

DEPARTMENT OF ENGLISH
GOVERNMENT COLLEGE KOTTAYAM
ADD-ON PROGRAMME IN MEDIA WRITING

Programme Outcome

The programme aims at developing the skills of journalistic writing, critical thinking, and communication.

Programme Specific Outcomes

PSO1: Students will be able to organize and compose news stories for publication in both print and electronic media

PSO2 : Students will be able to conduct meaningful and appropriate research in compliance with the laws, ethics and responsibilities of media writing

PSO3 : Students will develop the abilities of creative thinking, innovation, inquiry, and analysis, evaluation, and syntheses of information

Programme Structure

Course Code	Course Title	Contact Hours
EN2APMW – 01	Writing for Print Media	30
EN2APMW – 02	Writing for Web Media	30
	Total	60

***EN2APMW – English (Sem 2) Add-on Programme in Media Writing**

Admission and Assessment Criteria

The three-month certificate programme in Media Writing is open to all undergraduate students. The programme is offered by the Department of English in the second semester of every academic session, starting from October to March. The Course Certificate and Grade Card will be issued at the college level, duly signed by the Head of the Institution to students who successfully complete all the minimum requirements for each course. A department-level monitoring cum grievance redressal committee shall address students' grievances and other technical matters, if any, that may arise in connection with the implementation of the course.

Course Requirements

- Participation in class and close reading of the assigned texts and other reading materials.
- Participation in interactive sessions is essential for clarifying doubts, presentation of students' ideas, and identifying difficulties with regards to the subject area.
- Active involvement in the peer evaluation process and the preparation of news stories, blogs and vlogs.

Mode of Evaluation and Grading Criteria

The evaluation of each course shall be based on the total marks secured by the candidate for the respective course which comprises the following components:

Mode of Evaluation	Marks
Assignments (1)	10
Seminar (1)	10
Unit based test papers	20
Course-end examination	50
Attendance 90% and above	10
Total	100

Grading Standards

Grade Card will be issued to all students based on the cumulative percentage of total marks obtained for the two courses.

Range	Grade	Indicator
Above 90	A Plus	Outstanding
89 – 80	A	Excellent
79 – 70	B Plus	Very Good
69 – 60	B	Good
59 – 50	C	Above Average
49 – 40	D	Satisfactory
Below 40	E	Failed

Syllabus of Add-on Programme in Media Writing

Duration of the programme : 6 months

Total time allotted for the programme : 60 hours

Course One: Writing for Print Media

Course Code: EN2APMW - 01

Duration of the Programme : 3 months

Semester : II

Contact Hours : 30

Objectives of the Course

- To enhance the observation and communication skills of the learner
- To acquaint the learner with the intricacies of writing for the print media
- To develop in the learner an understanding of the ethics involved in the organization of news stories

Course Outcomes

CO1: Defining News and understanding its elements, news sources and different types of news.

CO2: Understanding news writing and the different structures of news writing.

CO3: Acquiring the skills and techniques of interviewing.

CO4: Comprehending the concepts of freelancing, parachute and citizen journalism.

CO5: Internalising the principles of editing, copy testing, and computer editing.

CO6: Analyzing headlines of news stories and the different types of headlines.

CO7: Distinguishing between different types of news stories like soft news, hard news, etc

CO8: Developing the skill for writing coherent and accurate news releases and feature stories.

CO9: Developing an aptitude for technical writing and copy writing in print media

CO10: Refining punctuation, grammar, spelling and proofreading skills to achieve error-free text.

Course Outline

- Unit 1 - Elements of news/ news Values – sources of news – Different types of news.
- Unit 2 - Story structures – inverted pyramid - headlines: types - writing a news story - the lead – different types of lead – freelancing – parachute – citizen journalism - interviewing techniques

- Unit 3 - Types of news stories- Soft news, hard news, writing feature stories- writing news releases
- Unit 4 - Technical Writing – Copywriting – Web Copy, Profile Writing, Editing, Caption Writing - Online Interviewing

Reading List

1. Baskette, Floyd and Jack Sissors, *The Art of Editing*. Macmillan Publishing Co, 1986.
2. Bly, Robert W. *The Copywriter's Handbook*. Henry Holt and Company, 1985.
3. Brierley, Sean. *The Advertising Handbook*. Routledge, 2002.
4. Hough, George. *News Writing*. Kanishka Publishers, 2004.
5. Lanson, Jerry and Mitchell Stephens. *Writing and Reporting the News*. OUP, 2008.
6. Saxena, Ambrish. *Fundamentals of Reporting and Editing*. Kanishka Publishers, 2007.
7. Saxena, Sunil. *Headline Writing*. Sage Publications, 2006.
8. Sessions, Carl. *Writing as Craft and Magic*. OUP, 2007.
9. Stein, M. L. and Susan Paterno. *The News Writer's Handbook*, Surjeet Publications, 2003.
10. Westley, Bruce. *News Editing*. Houghton Mifflin Company, 1972.

Course Two: Writing for Web Media

Course Code: EN2APMW – 02

Duration of the Programme : 3 months

Semester : II

Contact Hours : 30

Objectives of the Course

- To make the learner adept at writing and reporting in the digital interface
- To create an understanding of the intricacies of cyber journalism
- To develop in the learner an awareness of the trends in cyber reporting and editing

Course Outcomes

CO1: Grasping the concept of the New/Web media and the different kinds of new media

CO2: Acquiring the skill of writing effectively for the web media

CO3: Learning the fundamentals of Cyber Media

CO4: Understanding the concept of cyber journalism

CO5: Grasping the basics of the Internet and Information Revolution

CO6: Understanding blog writing and the different types of blogs

CO7: Internalising the concept of micro blogging

CO8: Learning to create vlogs

Course Outline

- Unit 1 - Writing for Web Media - New Media– Internet and the World Wide Web
- Unit 2 - Different kinds of New Media – E-newspapers, E-books, E-magazines, E-newspapers, E-journals
- Unit 3 – Cyber Journalism Cyber Space – Information Super Highway - Internet and Information Revolution - fundamentals of cyber media - – advantages and disadvantages of cyber journalism.
- Unit 4 - Blogs –Types of blogs – Personal blogs, Collaborative or Group blogs, Corporate or Organisational blogs, Aggregated blogs, Reverse blogs, Vlog, Photo blog– Micro blogging

Reading List

1. Bradshaw, Paul. *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. Routledge, 2018.
2. Chakarvarthy, Jagadish. *Cyber Media Journalism: Emerging Technologies*. Authors Press, 2003.
3. Craig, Richard. *Online Journalism: Reporting, Writing, and Editing for New Media*. Wadsworth Publishing Co Inc., 2004.
4. Jain, Ravi Kumar. *Cyber Forensics: Tools & Practices*. ICFAI University Press, 2006.
5. Meeske, Milan D. *Copywriting for the Electronic Media – A Practical Guide*. Thomson Wadsworth, 2003.
6. Sinha, P. K. *Media Writing*. Indian Distributors, 2006.
7. Vander Mey, R. *The College Writer: A Guide to Thinking, Writing and Researching*. Boston: Houghton Mifflin, 2004.
8. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. *Media Writing: Print, Broadcast, and Public Relations*. Routledge, 2012.