

WRITING FOR ELECTRONIC MEDIA

Objective:

To introduce the students to the technique and aesthetics of writing for different forms of electronic media programmes.

Unit – I

Idea Vs Media, developing ideas and conceptualization, Presentation - instruction, mood and experience. Writing the script for electronic media - Ground rules for writing for different time chunks; afternoon programme, prime time programme, late night programme.

Unit –II

Spoken language writing -Writing for radio and TV commercials and announcements, Writing to inform, script format. News report, News writing, writing headlines, writing for radio commentary

Unit – III

Writing for both radio and TV - Features and documentaries, talk programmes, Writing jingles and radio commercial – Idea – Strategy – Brand Positioning – Preparing Creative blue print, to use celebrities – voice – over, narration, and using music. Interview/Discussions, corporate programmes, variety and comedy - for special audiences: programme for children, Women, farmers and Youth - script design, voice-over and narration.

Unit – IV

Writing for TV - commercials, serials, soap operas, other genres, big idea, TV spot techniques Idea presentation, treatments, Scripting, storyboard, terms used for camera movement and editing.

Tele Writing scripts for TV Commercials – format for TV Commercials – preparing the story board and art direction.

Unit – V

Play writing - Narrative structure, conflict and resolution. Characterization, Structure variation, scenes and sequences, shot breakdown and film genre. Writing, treatment, script and its formats and storyboard. Production problems.

Books and Journals for study and reference:

1. Screen writing for narrative Film and Television - William Miller - Columbus books – London - 1989.
2. Film Script Writing - Dwight Swan - Hastings House - New York -1976.
3. Script Writing for Video and Audio media - Dwight Swan - Hastings House - New York -1976.
4. Video Script Writing - Barry Humps - Penguin U.S.A Inc - 1993.
5. Screenplay -The Foundations of Screen Writing - Syd Field - Dell Publishing Co.,