

**SEMESTER 1<sup>st</sup>  
MINOR COURSE**

**MSW122N: MEDIA SCRIPT WRITING (SCRIPT WRITING BASICS)**

**CREDITS: THEORY: 4; PRACTICALS: 2**

***Objectives/Expected Learning Outcomes***

- *The course helps the students the basic concepts of mass media.*
- *The course makes the students able to differentiate between various forms of media.*
- *The student should be able to do media writing.*

**THEORY (04 CREDITS)**

**UNIT I: *GENERAL INTRODUCTION TO MASS MEDIA***

- Mass Media: Concept and functions
- Features of Media
- Media Convergence
- Effects of Mass Media, Audiences
- Limitations of Mass Media

**UNIT II: *TYPES OF MASS MEDIA***

- Print Media - Books, Magazines, Newspapers
- Electronic Media - Radio, Television, Movies
- New Media - Internet, Online Media
- Films
- Current trends in Mass Media

**UNIT III: *BASIC PRINCIPLES OF WRITING***

- Historical background of writing- elements of language, language for mediated communication
- Principles and methods of effective writing, rules of grammar, sentence construction, paragraphing, narration, adjectives and adverbs, tenses, sequence, logic
- Creativity in writing - features, articles, profiles, interviews

**UNIT IV: *BASIC FORMS OF WRITING***

- Report writing, Proposal writing, technical writing
- Writing opinion pieces, special articles and columns
- Book reviews, film reviews, TV programme reviews
- Writing press releases, preparing brochures and pamphlets

**PRACTICALS (2 CREDITS)**

BASED ON ALL THE UNITS OF THEORY COURSE