

<b>COURSE TITLE</b>	<b>MEDIA STUDIES - II</b>
<b>COURSE CODE</b>	<b>07BA2205</b>
<b>COURSE CREDITS</b>	<b>3</b>

**Objective:**

- 1 To make them understand the connections between language and media
- 2 To make them learn the difference between media writing and general writing
- 3 To make them understand nuances of different media writing
- 4 To introduce them to various practices of advertising

**Course Outcomes:** After completion of this course, student will be able to:

- 1 understand the relationship between language and media
- 2 differentiate between media writing and general writing
- 3 demonstrate practical skills of various types of media writing, e.g. script writing, news reports, editorials etc.
- 4 gain familiarity with various nuances of advertisements

**Pre-requisite of course:** Basic knowledge of history and development of media, media theories etc.

**Teaching and Examination Scheme**

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
3	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Media and Language</b> Language and mediation, Media texts from various reading resources, Basic language aspects of media texts, Important media terms and their usages	10
2	<b>Media Writing</b> What is good writing?, Difference between media writing and general writing, Writing in the media environment, Writing news reports and editorials, Script writing for TV and radio, , Writing for social/cyber media, Editing for print and online media	25
3	<b>Advertising</b> Types of advertisements, Functions/Purposes of advertisements, Advertising language	10
<b>Total Hours</b>		<b>45</b>

**Textbook :**

- 1 Writing for the Mass Media, Stovall, J. G., Pearson, 2015
- 2 Creative Writing: A Beginner's Manual, Dev, Anjana Neira, Pearson, Delhi, 2009
- 3 Language and Media: A Resource Book for Students, Jones, R.H., Jaworska, S., & Aslan, E., Routledge, 2021

**References:**

- 1 Introduction to Mass Communication, Introduction to Mass Communication, Baran, S.J., , New York: McGraw Hill, 2002
- 2 The Elements of News Writing, The Elements of News Writing, Kershner, J.W.,, Boston: Pearson/Allyn & Bacon, 2009
- 3 All the News: Writing and Reporting for Convergent Media, All the News: Writing and Reporting for Convergent Media, Lieb, T., , Boston: Pearson/Allyn & Bacon, 2009
- 4 Cambridge English for the Media, Cambridge English for the Media, N., Lee, E., , Cambridge University Press, 2014

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	10.00	30.00	30.00	30.00	

**Instructional Method:**

- 1 Lecture method combined with discussion
- 2 Use of ICT tools
- 3 Assignments
- 4 Presentations
- 5 Workshops
- 6 Expert lectures
- 7 Self-study

**Supplementary Resources:**

- 1 <https://www.indeed.com/career-advice/career-development/what-are-the-types-of-media-writing>
- 2 <https://egyankosh.ac.in/bitstream/123456789/78590/1/Unit-2.pdf>