



SAFA | COLLEGE OF ARTS AND SCIENCE

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PG DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

CERTIFICATE COURSE CODE	: SFAENCC11
CERTIFICATE COURSE NAME	: MEDIA CONTENT WRITING
DATE	: 18-07-2023 to 14-11-2023
COURSE TEACHER	: KRISHNAJA P
DESCRIPTION	: This course introduces students to writing in a professional environment and to the forms of writing in a professional environment and to the forms of writing for the mass media. The course involves lectures, discussions and practice in data gathering, organising and writing for various media including newspaper, magazines, radio, television, films and the web.

Objectives:

1. **Developing Writing Skills:** Enhance participants' proficiency in writing for various media platforms including print, online, and social media.
2. **Understanding Audience Engagement:** Teach techniques for capturing and retaining audience interest through compelling content creation.
3. **Mastering Content Creation:** Equip participants with the skills to produce diverse content types such as articles, blog posts, press releases, and social media updates.
4. **Navigating Media Platforms:** Familiarize participants with the unique requirements and conventions of different media channels to optimize content delivery.
5. **Applying Editorial Principles:** Introduce participants to editorial best practices including research, fact-checking, editing, and proofreading.
6. **Cultivating Professionalism:** Instil professional ethics and standards in content creation, including copyright laws, attribution, and plagiarism avoidance.

Outcomes:

1. **Proficient Content Creation:** Participants will be able to produce high-quality content tailored to different media platforms and audience preferences.
2. **Audience Engagement:** Participants will understand how to effectively engage and captivate audiences through their writing, leading to increased readership and interaction.
3. **Versatility:** Participants will demonstrate the ability to adapt their writing style and tone to suit various formats and genres, enhancing their versatility as content creators.
4. **Effective Communication:** Participants will develop strong communication skills, conveying messages clearly and persuasively through written content..
5. **Ethical Practices:** Participants will adhere to ethical standards in content creation, respecting copyright laws and maintaining integrity in their work.

SYLLABUS

MODULE I: COMMUNICATION

Definition - Nature and scope of communication - purpose of communication - process of communication; Types of communication - Non-verbal communication-Interpersonal communication-Intrapersonal communication; Mediums of communication-face to face communication-virtual remote communication-social media communication-mass communication.

MODULE II: NEWS MEDIA INTRODUCTION-

Steps to write a feature- structure- newspaper writing- news story- writing the headline- types of leads- duties of editor - Digital Media Introduction- writing for the web- guidelines for web writing- style of writing - Advertising History of Advertising- broadcast advertising- promotional literature

MODULE III:

Book review- film review-news story-copyright- profile writing- blogs- signs and poster-brochure writing

References:

- 1) COMMUNICATION SKILLS FOR PROFESSIONALS AND STUDENTS – DR. AMITABH DWIVED
- 2) ENGLISH FOR COMMUNICATION – G. PRAMODAR
- 3) EVERYBODY WRITES- ANN HANDLEY
- 4) WRITING FOR THE MEDIA- USHA RAMAN