

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code	TITLE OF THE COURSE WRITING FOR MEDIA (Mandatory Paper - Major 12 & Minor 5)	Semester –V			
SPL ENG 520301		B.A- HONS SPL ENG			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		4	1	-	4

Course Objectives

1. Write with confidence
2. Use Correct Grammar, Punctuation and Appropriate Style
3. Differentiate between various types of media writing
4. Gather and synthesize information from authentic sources
5. Use digital resources for media writing

Course Outcomes

On Completion of the course, the students will be able to-	
CO1	1. Write with confidence
CO2	2. Use Correct Grammar, Punctuation and Appropriate Style
CO3	3. Differentiate between various types of media writing
CO4	4. Gather and synthesize information from authentic sources
CO5	5. Use digital resources for media writing

Paper Code: 520301
GOVERNMENT COLLEGE (A), RAJAHMUNDRY
DEPARTMENT OF ENGLISH

III B.A – SPECIAL ENGLISH HONOURS - Mandatory Paper 1 - Major 12 & Minor 5
SEMESTER: V (w e I 2023-24)

WRITING FOR THE MEDIA
SYLLABUS

Objectives & Outcomes:

At the end of the course the student will be able to:

1. Write with confidence
2. Use Correct Grammar, Punctuation and Appropriate Style
3. Differentiate between various types of media writing
4. Gather and synthesize information from authentic sources
5. Use digital resources for media writing

Unit-I

1. Good Writing Skills
(Vocabulary, Basic Grammar, Expansion and Optimization)
2. Resources for Writing (Dictionary, Thesaurus and Encyclopaedia)

Unit-II

1. Proofreading, Punctuation and Style
2. Types of Media Writing
(Information, Description, Persuasion and Editorial Writing & Feature Writing)

Unit-III

1. Writing for Specialized Areas: Sports, Culture, Entertainment, Cuisine etc.
2. Collecting News and Identifying Sources

Unit-IV

1. Media Writing and Translation
2. Media Writing and Social Responsibility

Unit-V

1. The Role of Technology in Media Writing (Blogging, Podcasts, Social Media and Collaboration in Writing)
2. Digital Resources for Writing (Online Dictionaries, Inbuilt and Online Spell-Checkers, Grammar-Checkers and Google Resources)

Resources for Further Reading:

1. Usha Raman. Writing for the Media. Oxford University Press, New Delhi, 2010
2. Brian Carroll. Writing for Digital Media. Routledge, New York, 2010.
3. Liz Hamp-Lyons, Ben Heasley. Study Writing. Cambridge University Press, 2006
4. Writing in the Media Environment. <https://www.jprof.com/lecture-notes/writing-in-the-media-environment/>
5. Different Types of Media Writing. <https://blog.copify.com/post/different-types-of-media-writing>
6. Media Writing Skills and Characteristics. <https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/>

Activities:

1. For Teachers: The teacher will train students in practical skills in writing for the media for not less than 10 hours and assign activities. The teacher will guide the learners to identify different current subjects to write for the media to demonstrate their knowledge.

2. For Students: Learners will conduct practicum in writing for the media (News Papers, News Magazines, Journals and College Magazines, Script Writing for Radio and Short Films) for 10 hours. The learners will discuss the findings among themselves and prepare individual hand-written Fieldwork/Project work Report of the activity in at least 10 pages as guided by the teacher.

1. <https://www.indeed.com/career-advice/career-development/what-are-the-types-of-media-writing>
2. <https://www.coursera.org/articles/writing-skills>
3. <https://takelessons.com/blog/improve-writing-skills>
4. <https://www.scribbr.com/language-rules/what-is-proofreading/#:~:text=Proofreading%20means%20carefully%20checking%20for,typos%2C%20formatting%20issues%20and%20inconsistencies.>
5. <https://www.indeed.com/career-advice/career-development/what-are-the-types-of-media-writing>
6. <https://www.indeed.com/career-advice/resumes-cover-letters/areas-of-expertise-on-resume>
7. <https://ohiostate.pressbooks.pub/choosingsources/chapter/news-as-a-source/>
8. <https://www.trustedtranslations.com/industries/media>
9. <https://www.slideshare.net/MrAmbika/media-and-social-responsibility>
10. <https://www.ojcmt.net/article/the-role-of-information-technology-in-media-industry#:~:text=Composing%2C%20printing%2C%20animation%2C%20diagrams,possible%20through%20this%20rapid%20technology.>
11. <https://dl.acm.org/doi/fullHtml/10.1145/3450148.3450206>

CO-PO Mapping

(1: Slight [Low] 2: Moderate [Medium]; 3: Substantial [High], '-': No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
CO 1	3	3	2	2	2	3	3	3	3	2	3	3	3
CO 2	3	3	2	2	2	3	3	3	3	2	3	3	3
CO 3	3	3	2	2	2	3	3	3	3	2	3	3	3
CO 4	3	3	2	2	2	3	3	3	3	2	3	3	3
CO 5	3	3	2	2	2	3	3	3	3	2	3	3	3

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III B.A – SPECIAL ENGLISH HONOURS - Mandatory Paper 1 - Major 12 & Minor 5

SEMESTER: V (w e f 2023-24)

