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THE NATIONAL COLLEGE
BASAVANGUDI, BANGALORE-560004
[AUTONOMOUS]
DEPARTMENT OF JOURNALISM

WRITING FOR MEDIA

Duration: 30 Hours

Course code: JOR-WFM

Course Description:

The Writing for Media course offers students an in-depth exploration of writing techniques and styles specific to various forms of media, including print, broadcast, digital, and social media platforms. Through a combination of theoretical instruction, practical exercises, and real-world assignments, students will develop their writing skills to effectively communicate messages across different media channels. Emphasis will be placed on understanding audience needs, crafting engaging content, and adapting writing styles to suit different media formats.

Course Objectives:

1. Understand the fundamentals of writing for different media platforms.
2. Develop proficiency in crafting compelling and concise messages for print, broadcast, digital, and social media.
3. Learn to tailor writing styles and formats to suit specific audience demographics and communication goals.
4. Gain practical experience in writing for various media channels through hands-on exercises and assignments.
5. Explore ethical considerations and best practices in media writing.

Module 1:

7 Hours

Introduction to Writing for Media

- Overview of different forms of media (print, broadcast, digital, social media)
- Importance of effective writing in media communication
- Understanding audience demographics and preferences

Writing for Print Media

- Principles of journalistic writing
- News writing and reporting techniques
- Feature writing and storytelling
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Module 2.

7 Hours

Writing for Broadcast Media

- Scriptwriting for radio and television
- Writing for news broadcasts and bulletins
- Writing for documentaries and feature programs

Writing for Digital Media

- Writing for websites and blogs
- Search engine optimization (SEO) techniques
- Crafting effective email newsletters and online content

Writing for Social Media



<ul style="list-style-type: none"> • Understanding different social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) • Writing engaging and shareable content for social media • Best practices for social media storytelling 	
Module 3.	8 Hours
<p>Multimedia Storytelling</p> <ul style="list-style-type: none"> • Integrating text, images, and video in storytelling • Creating multimedia content for digital platforms • Interactive storytelling techniques <p>Editing and Proofreading</p> <ul style="list-style-type: none"> • Principles of editing for clarity, accuracy, and style • Proofreading techniques for print and digital media • Collaborative editing processes 	
Module 4:	8 Hours
<p>Ethical Considerations in Media Writing</p> <ul style="list-style-type: none"> • Principles of journalistic ethics and integrity • Avoiding plagiarism and maintaining attribution • Transparency and disclosure in media writing <p>Writing Workshops and Critiques</p> <ul style="list-style-type: none"> • Peer review sessions for constructive feedback on writing assignments • Writing workshops focusing on specific media formats and styles • Revision and refinement of writing based on feedback 	
Recommended Textbooks:	
<ul style="list-style-type: none"> • "The Associated Press Stylebook" • "On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser • "The Elements of Style" by William Strunk Jr. and E.B. White 	

