



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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Code No.: BA(JMC) 109

L T C

Paper: Writing Skills

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INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit. 2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be 12 marks including subparts, if any.

OBJECTIVE: *On completion of this course, the student should be able to:*

- *Describe the writing process for various media*
- *Describe the process of translation*
- *Utilize knowledge gained in writing accurately and creatively for mass media*

PRE-REQUISITES

- **Basics of English grammar.**

• https://www.uop.edu.jo/download/research/members/oxford_guide_to_english_grammar.pdf

Course Outcome (CO):

After the completion of the theory course, the students will be able to learn:

COs for Theory (BAJMC -109): Writing Skills	
CO1	Illustrate the concepts and elements of media writing (BTL-2)
CO2	Demonstrate the process of writing varied items (BTL-3)
CO3	Analyze online writing skills for varied items (BTL-4)
CO4	Appraise the intricacies and significance of translation process in media writing (BTL-5)
CO5	Create write-ups the complete writing plan for different media (BTL-6)

Unit I
[Understanding Writing] **[No. of Hours: 12]**

1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective
2. ABCD of Media Writing: Grammar and Vocabulary (remedial exercises based on print and electronic media)
3. Writing for News and Non-news Mediums (print and electronic media)
4. Ethics in Media Writing

Unit II
[Understanding Writing Process] **[No. of Hours: 12]**

1. Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis
2. Writing Mechanism: Opening, Developing and Winding up the Argument/Narrative
3. Editing and Formatting: APA Style Sheet Basics
3. Abstract, Summary, Paragraph, Essay and Column Writing

Unit III
[Online Writing Skills] **[No. of Hours: 12]**

1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes
2. Online Official Correspondence
3. Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites
4. Maintaining Digital Databases

Unit IV
[Translation] **[No. of Hours: 12]**

1. Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations
2. The Location, Scope and Significance of Translation in Indian Media
3. Process of Translation from English to Hindi and vice - versa

REFERENCES:

1. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
2. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
4. Vander Mey, R. (2004). The College Writer: A guide to Thinking, Writing and Researching. Boston: Houghton Mifflin.
5. W., M., & V., P. R. (2008). High School English: Grammar & Composition. Batu Caves, Selangor: Crescent News..
6. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). Media writing: Print, Broadcast, and Public Relations. New York: Routledge.

OBJECTIVE: *On completion of this course, the student should be able to:*

- Demonstrate proficiency of skills to translate and write for various media effectively

Course Outcomes (CO):

After the completion of the practical course, the students will be able to learn:

COs for Practical (BAJMC-159):	
CO1	Apply fundamentals of writing for reporting a specific case (BTL-3)
CO2	Interpret and implement the translation of relevant cases (BTL-3)
CO3	Examine transliteration and trans-creation for different media (BTL-4)
CO4	Appraise appropriate translation practices for academic purposes (BTL-6)
CO5	Create appropriate content for online media (BTL-6)

Exercises/Assignments

Organize/attend a media writing workshop to:

1. Translation exercises:
 - a) Translate a Hindi news story to English (approx. 200 words) from a daily newspaper
 - b) Translate an English news story to Hindi (approx. 200 words) from a daily newspaper
2. Transliteration and trans-creation exercise: a) Adaptation from one medium to another
3. Translation for academic purposes: formal and informal letter writing in Hindi and English language
4. Writing for various online platforms: e-mails, blog, social networking sites

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The student will also be evaluated on general awareness and current affairs. The marks assigned for internal evaluation are 40.