GJMC S6 04 (M)
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English for Media Studies

SEMESTER VI

JOURNALISM AND MASS COMMUNICATION

BLOCK - 2



KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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BLOCK INTRODUCTION

This is the second block of the course on ‘English for Media Studies’ which consists of eight units. The eighth unit of the course focuses on the art of language writing for radio, television and print media . The next unit, i.e the ninth unit throws light on how to write a proper headline that can be both eye catching and informative. The tenth unit of this course discusses on the key concepts of advertising and the importance of copywriting. The eleventh unit of the course talks about how to prepare news releases. One must give emphasis on grammar as far as construction of news stories are concerned. This particular aspect has been dealt with in the twelfth unit of the course. In the thirteenth unit, the common errors in the use of English language has been discussed at length. The fourteenth and fifteenth unit of the course talks about reporting for public speech and the importance of having a stylebook.

While going through a unit, you will notice some along-side boxes, which have been included to help you know some of the difficult, unseen terms. Some “ACTIVITY” (s) have been included to help you apply your own thoughts. Again, we have included some relevant concepts in “LET US KNOW” along with the text. And, at the end of each section, you will get “CHECK YOUR PROGRESS” questions. These have been designed to self-check your progress of study. It will be better 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.