

**Teaching Plans**  
**Media Writing (MCNM 475)**

Credits: 04  
Total Lecture Hours: 48  
Practicals : 12 (20%)

	Day	Title of Topic	No. of Hours per Topic	Suggested Readings
<b>Week One</b>	1	An approach to writing (Form and function)	1	Making Media by Jan Roberts-Breslin
	2	Introduction to discourse of rhetoric	1	Do
	3	Genres of writing	1	Do
	4	Literary VS nonliterary writing	1	Do
	5	<i>Writing Workshop (Practicals)</i>	1	
<b>Week two</b>	1	Styles of writing	1	Writing for the Media by Usha Raman
	2	Basic Grammar of writing	1	Do
	3	Comma, Capitalisation	1	Do
	4	Apostrophe, colon, dash	1	Do
	5	Writing Competition (Practicals)	1	
<b>Week three</b>	1	News Value	1	Writing for the Media by Usha Raman
	2	Inverted pyramid	1	Do
	3	Types of news and news stories	1	Do
	4	Headlines, Intro, Nutgraph	1	Do
	5	Individual writing assignments (Practicals)	1	
<b>Week Four</b>	1	Structures of different writing	1	Feature Writing for Journalists by Sharon Wheeler
	2	Feature structure	1	Do
	3	Literary and film reviews	1	Do
	4	Opinion writing	1	Do
	5	Feature Writing Workshop (Practicals)	2	

Week Five	1	Introduction to technical writing	1	A Guide to Media Writing by Katherine C. Mcadams & Jan Johnson Elliot
	2	Business and finance writing	1	Do
	3	Sports writing	1	Do
	4	Science writing	1	Do
	5	Report writing <b>(Practicals)</b>	1	
Week Six	1	Environmental writing	1	Writing for the Media by Usha Raman
	2	Developmental stories	1	Do
	3	Specialised writing	1	Do
	4	Interview based report	1	Do
	5	Individual interview Assignments <b>(Practicals)</b>	1	
Week Seven	1	Newspaper writing	1	Writing for the Media by Usha Raman
	2	Writing for magazine	1	Do
	3	Writing for radio	1	Do
	4	Writing for TV	1	Do
	5	TV news writing <b>(Practicals)</b>	1	
Week Eight	1	Writing to audio visual	1	Writing and producing for Television and Film by Esta De Fossard & John Riber
	2	Writing Jingles	1	Do
	3	Writing spots	1	Do
	4	Writing ad copies	1	Do
	5	Spot writing <b>(Practicals)</b>	1	
Week Nine	1	Different types of PR writing	1	Writing for the Mass Media by Stovall, James Glen
	2	Press releases	1	Do
	3	Managed events	1	Do
	4	Speeches, meetings and workshops	1	Do
	5	Workshop writing <b>(Practicals)</b>	1	

<b>Week Ten</b>	1	Introduction to Online writing	1	Producing Online News: Stronger Skills, Stronger Stories by Ryan M. Thornburg
	2	Blogging	1	Do
	3	Writing for websites	1	Do
	4	Webcasting	1	Do
	5	Creating individual blogs ( <b>Practicals</b> )	1	
<b>Week Eleven</b>	1	Introduction to translation	1	Didactics of Audiovisual Translation by Jorge Díaz-Cintas
	2	Translating creative works	1	Do
	3	Dos & Don'ts of translation	1	Do
	4	Translating nonfiction text	1	Do
	5	Translation workshop ( <b>Practicals</b> )	1	
<b>Week Twelve</b>	1	Translation and language	1	Didactics of Audiovisual Translation by Jorge Díaz-Cintas
	2	Interpretation	1	Do
	3	Dubbing	1	Do
	4	Translating for different media	1	Do
	5	'Translation workshop ( <b>Practicals</b> )	1	