

6th SEMESTER
MEDIA SCRIPT WRITING (MSW)
GENERIC ELECTIVE

MSW616G: MEDIA SCRIPT WRITING ADVANCED

CREDITS: 6

Unit I *Scriptwriting Basics*

- Research: Primary sources: interviews, observations, meetings, photographs
- Secondary sources: text-based (newspapers, books, trade magazines, periodicals, microfiche, reference books), visual (slide libraries, paintings, photographic libraries, film archives), electronic sources (world wide web, CD-Rom, databases)

Unit II *Writing the Script*

- Determining the theme, writing introduction
- Principles for broadcast script writing
- Narrative structures: open, closed, linear, non-linear
- Plots: characterization, stereotypes, realism, action

Unit III *Learning Accuracy in Writing*

Accuracy of content, spelling, anachronisms, historical context, proof-reading
Interviewing Skills, Preparing and conducting interviews, Interview Guidelines
Storyboard

Unit IV *Writing Proposals*

- Features of a proposal
- Treatment, budgeting, synopsis
- Narration-basics, styles of narration
- Script purpose, visuals, pace, style, assimilation, visual grammar, idea, style
- Formats of scripts used for Broadcast media