

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty : Hitesh Bhardwaj

Course BAMC , EVEN Semester

Govt PG College, AmbalaCantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

PO1- Acquire knowledge related to the discipline under study.

PO2 - Communicate and reflect effectively and efficiently on the issues related to the discipline.

PO3- Exhibit the professional skills and competencies acquired during the Programme of study.

PO4- Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

PO5- Explore, analyze and provide solutions to the problems related to the discipline and life.

PO6 - Develop exposure to actual working environment leading to employability and entrepreneurship.

PO7- Exhibit scientific & research capabilities in academic, professional and general life pursuits.

PO8- Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

PSO1 - Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

PSO2 – Learn communication and professional skills related to various fields of mass communication.

PSO3 - Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

PSO4 - Become ethically committed media professional adhering to the human values and the values of the Indian culture.

PSO5 - Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

B23-JMC-201
CC-A2
WRITINGFORMEDIA

Time-3Hours
TotalCredits-04
Theory-50
Internalassessment(T)-20
Practical-20
Internalassessment(P)-10
TotalMarks-100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q.No.1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO1: To understand different forms of writing.
CLO2: To know about radio writing.
CLO3: To understand different TV writing techniques
CLO4: To develop skills for ad and online writing.

UNIT	Topic
UNIT-I	<ul style="list-style-type: none"> • Difference between creative and journalistic writing • Principles of good writing • News Story structure and introduction to various styles of news writing • Writing features, articles, editorials, columns, middle, letter to editor, • News analysis: background, reviews • Writing features and articles for magazines
UNIT-II	<ul style="list-style-type: none"> • Basics of radio writing • Elements of radio script • Techniques and style of radio script writing • Radio script writing: Radio talks, features, interview, drama and other programmes
UNIT-III	<ul style="list-style-type: none"> • Basics of television writing • Different script formats • Elements of television script • Television script writing: interview, documentary, special & other programmes
UNIT-IV	<ul style="list-style-type: none"> • Copywriting for Print Advertisement • Writing for radio advertisement • Writing for television advertisement • Writing for web • Writing press releases

COURSE OBJECTIVES:

- CLO1:Understandtheconceptofnewsandnewswriting
- CLO2:Knowaboutthebasicsofradiowriting.
- CLO3:UnderstanddifferentTVwritingtechniques
- CLO4:Developtheskillsforadandonline writing.

COURSE Outcomes:

- 1:Understandtheconceptofnewsandnewswriting
- 2:Knowaboutthebasicsofradiowriting.
- 3:UnderstanddifferentTVwritingtechniques
- 4 :Developtheskillsforadandonline writing.

BAMC_SEMESTER _II_ Writing for Media

14-02-2024 to 20-05-2024

Week 1	Differencebetweencreativeand journalisticwriting
Week 2	News Story structure and introduction to various styles ofnewsriting
Week 3	Writingfeatures,articles,editorials,columns,middle,letterto editor,
Week 4	Newsanalysis:backgrounder,reviews, Principlesofgoodwriting
Week 5	Writingfeaturesandarticlesformagazines
Week 6	Basicsofradiowriting,Elementsofradioscript
Week 7	HoliVacations
Week 8	Radioscriptwriting:Radiotalks,features,interview, drama andotherprogrammes
Week 9	Basicsoftelevisionwriting,Differentscript formats
Week 10	Televisionscriptwriting:interview,documentary,special&otherprogrammes
Week 11	Copy writingforPrintAdvertisement,Writingforradioadvertisement
Week 12	Writingfor televisionadvertisement,Writingforweb
	ExamStarts20-05-2024