learners to acquire the necessary skills for using English for media communication . This course has a total of 15 units.

The first unit of this course basically talks about the structure of writing for paragraphs and articles. The second unit of the course deals with ways to construct a feature story along with its different types like Interview features, Information features, Personality features, Featurettes, News features and human interest features. In the third unit of this course, you will get to know the meaning of narrative, narrator and narrative point of view, types of narration and linear and non-linear narrative structure. The fourth unit of the course discusses the skills required for mastering the art of language writing . Special emphasis has been given on the importance of vocabulary like words having multiple meanings, synonyms, antonyms, common errors etc. You will get to know the different sources of writing for the media in the fifth unit. Along with the sources, another important aspect has been highlighted in this unit-giving proper attribution and the ethics surrounding it. The sixth unit of the course focuses on the technique of writing a book, film, play and musical review. This unit will be essential to you all as it will provide a detailed description on how to proceed for writing a book, a film, a play or a musical. Unit seven analyses the concept of advertising along with its key concepts. This particular unit also focuses on how to prepare a radio and television copy. The eight unit of this course discusses certain points to be followed while writing a column , a science write-up or a press release. The ninth unit of this course focuses on what editing is all about along with writing and editing photo caption and proof reading. The tenth unit lays down the basic rules for writing a radio news bulletin , features or current affairs programmes. In the eleventh unit of this course, you will be given a brief overview about the characteristics of a broadcast copy and the basic instructions that must be followed while preparing a broadcast copy. Similarly twelfth and thirteenth unit of this course throws light on the basic steps that must be adhered to in order to write scripts for films and plays. The fourteenth unit of this block concentrates on writing captions specially in the field of photojournalism. This particular unit also discusses the concept of photojournalism and the qualities of a photojournalist. The last unit of this course i.e. the fifteenth unit deals with the principles and language of copy editing.

While going through this course, you will come across some along-side boxes, which are put on the left side or right side of the text. These boxes will explain you meaning of some words and concepts within the text. Apart from this, there will be some broad and short questions which have been included under 'Activity' and 'Check Your Progress' in every unit. Activities will increase your thinking capacity because questions put in Activity are not directly derived from text. Answers to the short questions have been put under section 'Answers to Check Your Progress'. Besides, a few text-related questions have been put in 'Possible Questions'. These questions will help to draw your attention on the probable topics for the examination so that you can prepare for the examination with confidence.

November 2024

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