

PAPER XIV WRITING FOR THE MEDIA

Objectives :

1. To initiate the students in a form of creative writing
2. To initiate the student in the field of mass communication and mass-media.
3. To help the students learn the different forms of communication and information through mass media.
4. To help the students learn to use the language suited for better communication through mass media.

Unit I

Process of communication – Barriers to mass communication and Mass culture
– Function of Mass Media – Mass Media and Public opinion Mass Media as
Opinion leaders – Media effects Qualities of Media – Men.

Unit II

News –hard and soft news – Expected Unexpected News-Box news - Follow –up
news – Scoop – Filters – Human Interest stories – Recognizing and Evaluation
news.

Unit III

News and views – News analysis, Editorial, Columns, Article, Middle Reviews,
Letters-Features.

Unit IV

Reporting : Crime, Court, Election, Legislature, Sports, Development,
Investigative, Interpretive Depth.

Unit V

Writing for Media –Inverted Pyramid Style – Feature Style-Tv/Broadcast, News
style – Writing TV/Radio Documentaries – Radio/TV features-Leads (Intros)
News Paper Leads – TV/radio News Heads, Headlines.

Books for Reference:

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| 1. Hogenberg, John | : Professional Journalism |
| 2. Kumar, keval, J | : Mass Communications in Indio (Bombay : Jaico, 1981) |
| 3. Mac Bride, Et al | : Many Voices, One world (London Kagan Press, 1980) |
| Metha, D.S. | : Mass Communication & Jounalism |
| 4. Neal, James M & Susane S.Brown | : News Writing and Reporting (Delhi : Surjeet Publication, 1982) |