

## Lesson Plan Version 1.0

Course: BAJMC -109 – Writing Skills		
BAJMC – 1 <sup>st</sup> Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 04 (02 Labs of 02 Hours each)

### Course Outcome (CO):

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

### Lesson Plan for Theory:

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
<b>UNIT – I</b>		
1.	Introduction of Course, CO explanation	<b>Short form</b>
2.	Fundamentals of Media Writing: Descriptive & Narrative	<b>VMR</b>
3.	Fundamentals of Media Writing: Objective and Reflective	<b>VMR</b>
5.	ABCD of Media Writing: Introduction	<b>Whitaker, Media Writing</b>
6.	ABCD of Media Writing: Grammar	<b>Wren &amp; Martin</b>
7.	ABCD of Media Writing: Vocabulary	<b>Wren &amp; Martin</b>

8.	Writing for News (print media)	<b>Whitaker, Media Writing</b>
9.	Writing for News (Electronic Media)	<b>Media and Communication Management C.S. Rayadu</b>
11.	Writing for Non-news Mediums (print media)	<b>Whitaker, Media Writing</b>
12.	Writing for Non-news Mediums (electronic media)	<b>Media and Communication Management C.S. Rayadu</b>
13.	Overview and Summarize for Writing for mediums	<b>Whitaker, Media Writing</b>
14.	Ethics in Media Writing : Introduction	<b>Choudhary R, Media Writing</b>
15.	Ethics in Media Writing : Concept	<b>Choudhary R, Media Writing</b>
16.	Ethics in Media Writing : Scope	<b>Choudhary R, Media Writing</b>
17.	Buffer Class for Revision	
<b>UNIT II</b>		
18.	Process Writing: Brainstorming for Ideas	<b>Choudhary R, Media Writing</b>
19.	Process Writing: Idea Organization	<b>Choudhary R, Media Writing</b>
20.	Process Writing: Audience Analysis	<b>Choudhary R, Media Writing</b>
21.	Writing Mechanism: Opening	<b>Whitaker, Media Writing</b>
22.	Writing Mechanism:, Developing the concept	<b>Whitaker, Media Writing</b>

23.	Writing Mechanism: Winding up the Argument/ Narrative	<b>Whitaker, Media Writing</b>
<b>24.</b>	<b>Buffer Reserved for Revision</b>	
25.	Editing and Formatting: APA Style Sheet Basics: Introduction	<b>VMR</b>
26.	Editing and Formatting: APA Style Sheet Basics : Concept	<b>VMR</b>
27.	Abstract, Summary	<b>Wren &amp; Martin</b>
28.	Paragraph, Essay and Column Writing	<b>Wren &amp; Martin</b>
29.	Buffer Reserved for Revision	
<b>UNIT III</b>		
30.	Introduction to Online Writing: Social Media	<b>Whitaker, Media Writing</b>
31.	Introduction to Online Writing: Writing	<b>Whitaker, Media Writing</b>
32.	Introduction to Online Writing: Etiquettes	<b>Whitaker, Media Writing</b>
33.	Online Official Correspondence: Introduction	<b>Wren &amp; Martin+ Whitaker, Media Writing</b>
34.	Online Official Correspondence: Concept	<b>Wren &amp; Martin+ Whitaker, Media Writing</b>

<b>Lecture No.</b>	<b>Topics / Concepts to be Covered</b>	<b>Reference of the Book and its Chapter</b>
35.	Online Official Correspondence: Scope	<b>Wren &amp; Martin+ Whitaker, Media Writing</b>
36.	Social Media and Language Change: e-mail, SMS	<b>Whitaker, Media Writing</b>
37.	Social Media and Language Change: Emoticons, Blogs	<b>Whitaker, Media Writing</b>
38.	Social Media and Language Change: Social Networking Sites	<b>Media Writing, RC</b>
39.	Maintaining Digital Databases: Introduction	<b>VMR</b>
40.	Maintaining Digital Databases: Achieve building	<b>VMR</b>
41.	Maintaining Digital Databases: Scope and Importance	<b>VMR</b>
42.	Buffer Reserved for Revision	
<b>UNIT IV</b>		
43.	Translation Practices: Translation, Transliteration	
44.	Translation Practices: Trans-Creation; Concept	
45.	Translation Practices: Forms and Manifestations	
46.	The Location of Translation in Indian Media	
47.	The Scope of Translation in Indian Media	

