

**5th SEMESTER
MEDIA SCRIPT WRITING
GENERIC ELECTIVE
MSW516CG-MEDIA SCRIPT WRITING BASICS**

CREDITS: 6

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