

SYLLABUS

Name of Course : **WRITING FOR SOCIAL MEDIA (116)**
Type : **GE / Thy**
NSQF Level : **7 P**

Prerequisite of the Course :

This Course is designed to give conceptual understanding and skills about Writing, Media Writing and Social Media Writing, respectively.

Objectives of the Course :

On completion of the course students should be able to:

1. Describe the writing process
2. Describe the process of Media writing
3. Utilize knowledge gained in writing accurately and creatively for Social media

Syllabus of the Course :

- | | | |
|-------------------|---|--------------|
| Unit -I | <p>Understanding Writing Process</p> <ol style="list-style-type: none"> 1. Writing Process: Brainstorming for Ideas, Idea Organization and Audience Analysis 2. Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative 3. Editing, redrafting and Formatting 3. Abstract, Essay and Column Writing | L- 12 |
| Unit – II | <p>Introduction to Media Writing</p> <ol style="list-style-type: none"> 1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective 2. ABCD of Media Writing: Grammar and Vocabulary 3. Writing for News and Non-news Mediums for Print media 4. Writing for News and Non-news Mediums for Electronic media | L- 15 |
| Unit - III | <p>New Media and Journalism</p> <ol style="list-style-type: none"> 1. Concept and definition of online journalism 2. Features of online journalism 3. Types of online journalism <ol style="list-style-type: none"> A. News websites B. Blogs: Creation and writing C. Citizen Journalism 4. Social Media: Facebook, Twitter, Instagram, LinkedIn etc. | L-18 |

Unit-IV Writing for Web**L-15**

1. Writing news stories, features and articles for Web.
2. Interview and chats on the web as news source.
3. Mobile digital news formats
4. Computer Assisted Journalism (CAJ)
5. Introduction to CMS (Content Management System)

Suggested Readings :

1. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
2. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
4. Vander Mey, R. (2004). The College Writer: A guide to Thinking, Writing and Researching. Boston: Houghton Mifflin.
5. W., M., & V., P. R. (2008). High School English: Grammar & Composition. Batu Caves, Selangor: Crescent News.
6. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). Media writing: Print, Broadcast, and Public Relations. New York: Routledge.

Learning Outcomes :

After the completion of the course, students will be able to;

LO1: To know the art of effective writing, reporting and storytelling techniques.

LO2: To develop an ability to analyze and critique the works in print media.

LO3 :To identify the target audiences and able to communicate effectively.

LO4 :To write for Social Media

Scheme of Examination :

Theory	Internal Assessment	Practical	Total
80	20	-	100