

Course Objectives

- This course is designed for non-media students who are interested in contributing to various media forms like newspapers, blogs, social media, websites etc. It will teach them the basics of writing for media and helps them make effective language and content choices to creatively shape meaning with accuracy, clarity and coherence for the audience.
- Students are encouraged to think imaginatively, creatively, interpretively and critically about the world around them and present ideas, information, and arguments through media texts. Students will develop and express their own ideas and perspectives on a range of issues and formats that are relevant today.

Course Outcomes

- Students will demonstrate proficiency in writing for various media platforms. They will be able to produce well-crafted and engaging media content that effectively communicates their ideas to the intended audience. Students will understand the importance of accuracy, clarity, coherence, and appropriate language and content choices in shaping meaning for different media forms.
- Critical and creative expression through media texts: Upon completion of the course, students will have developed the ability to think critically and creatively in their media writing. They will be able to analyze and interpret information from different sources, present informed opinions, evaluate books and films, engage with social media audiences, and craft engaging travelogues. Students will express their ideas, perspectives, and arguments thoughtfully, demonstrating an understanding of the relevant issues and formats in media writing.

Unit I: Understanding Media and Media Literacy

- Introduction to Mass Media and understanding content
- Media Literacy
- Idea generation
- Rules of writing
- Ethics in writing

Unit II: Understanding Writing

- Writing Opinion pieces/ Articles
- Book review
- Film Review
- Writing for social media
- Travelogues

Practical Work

- Presentations on mass media forms
- Assignments and exercises on idea generation, media analysis, social media writing
- Students to submit an opinion piece, book and film reviews, travelogue,

Suggested Readings

- Bernays, A., Painter, P. (1995). *What if?: writing exercises for fiction writers*. New York: Harper Collins College Publishers.
 - Bond, R. (2020). *How to Be a Writer*. HarperCollins India.
 - Filak, V. F. (2015). *Dynamics of Media Writing: Adapt and Connect*. Sage Publications.
 - Marshall, C. (2018). *Writing for Social Media*. BCS, The Chartered Institute for IT.
 - McKay, M., Davis, M., & Fanning, P. (2009). *Messages: The communication skills book*. New Harbinger Publications.
 - Raman, U. (2009). *Writing for the Media*. Oxford University Press.
 - Steinbeck, J. (1962). *Travels with Charley: In Search of America*.
 - Seely, J. (1998). *The Oxford Guide to Writing and Speaking*. Oxford University Press.
 - Singleton, J. Luckhurst, M. (Eds.). (1996). *The creative writing handbook: techniques for new writers*. Macmillan.
 - Tolentino, J. (2019). *Trick Mirror: Reflections on Self-Delusion*. Random House.
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