



**Elective (GE)
MCJ-21001GE**

**Semester 1st
Writing for Media**

Course Objectives

- To train students in writing techniques for various media platforms
- To make students understand the differences between different media platforms

Learning Outcomes

- Students shall be able to tell stories according to the specific requirements of different media platforms
- Students shall be equally proficient in dealing with different media channels and platforms

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 Letter to the Editor

Writing Classified Ads, Writing Press Release

Writing Book Review

Writing for the Social Media

Suggested Readings

- Usha, R. (2010). *Writing for the media*. New Delhi, India: Oxford University Press.
- Parsigian, E. K. (2013). *Mass Media Writing*. Hoboken: Taylor and Francis.
- Kuehn, S. A., & Lingwall, J. A. (2018). *The basics of media writing: A strategic approach*.
- Priebe, S., Marman, R., Anderson, D., & Open Textbook Library,. (2019). *Writing Unleashed: Content and Structure*.
- Kraft, N., & Open Textbook Library,. (2019). *Writing Fabulous Features*.
- Choudhary, R. (2010). *Media writing*. New Delhi: Centrum Press.

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