

BA (GENERAL)
MEDIA SCRIPT WRITING (MSW)

SEM	COURSE CODE	COURSE TYPE	TITLE OF COURSE	CREDITS		
				THEORY	PRACTICAL	TUTORIAL
I	MSW120C	DSC-1	Script Writing Basics	4	2	-
II	MSW220C	DSC-2	Script Writing Advanced	4	2	-
III	MSW320C	DSC-3	Writing for Radio	4	2	-
IV	MSW420C	DSC-4	Writing for Television	4	2	-
V	MSW520DA	DSE-1A	Writing for Web	4	2	-
	MSW520DB	DSE-1B				
VI	MSW620DA	DSE-2A	Writing for Theatre (Project)	4	2	-
	MSW620DB	DSE-2B				

MEDIA SCRIPT WRITING (MSW)
1st SEMESTER

DISCIPLINE SPECIFIC COURSE (CORE-1)

MSW120C: MEDIA SCRIPT WRITING BASICS

CREDITS: THEORY: 4; PRACTICAL: 2
MAX. MARKS: THEORY: 60; PRACTICAL: 30
MIN. MARKS: THEORY: 24; PRACTICAL: 12

Objectives/Expected Learning Outcomes

- *The course familiarizes students about the basic concepts of mass media.*

Unit I *General Introduction to Mass Media*

- Mass Media: Concept and functions
- Features of Media
- Media Convergence
- Effects of Mass Media, Audiences
- Limitations of Mass Media

Unit II *Types of Mass Media*

- Print Media – Books, Magazines, Newspapers
- Electronic Media – Radio, Television, Movies
- New Media - Internet, Online Media
- Films
- Current trends in Mass Media

Unit III *Basic Principles of Writing*

- Historical background of writing- elements of language, language for mediated communication
- Principles and methods of effective writing, rules of grammar, sentence construction, paragraphing, narration, adjectives and adverbs, tenses, sequence, logic
- Creativity in writing – features, articles, profiles, interviews

Unit IV *Basic Forms of Writing*

- Report writing, Proposal writing, Technical writing
- Writing opinion pieces, special articles and columns
- Book reviews, film reviews, TV programme reviews
- Writing press releases, preparing brochures and pamphlets

PRACTICAL (2 CREDITS; 60 HOURS; 30 MARKS):

BASED ON ALL THE UNITS OF THEORY COURSE