

SYLLABI FOR OPEN COURSES IN ENGLISH

Open Course (General)

2. Media Studies

Course Code	ENOG 2
Title of the Course	Media Studies
Semester in which the Course is to be taught	5
No. of Credits	4
No. of Contact Hours	72

1. Aims of the Course

- To improve the communication skills of students and their knowledge of English language in key areas of print, auditory and visual media.
- To train the students in the gathering of data and its organization for various media including newspapers, magazines, radio, television, film and the web.

2. Objectives

The following are the expected learner-outcomes of this course.

- The learners develop media literacy and learn to analyze, interpret, evaluate/judge print and visual news items and their persuasive role in a democratic polity.
- They master the basic skills of reporting, writing and presenting for the media - print and broadcast journalism and apply media writing.
- They grasp proficiency in cohesion, comprehensiveness, data interpretation, attractive presentation, style and information transfer.

3. Course Outline

Module I: The Rise of Mass Media

(18 hours)

a. Introduction – Mass Communication - Theories of mass communication – Different types of Mass Media – Freedom versus Control – Need for social control

b. The Print Media – Different types – Editorials - Feature articles - Interviews - Letters to the editor

Lead: datelines - - By lines - Credit line - Headlines - Nut graph

b. Reporting - News reporting - Specialized reporting - Business reports - Sports reports - Obituary writing - Analyzing newspaper articles.

c. Editing: - Proof reading - Freelancing.

Module II - Magazines and Periodicals

(18 hours)

a. Nature of periodical articles - feature writing and article writing - Angle, structure and organization - Types of articles included in magazines - Writing for magazines - Action, angle and anecdote.

b. Composing magazine covers - Planning the contents of a magazine - Planning a photo shootout - Planning and writing a true life story.

Module III- Electronic and Digital Media

(18 hours)

a. Radio - Understanding the language of radio presenters - Radio skills - Understanding the process of broadcasting - Broadcast writing - Giving post-production feedback - Radio jockeying.

b. Visual media - Television skills - Understanding the pre-production process - Writing for the media - Interviews - Reviews - Profiles - Travel writing - Scripting for TV programmes - Preparing a film schedule - Editing a TV Documentary – Anchoring - Presentation for the Media - Presenting with and without script.

c. Digital Media

E-books, E-magazines, E-mail - Blog - Planning and writing a Blog - Web page Designing - Creating a pod cast - Technical writing

Module IV – Advertising

(18 hours)

- a. Introduction to advertising - Advertisements in different media - Classified ads - Texts – Captions - Logo design - Story board of advertisements
- b. Copy editing Process - Guiding principles of editing - Selling your services to a potential client - Creating print ad, Screen ad - Presenting a finished ad

4. Reading List

A. Select Reading List

1. McQuail, Dennis. *Mass Communication Theory*. New Delhi: Vistaar Publications, (only Part I and II of the book)
2. Richardson, Brian. *The Process of Writing News: From Information to Story*. Pearson Education.
3. Thwaites, Tony, Davis, Lloyd, and Mules, Warwick. *Introducing Cultural and Media Studies*. Palgrave MacMillan.
4. Watson, James. *Media Communication: an Introduction to Theory and Process*. Palgrave MacMillan.
5. Stovall, James Glen. *Writing for the Media, Sixth Edition*. Pearson education, 2006.
6. White, Ted. *Broadcast Newswriting, Reporting and Production*. Macmillan.
7. Feldman, Tony. *An Introduction to Digital Media*. Sujeeth Publications, 1989.
8. Everett, Anna and Cladwell, John T. *New Media: Theories and Practices of Digitextuality*. Routledge.

B. For Further Reading

1. Lewis, Richard L. *Digital Media: An Introduction*. Prentice Hall.
2. McGiffort, Robert M. *The Art of Editing the News*. Chilton Book Co., 1978.
3. Smith, Leila R. with contributions from Barbara Moran. *English for Careers: Business, Professional and Technical*. Pearson/Prentice Hall.

4. Narasimha Rao, P. V. L. *Style in Journalism*. Orient Blackswan.
5. Stein. *Newswriter's Handbook*. Blackwell rpt.2006.
6. Ceramella, Nick and Lee, Elizabeth. *Cambridge English for the Media*. CUP
7. Dev, Anjana Neira, Marwah, Anuradha and Pal, Swati. *Creative Writing: a Beginner's Manual*. Pearson Longman (Unit 4 only).

5. Web Resources

info@ scottish screen.com
<http://www.scottish screen.com>
<http://www.subtle.net/empyre>
<http://www.desvirtual.com>
<http://www.inplace of the page.co.uk>

6. MODEL QUESTION PAPER

(To be incorporated)