



Elective (GE)-

MCJ-18001GE:

Writing for Media

Unit I

Basics of writing for the Mass Media
Characteristics of a News Story
Five Ws and One H
The Inverted Pyramid
The Lead Paragraph Types
Writing Argumentative Essays
Writing a Radio Talk

Unit II

Writing Photo Captions
Writing Classified Ads
Writing Press Release
Writing Letter to the Editor
Writing Book Review
Writing for the Social Media

1st semester

MCJ-18001GE: Writing for Media

Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)