

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN ENGLISH
SYLLABUS WITH EFFECT FROM 2020-2021

Title of the Course	Elective BEN-DSE1C: WRITING SKILLS FOR THE NEW MEDIA		
Category of the Course	Year & Semester Third Year & Fifth Semester	Credits 5	Subject Code
Hours:	75		
Objectives:	To familiarize students with writing skills for the different kinds of media To equip them with practical knowledge for the evolving writing ecology and empower them for employment.		
Course Introduction (to be considered for internal assessment only)	<ul style="list-style-type: none"> • What are the different kinds of media? • What are the various skill-sets required? • Why is it necessary to hone writing skills? • What are the prospects of writing for media? • Identify premier print/ digital media houses. 		
Course Components	<p>Unit 1: The Basics Of Writing And Types Of Writing</p> <p>1.1 The basics of writing mechanics – Grammar, vocabulary, phrases and clauses 1.2 How to write – construction of clear, simple and precise sentences. 1.3 Writing for the reader – Role of reader and broadening the Reader –Response theory. 1.4 Different kinds of writing – Fiction, Non-fiction (including historical writing, travel writing, memoirs), scientific writing, journalistic writing</p> <p>Unit 2: Exploring The New Avenues For Writing</p> <p>2.1 Differences between traditional print writing (Newspapers, magazines, books etc.) and writing in the age of the internet – need to adapt to change. 2.2. Different forms of media – Print, social media websites, blogs, online platforms etc 2.3 Understanding writing for different media through examples.</p> <p>Unit 3: Customizing Online Writing Based On The Online Platform</p> <p>3.1 Long forms of writing- language, writing style, content, vocabulary focus, title, introduction and conclusion – film review, blog posts, scientific writing, e –magazines- with a minimum of two examples each 3.2 Shorter forms of writing – language, writing style, content, vocabulary, focus, caption – Twitter feeds/poems, fanfiction, instagram stories, facebook posts etc – with a minimum of two examples each 3.3 Photo and Video writing – language, writing style, content, vocabulary, focus, caption, introduction and conclusion, synchronizing content – Video logging, photo blogging etc.</p> <p>Unit 4: Journalistic And Ad Writing</p> <p>4.1 Comparing Print and online writing – for newspapers, magazines, journals. 4.2 Understanding the evolving dynamics of the adspace - including pop up ads, scrolls, flash ads- change in language, font, style and incorporating doodling with ad writing</p>		

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	<p>Unit 5: Writing and Publishing (Internship) 5.1 Students must undergo hands-on –training from a recognized print/digital media for 20 days. 5.2 Publish an article in an print/digital media (Note: Unit 5 not to be included for testing in the End Semester external examination)</p>
<p>Learning Outcomes</p>	<p>On doing the course the students will be able to</p> <ul style="list-style-type: none"> ➤ Comprehend how to write with clarity, purpose and precision ➤ Understand how to modify writing styles based on the media employed ➤ Use these skills to pursue higher education in other allied fields ➤ Could use the knowledge to take up freelance writing assignments/projects and other related employment.

Prescribed Texts and Web Sources

- 1.1 <https://www.learn-english-today.com/>, <https://www.youtube.com/watch?v=z45UdL0WTro>
- 1.2 <https://grammar.yourdictionary.com/> , https://stanford.edu/class/ee267/WIM/writing_style_guide.pdf
- 1.3 <https://www.targettraining.eu/the-basics-of-reader-oriented-writing/>
- 1.4 <https://bookriot.com/2017/11/02/difference-between-fiction-and-nonfiction/>
<https://rolfpotts.com/travel-writing-matters/>
<https://esajournals.onlinelibrary.wiley.com/doi/full/10.1002/bes2.1258>
- 2.1 <https://www.opencolleges.edu.au/careers/blog/web-writing-vs-print-writing>
- 2.2 <https://www.yakkeyyak.com/how-to-write-for-different-social-media-platforms/>
- 2.3 <https://blog.hubspot.com/marketing/social-media-copywriting>
- 3.1 <https://www.dreamgrow.com/long-form-content/>
- 3.2 <https://www.wikihow.com/Write-a-Fanfiction>
<https://coobis.com/en/cooblog/how-to-create-the-perfect-post-for-facebook-twitter-and-instagram/>
- 3.3 <https://www.picturecorrect.com/tips/photoblogging-how-to-start-a-photoblog/>
- 4.1 <https://contently.com/2015/05/12/6-ways-writing-for-online-is-different-than-print/>
- 4.2 <https://www.salesforce.com/blog/2016/08/the-components-of-digital-advertising.html>

BOOKS & WEB SOURCES FOR FURTHER REFERENCE

- How Images think – Burnett
- Online Journalism – Reporting, Writing and Editing for New Media – Richard Craig
- Broadcast News Handbook – Writing, Reporting, Producing in a converging Media – C.A. Juggle, Forrest Carr and Suzanne Huffman
- Writing Machines – Katherine Hayles
- Writing for the media- Sunny Thomas
- The Language of New Media – Lev Manovich
- How to start Vlogging: A complete Beginner’s Guide – Derrick Hayes
- Twitter for success: Achieve writing success 25 words at a time – Angela Booth
- Blogging for beginners: Learn how to start and maintain a successful blog the simple way – Terence Lawfield
- Writing New media – Theory and Applications for expanding the teaching of composition – Anne Wysocki.

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RECOMMENDED MOOC

- COURSERA: Writing for Social Media: University of California, Berkeley via edX
<https://www.classcentral.com/course/edx-writing-for-social-media-10284>

TED TALKS

- Social Media- A collection of TED Talks (and more) on the topic of Social media.
<https://www.ted.com/topics/social+media>
- Why Social Media is reimagining our Future by Bryan Kramer
https://www.ted.com/talks/bryan_kramer_why_social_media_is_reimagining_our_future