

**ORDINANCE AND SYLLABUS
FOR
CERTIFICATE COURSE
IN
WRITING FOR MEDIA**



School of Journalism and Mass Communication



Aryabhata Knowledge University

Certificate Course in Writing for Media (CCWFM)

This ordinance may be called as "Ordinance for Certificate Course in Writing for Media (CCWFM) of School of Journalism & Mass Communication, Patna."

Objective

To train and educate a select group of interested candidates in writing for media which will provide them the required basic skills for working in the field of Journalism and Mass Communication.

The CCWFM programme shall be under Aryabhata Knowledge University, Patna

Duration of Course:

The certificate course in Writing for Media programme shall be of six months duration starting from January and July every year.

Examination shall be held at the end of the academic session.

Working days

There shall be at least one hundred & twenty working days for one complete session including admission & Examination period.

There will be five papers of 05 credit each as shown below:

No. Of Course/Papers	Credit per Course/paper	Total Credit	Minimum No. Of Learning Hours #
05	05	25	250

3.2 Students have to maintain minimum 75% attendance for all theory & practical classes.

Structure of Syllabus

The curriculum shall be designed in such a manner that in the period of six months, the trainees would be well acquainted with the basic skills of media specially writing skills related to:

- **Print,**
- **Electronic,**
- **Web**
- **Ad & PR**

SCHEME OF STUDY

Paper	Subject	Credit	Full Marks
CC001	Introduction to Mass Communication	5	100
CC002	Language skills for media	5	100
CC003	Writing for Print & Electronic Media	5	100
CC004	Writing for Advertising & Public Relation	5	100
CC005	Practical (Class Journal, News Package, Radio Spots, Ad copy writing)	5	100
	Total	25	500

(Note: The duration per class shall be of one hour)

REGISTRATION:

All students seeking admission to this course have to be registered with the School of Journalism and Mass Communication, Aryabhata Knowledge University, Patna on payment of prescribed fee.

EXAMINATION:

All registered students will be permitted to appear in the examination of CCWFM who have completed 75 percent attendance in theory and practical classes.

A candidate for CCWFM shall be examined in five papers, four theory papers and one practical paper.

There shall be four theory papers carrying 100 marks each and

One practical paper carrying 100 marks.

The students will have to prepare a dissertation/project on each paper for internal evaluation.

The written examination of theoretical papers shall be of 2 hours duration.

A candidate, who has completed the course but fails to appear in the examination or fails to pass examination, shall be allowed to take subsequent examination on payment of prescribed examination fee. This will not be mandatory to rejoin the course. This opportunity shall be given only for two more examinations within the period of three years from the date of admission.

CONDUCT OF EXAMINATION AND PUBLICATION OF RESULTS

The final examination will be conducted after the syllabus is completed. Examination fee shall be charged from the candidate as approved by the Aryabhata Knowledge University.

In order to pass the exam a candidate must obtain 40% marks in theory and 50% marks in practical paper separately.

The name of successful candidates shall be arranged in order of merit as per percentage of marks obtained by them.

AWARD OF CERTIFICATE

Those who complete the programme successfully shall be awarded Certificate in Writing for Media by the Aryabhata Knowledge University, Patna in prescribed format specifying the class/Division/Grade in which he/she is placed.

SELECTION AND ADMISSION PROCEDURE

The candidates shall have to pass a written and oral test for getting selected for this course.

The Entrance Test fee shall be charged from the candidates. The amount of the test fee would be decided by the institute.

Appearance in the Entrance Test is mandatory. Admission shall be made strictly in order of merit which shall be prepared according to the marks obtained by the candidate in the Entrance Test.

Entrance Test shall be conducted by the institute in month of May-June and November-December every year. The date of test will be announced by the University and merit list shall be prepared by the University which shall be valid for one year from date of publication. Seat allotment will be done through counselling.

Reservation of seats for the candidate of reserved category shall be as per Bihar Govt. rules. A Certificate will be compulsory for such candidate, issued from a competent Government officer. If reserved category seat remains vacant then it will be allotted to general category candidates.

If any time it is found that the candidate has furnished any false information, his/her candidature shall be cancelled immediately and the deposited fee shall be forfeited and suitable legal action may be initiated.

In case of any controversy or irregularity pertaining to the course the University shall take the final decision as per approved Rules and Regulations.

ELIGIBILITY CRITERIA

The candidate must have passed B.A. or its equivalent exam from a duly recognized University/Institution with at least 50% marks for general and 45% for reserved category.

TOTAL NUMBER OF STUDENTS

There shall be a basic unit of 45 students, with a maximum of two units. This intake capacity may be modified by the University.

FEE STRUCTURE

The fee structure for six months Certificate Course in Writing for Media is recommended to be as follows and may be amended by the institute from time-to-time:

Sl. No.	Particulars	Amount in Rs.
01	Admission including Registration Fee (500+500)	1000.00
02	Tuition Fee	5000.00
03	Development Fee	1000.00
04	Library Fee	500.00
05	Field Work/Educational Tour	1000.00
06	Caution Money	1000.00
	Total	9,500

Examination Fee	To be charged separately
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Syllabus: Writing for Media

Course Objective:

- To acquaint students with advanced journalism and writing for media practices.
- To make the students understand about the news values, representation of news-views and ethical issues associated with it.
- To offer proper understanding about the writing skills and its techniques for different mass media.

