

**5<sup>th</sup> SEMESTER**

**DISCIPLINE SPECIFIC ELECTIVE (DSE)**

**MSW516D MEDIA SCRIPT WRITING: WRITING FOR WEB (DSE)**

**CREDITS: THEORY: 4, PRACTICAL: 2**

**Unit I**

- Understanding online medium
- Overview of web writing
- How to write an online news story

**Unit II**

- Online writing and editing
- Linear and non-linear online writing
- Writing techniques online

**Unit III**

- Basics of writing blogs
- Writing for news portals
- Writing for several media

**Unit IV**

- Online Convergence
- Ethical issues and online writing
- Gatekeeping
- Accuracy versus speed

***(Practical exercises applicable to all units)***