

TKM COLLEGE OF ARTS & SCIENCE, KOLLAM

DEPARTMENT OF ENGLISH

WRITING FOR MEDIA

SYLLABUS

Course Instructors: Dr. Sulfia S. Santhosh, Muhammed Roshan B.

No. of hours – 30

Mode of Instruction – online and offline classes

Description of Course

This course aims to help students focus their skills by exploring different forms of writing online and in print. The idea is to develop strong basic reporting and writing skills. Using different story forms – including but not limited to journalistic news – students will learn how to write a diverse set of stories and embrace the freedom and responsibilities of web journalism. They will also learn the basics of writing press releases and other journalistic and communication forms. The final grade will be assigned on the basis of class participation and assignment marks.

Course Outcome

1. Learn the basics of journalistic reporting, writing and editing.
2. How to use current technologies to reach, communicate with and increase your audience.
3. Etiquette of writing and posting material online.

Overview of Course Modules

Module 1

- Introduction
- Class expectations
- Definitions and AP style introduction
- Survey of jobs in journalism and professional communication

Module 2

- Different story forms – magazine, blogs, newspapers, long form and visually driven
- The briefest history of Indian journalism

Module 3

- Practice of ethics in journalistic reporting
- Ethics in social media participation
- Writing about your community for your community