The course will make the students learn the media writing style and principles. Students will learn the basic tools and techniques for media writing and will understand the grammar and syntax of media

writing. The students will learn about the various aspects of news starting from its concept and meaning to structure, principles and values. Students will have nose for news after completing this module and they will be able to understand the language of journalism. Students will learn about different ways of storytelling for different media and will be able to write any piece of information in various style either it is for print, TV, Radio or Web among others.

Students learning outcome: The course will equip students with knowledge of Reporting/Writing/News room functioning/Understanding media. They will learn the importance of writing skills and various styles for different mass media.

CODE	COURSE
CC001	Introduction to Mass Communication/Journalism
CC002	Language skills for media
CC003	Writing for Print & Electronic Media
CC004	Writing for Advertising & Public Relation
CC005	Practical

Unit 1: Communication & Media

Communication & Media – Definition, meaning and concept,

Different types of communication: verbal and written

Scope and process of Communication

Mass Communication: Concept & Characteristics

News meaning and definition, The language of journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist. Principles of news writing, News values, News story, News structure, concept of inverted pyramid, quotations and back grounding, Lead writing

Unit 2: History of Mass Media

Introduction to Indian Press; Origin and development of newspapers and magazines in India; History of the development of the electronic media in India: Radio & TV

Unit 3: Media & Culture

Role, objectives, functions and achievements of mass media

Relation between mass media and mass culture and their development

Unit 4: Media, Market & Technology

Changing trends of mass communication in the globalization era

Private & public media

Technology in the development of media.

Media and Market: Nature, Relation and expansion.

Unit 1 Language and writing skills

Essentials of good writing; basic tools of writing Art of writing; Kinds of media writing; the ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment

Unit 2 Creativity in Writing

Meaning and concept of creativity Creative freedom in different mediums

Revision of grammar, syntax and style. Drafting and revising, Ideas for writing, Narrative writing,

Introduction to narratives, Telling stories, Nonfiction, Engaging the reader, Descriptive writing; Explanatory writing; Persuasive writing, writing for community

Unit 3 Writing for various media forms

Concept and meaning of media writing, origin and development of writing for media, Media writing as communication, Characteristics of media writings, Understanding of print, electronic and web.

Unit 4 Translation in Media

Concept of translation; Nature and norms of translation, types of translation, need and importance of translation in journalism; guidelines for translation

Unit – I Writing for Print

Writing a regular story – from preparation to the print.

Writing a special story, Interviews, Feature stories etc.

Writing for magazines – articles etc.

Print Media Writing: Headlines and caption writing. Feature writing, types of feature, writing book reviews and film reviews, writing columns. Stylebook, writing for magazines, writing for broadcast:

Writing for eyes and ears, and writing for web

Unit – II Writing for Radio

Writing for the radio, Radio Talk, Interview and discussion, Feature and Documentary, Drama and Serial, Musical Programmes, Chat Show, Radio Commercial – Types, Copy Writing, Slogans

Unit – III Writing for TV

The language of visuals TV news script formats

News writing for TV – Basic principles of News Writing

Types of story, Interview, Serial, Talk Show, Documentary.

Use of graphics for news

Unit-IV Writing for web

Writing news stories, features and articles.

Interview and chats on the web as news source.

Online versions: E-papers, E-magazines.

Mobile digital news formats

Unit 1: Advertising

Understanding advertisement, need, nature and scope

Elements of print/electronic advertisement,

copy writing

Unit2: Understanding of public relation

Public Relations: Meaning, Definition and concept Objective

of Public Relations

Need, nature and scope of PR Difference

between PR and advertising

Unit 3 PR: Tools and techniques

Press Release and other press communiqués

Internal and External PR tools

House Journal, annual report, corporate communication

Unit 4: Business Communication

Basics of Business Communication

Letters, proposals, reports, minutes and other communication

Practical Assignment: The students need to submit a project file on various style of writing for different media. The topic will be decided by the faculty in charge in consultation with HoD.

Reading List:

- Quinn Stephen (2005) Convergent Journalism: The Fundamentals of Multimedia Reporting.Lang Publishing.
- Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
- Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
- Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
- Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
- Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
- Raman, Usha (2009), Writing for the Media, OUP.
- Foust James, (2005), Online Journalism – Principles and Practices of News for the Web, Holcomb Hathaway Publishers, Scottsdale, AZ.
- Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008
- AmbrishSaxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
- Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
- Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986

Additional Readings

- The Magazines Handbook. Jenny Mckay
- Pulling Newspaper Apart: Analysing Print Journalism. Bob Franklin
- Journalism: Theory and Practice, Jason R. Detrani
- T. J. S. George, Editing: A Handbook for Journalists, New Delhi: Indian Institute of Mass Communication, 1989
- M.L. Stein and Susan Paterno, The News Writer's Handbook, New Delhi: Surjeet Publications, 2003
- George Hough, News Writing, New Delhi: Kanishka Publishers, 2004
- Jan Hakemulder and Fay Jonge, News Reporting and Editing, New Delhi: Anmol Publications, 2002
- 8. M.K. Joseph, Outline of Editing, New Delhi: Anmol Publications, 2002

