

Syllabus

B. A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- IV)

Title of Paper WRITING AND EDITING FOR MEDIA

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Writing and Editing for Media is an essential course for media students, as it develops their ability to craft clear, accurate, and engaging content across various media platforms. It is highly relevant to fields like journalism, advertising, public relations, and digital media, where strong writing and editing skills are in constant demand. The subject complements courses such as journalism, media law, and communication skills, and offers career opportunities in content creation, copy editing, publishing, and media production.
2	Vertical :	SEC
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To introduce students to the principles and techniques of writing and editing for various media formats including print, broadcast, and digital. 2. To develop the ability to write clearly, accurately, and ethically for different types of media content and audiences. 3. To train students in editing skills, including grammar, structure, style, and content verification, in line with professional media standards. 	

8	<p>Course Outcomes: (List some of the course outcomes)</p> <ol style="list-style-type: none"> 1. Demonstrate proficiency in writing news stories, features, and other media content with clarity, accuracy, and adherence to journalistic norms. 2. Apply editing techniques to improve structure, style, grammar, and factual accuracy in media content. 3. Analyze and adapt writing for different platforms and audiences, including print, online, and broadcast media.
9	<p>Module 1: Writing for Media Platforms (15 Hours)</p>
	<ol style="list-style-type: none"> 1. Understanding Newsworthiness <ul style="list-style-type: none"> • What makes news? (12 determinants) • Differences between news, feature, editorial, article 2. Fundamentals of Media Writing <ul style="list-style-type: none"> • Art and tools of writing • Steps and elements in writing (Editorial, Features, Reviews) 3. Writing for Different Media <ul style="list-style-type: none"> • Print: Newspapers and Magazines • Broadcast: Radio and Television • Digital: Web writing essentials, convergence with video 4. Writing Techniques and Formats <ul style="list-style-type: none"> • Leads, nut shelling, story structure • Writing styles and stylebooks • Script formats for Radio/TV • Storyboarding basics for commercials 5. Writing for Public Communication <ul style="list-style-type: none"> • Public Relations and Corporate writing • Advertisements (brief intro to all formats)
	<p>Module 2: Editing and Emerging Trends in Media (15 Hours)</p>
	<ol style="list-style-type: none"> 1. Editing for Accuracy and Impact <ul style="list-style-type: none"> • Checking grammar, spelling, and headlines • Rewriting leads • Fitment for print and digital layouts • Online editing and layout clarity 2. Digital Media Proficiency <ul style="list-style-type: none"> • Differences in print vs web writing • Writing for web: headlines, subheads, hyperlinking • Email/SMS advertising writing 3. Emerging Media Trends <ul style="list-style-type: none"> • Blogging and micro-blogging (LinkedIn, X/Twitter) • Online radio, podcasting, and RJ basics • Handling breaking news and fake news in real time 4. Evaluation of Multimedia Content <ul style="list-style-type: none"> • Use of graphics and illustrations • Editing ad copies and maintaining flow • Website content evaluation: content, clarity, design

10	Reference Books: <div><div>1. James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India)</div><div>2. Artwick, Clauddete G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005</div><div>3. The associated press stylebook. . Associated press (current edition)</div><div>4. Chicago guide to fact-checking (Chicago Guides To Writing, Editing And Publishing)By Brooke Borel</div><div>5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima 10 April 2013</div><div>6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill</div><div>7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger</div><div>8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications</div><div>9. Writing for journalists (media skills) by Wynford Hicks</div><div>10. Feature writing for Journalists (Media Skills) by Sharon Wheeler</div><div>11. Writing for News Media: The Storyteller’s Craft by Ian Pickering 27 November 2017</div><div>12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B.</div></div>	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: <div><div>1. Written assignments for print media</div><div>2. Digital /online written assignment</div><div>3. Writing blogs</div><div>4. Open book tests</div><div>5. Oral and practical presentations</div><div>6. Projects</div></div>	

Syllabus Designed by:

- Prof. Rani D'souza (Convener)
- Mr. Adith Charlie (Industry Expert)
- Ms. Shreya Bhandary (Industry Expert)