

3rd SEMESTER
DISCIPLINE SPECIFIC COURSE (CORE)

MSW320C: MEDIA SCRIPT WRITING - WRITING FOR RADIO

CREDITS: THEORY: 4, PRACTICAL: 2
MAX MARKS: THEORY: 60. PRACTICAL: 30
MIN MARKS: THEORY: 24. PRACTICAL: 24

Theory (4 Credits)

Objectives/Expected Learning Outcomes

- Students will acquire the basic understanding of Radio and the various production techniques to create original projects.

Unit I

- Radio: introduction to recording, transmission and receiving technologies
- Types of Radio Programmes
- Spoken language writing

Unit II

- Writing for programmes
- Writing for radio commercials – illustrating copy with sound effects
- News writing – structuring radio-copy
- Editing agency copy, reporter's copy – compiling radio news programmes; writing intro to bytes, writing headlines, teasers and promos

Unit III

- Radio Talk
- Radio Feature
- Radio Interview

Unit IV

- Radio documentaries
- Radio Magazine
- Radio Drama

Practical (2 Credits):

Practical exercises applicable to all units