

## **12. WRITING FOR THE MEDIA**

### **Objectives & Outcomes:**

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

- Write with confidence
- Use Correct Grammar, Punctuation and Appropriate Style
- Differentiate between various types of media writing
- Gather and synthesize information from authentic sources
- 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 Resourc

**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.

**Components of Evaluation:**

Objectives	Marks (Maximum 100)
Unit – I	15
Unit – II	15
Unit – III	15
Unit – IV	15
Unit – V	15
Internal Marks	25