

**CORE COURSE – V - WRITING FOR THE MEDIA**

**Unit 1**

History and processes of word making and change of meaning, perspective writing.

**Unit 2**

Conventional writing- telling the story, writing for a mass audience.

**Unit 3**

Writing for Radio and Television – advertisements, documentary, game show, variety programmes, information programmes, children, women and minority programmes.

**Unit 4**

News writing- news angle, multi-angled stories, feature openers, development of story, news formula, sign posting, accuracy and field work.

**Unit 5**

Writing for Multimedia- Script formatting and HTML, interactive script format, writing narrative multimedia.

**References**

1. Robert Hilliard, Writing for Television and Radio, Hasting House, New York, 1982.
2. Timothy Gerard, Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Focal Press, Oxford, 1997.
3. Rosemary Horstmann, Writing for Radio, A and C Black, London, 1991.
4. Gerald Kelsey, Writing for Television, A and C Black, London, 1990.
5. J. Michael Stracynski, The Complete Book of Script writing: Television, Radio, Motion Pictures, The stage Play, Writers' Digest Books, 1982.
6. David Keith Choler, Broadcast Journalism: A Guide for the Presentation of Radio and Television News, Prentice-Hall, 1985
7. Jill Dick, Writing for Magazines, A and C Black, London, 1996.