WRITING FOR THE MEDIA

Pattern of Question paper

Q. No.	Topic	Hrs. Allotted	No. of Qs to be given	No. of Qs. to be answered	Marks
I	UNIT : I 1. Good Writing Skills 2. Resources for Writing	12 Hrs	Part A 10	05 in 30 words each	5X1=05
II	UNIT : II 1. Proofreading, Punctuation and Style 2. Types of Media Writing	12 Hrs	Part B 10	5 in 75 words each	5X4=20
III	UNIT : III 1. Writing for Specialized Areas: Sports, Culture, Entertainment, Cuisine etc. 2. Collecting News and Identifying Sources	12 Hrs	Part C 6	03 in 150 words each	3X6=18
IV	UNIT : IV 1. Media Writing and Translation 2. Media Writing and Social Responsibility	12 Hrs	Part D 6 MCQs	6 MCQs	6X1/2=3
V	UNIT : V 1. The Role of Technology in Media Writing 2. Digital Resources for Writing	12 Hrs	Part E 4 Matching	4 Matching	4X1=4
		60 Hrs.	36	23	50M

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WRITING FOR THE MEDIA

I. Answer any 5 of the following in 30 words choosing one from each unit. 5X1=5
(2 questions to be given from each unit on the Knowledge and Understanding levels)

1. a. What are the essential requirements for writing skills?
Or
b. Name any two important resources for writing.
2. a. Define the word style in writing.
Or
b. What is persuasive writing?
3. a. Choose any four specialized areas for writing.
Or
b. What are the sources for collecting news?
4. a. Define the term 'Media Writing'
Or
b. Explain social responsibility of the media.
5. a. Give an example for the use of technology in media writing.
Or
b. List any two digital resources for writing.

II. Answer any 5 of the following questions in 75 words each. 5X4=20 M
(10 questions @ 2per unit to be given on the Application and Analysis levels)

6. a. Illustrate the role of vocabulary and grammar in acquiring good writing skills
Or
b. Evaluate the use of the dictionary and encyclopedia as resources for writing?
7. a. Demonstrate the challenges involved in proofreading.
Or
b. Choose any two types of media writing and draw a line of distinction between them.
8. a. Explain the significance of style and vocabulary when writing for sports and culture.
Or
b. Interpret the process of collecting and refining news from various sources.

9. a. Appraise the increasing importance of translating news.
Or
c. Relate social responsibility with media writing.

- 10.a. Analyze the role of technology in media writing.
Or
b. Calculate the use of digital resource in media writing.

III. Answer any 3 of the following questions in 125 words each. 3X6=18
(6 questions to be given @ 2 per unit on the Evaluation @ Creativity levels)

- 11.a. "Ethnic violence kills 200, leaves thousands homeless." Compose a news report of 150 words using appropriate style, vocabulary and grammar.

Or

- b. Evaluate how the Thesaurus and the Encyclopaedia help in media writing.

12. a. Find errors, proofread and punctuate the following media text.

a tiger was successfully tranquilized after being spotted roaming around in sector 5 vashi on monday morning after the wild cat was spotted at 815 am the vashi police and wildlife department were alerted. the tiger was trapped by forest officials after hactic efforts of over five hours. The tiger got injured during the trapping operation. With the prevailing erie silence owing to the curfew to limit the spread of Coronavirus, the tiger from the nearby forest

Or

- b. Summarize the various types of media writing with examples for each.

13. a. Rewrite the the following text by translating it into into English.

ఆదర్శ ఉపాధ్యాయుడు

విదు వేల సంవత్సరాల చరిత్ర కలిగి వైవిధ్యభరితమై. సుసంపన్నమై అల్లరారుతున్న సంస్కృతి మనది; జ్ఞాన సముపార్జన. జ్ఞానపరివ్యాప్తి లక్ష్యాలుగా ఉన్న 'విద్య' మన ఈ సంస్కృతికి ఆయువుపట్టుగా నిలుస్తోంది. ఈ సంస్కృతి ప్రభావం మన విద్యావ్యవస్థ మీద చెరగని ముద్రవేసింది; ఈ సంస్కృతి మన విజ్ఞానశాస్త్రం. లలితకళలు. తత్వచింతన. మతం. సాంఘిక్య రాజకీయ ఆలోచనల విధానాలను కూడా తీవ్రంగా ప్రభావితం చేసింది. అయితే దురదృష్టవశాత్తూ గత కొన్ని శతాబ్దాలుగా భారతదేశం విదేశీపాలనలో దాస్యాన్ని అనుభవించడం వలన మన తరతరాల సాంస్కృతిక వైభవం వెలుగును కోల్పోయింది.

Or

- b. Prepare an essay on the increasing need for social responsibility in media writing.

IV. Objective type questions

14. Answer all the questions.

6X ½ = 3 M

- | | |
|--|--|
| a. What is an editorial?
i. An opinion piece
ii. A practice in writing | ()
iii. A job in newspaper
iv. Editor's unfinished story |
| b. What is hard news?
i. Only kind of news
ii. Difficult news | ()
iii. Tough to understand news
iv. News based on opinions |
| c. What is a creative lead?
i. A story angle
ii. Main idea | ()
iii. Point in story
iv. information that attracts |
| d. What is a source?
i. One to be interviewed
ii. Rules of writing | ()
iii. Online news resource
iv. Published news |
| e. The All India radio in 1930s was called
i. Akashvani
ii. Indian Broadcast | ()
iii. Indian Broadcast Service
iv. Vividh Bharathi |
| f. What is a story board
i. A Script
ii. Pre-visualization | ()
iii. Clap board
iv. Condense of a story |

b. Match the following

4X1=4 M

15. Fill in the brackets with the correct option.

- | | | |
|----------------|-----|--------------------------------|
| A. An Essay | () | 1. Web page |
| B. An Abstract | () | 2. Summary |
| C. A Headline | () | 3. Piece of Writing on a topic |
| D. Blog | () | 4. Title |