

**2<sup>nd</sup> SEMESTER**  
**GENERIC ELECTIVE COURSE**

**MMC219G: WRITING FOR MEDIA**

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

**THEORY (4 CREDITS)**

**Unit I Idea Generation**

- Ideation- Concept
- Incubation, Observation, Interaction, Reading
- Generating ideas for writing articles

**Unit II Rules of Writing**

- Rules of Good Writing
- Brevity, Clarity of Expression
- KISS Principle

**Unit III Writing for Media**

- Writing Opinion and Analytical Pieces
- Writing Letters to Editor
- Writing Obituaries for Newspapers
- Writing Features, Press Releases

**Unit IV Writing Reviews**

- Book Review
- Film Review
- Writing Anecdotes

***Suggested Readings:***

- ✓ Seely, John. Writing and Speaking, Delhi: OUP
- ✓ Sood, S C et al. Developing Language Skills, Delhi: Manohar, 1998.
- ✓ Trimble, Louis. English for Science and Technology, Cambridge: CUP, 1985.
- ✓ Prasad, LM. Organisational Behaviour, New Delhi: Sultan Chand & Sons, 1984.
- ✓ Wilfred Gruein et al. MLA Handbook for Writers of Research Papers.
- ✓ Battacharaya, Indrajit. An Approach to Communication Skills.
- ✓ O'Conner, J.D. Better English Pronunciation.
- ✓ Roach, Peter. English Phonetics and Phonology with Cassettes.

**PRACTICAL (2 CREDITS):**

**Based on Theory Course**