48.	The Significance of Translation in Indian Media	
49.	Process of Translation from English to Hindi and vice – versa	
50.	Buffer Reserved for Revision	
<b>Course: BAJMC-159 – Writing Skills Lab</b>		
<b>BAJMC – 1<sup>st</sup> Semester</b>		<b>: No. of Practical Hours per Week: 04 (02 Labs of 02 Hours each)</b>

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

**Lesson Plan for Practical:**

Week No.	Lab No.	Topics / Concepts to be Covered	Reference of Lab Manual
1.	1.	Writing for newspaper	Assignment A
	1.	Prepare a report for newspaper on the Group Discussion activity held on 15th December 2021 in BVICAM in English. (150-200 words). Translate that news report in Hindi as well.	AP1
2.	2.	Writing for television	Assignment B
	2.	Write a news report for television on Omicron in India (around 2 minutes).	BP1
3.	3.	Translation	Assignment C
	3.	Translate the following news articles for	CP1

		newspaper in Hindi and English respectively	
4.	4.	Formal and informal letter writing	Assignment D
	4.	Write an informal letter to your friend appreciating a book that he wrote in Bangalore while pursuing his writing career. You are Neha/Nikhil. (120-150 words)	DP1
	4.	People have adapted to wearing face masks as a 'new normal'. But most of them do not know how to dispose of them properly. Spread awareness regarding the disposal of protective masks by writing a letter to an editor of a popular newspaper.	DP2
	5.	<p>□□□□ □□□□ □□ □□□□ □□ □□□□ □□ □□□□</p> <p>□□ □□□□ □□ □□□□□□ □□□□□□□□ □□□□</p> <p>□□ □□□□ □□□□□□□□ □□□□□□ □□□□</p> <p>□□□ □□□□□ □□ □□□□□□□□ □□□□</p> <p>□□□□□ I (Translate the same in English)</p>	DP3
5.	6.	Email Writing	Assignment E
	6.	You have received an offer letter from an organization in which you applied for the post of Content Writer. Write an Email to the concerned person accepting the offer.	EP1
	6.	Write an Email to your Manager apologizing him/her for providing wrong information about an event.	EP2
6.	7.	Transliteration and trans-creation exercises: Introduction	Assignment F
	7.	Transliteration and trans-creation exercises	FP1
7.	8.	Blog Writing	Assignment G
	8.	Write a blog on one of the following the topics- a. Health and fitness for busy people b. Learning a new language c. Beautiful places to visit in India	GP1

8.	9.	Formal Letter: Introduction (Hindi / English)	Assignment H
	9.	Formal Letter : Letter to Editor ( Hindi / English)	Assignment - F
9.	10.	Formal Letter : Writing for official work ( Hindi / English)	Assignment - F
	10.	Report writing for Previous exercise ( Hindi / English)	Assignment F
10.	11.	Email writing : Introduction	Assignment G
11.	12.	Email writing format and practical implementation	Assignment G
	12.	Blog writing and Posts for social networking sites .	Assignment H
	Buffer Reserved for Revision		Assignment G-H

### Testing Schedule:

Nature of Test	December	January	February	March
Surprise Test (ST)	-	-	ST in any of the Weeks	-
Mid Term Test (MT)	-	MT in 2 <sup>nd</sup> / 3 <sup>rd</sup> Week	-	-
Class Test (CT)	CT1 in any of the Weeks	-	-	CT2 in any of the Weeks
Supplementary Test (Sp.T)	-	-	-	Sp. T in 1 <sup>st</sup> week
Assignment Submission Schedule	<b>Assignment-1</b> is to be submitted One Week after completion of Unit-1 and Unit-2. <b>Assignment-2</b> is to be submitted One Week after completion of Unit-3. <b>Assignment-3</b> is to be submitted One Week after completion of Unit-4.			

### Suggested Topics for Presentation:

S. No.	Suggested Topics for Presentation
1.	Writing for Different Media Platforms

2.	ABCD of Writing
3.	Ethics in writing
4.	Digital database
5.	Emoticons

**Suggested Topics for Group Discussion:**

<b>S. No.</b>	<b>Suggested Topics for Group Discussion</b>
1.	Translation
2.	Language of Social Media
3.	Process of Writing
4.	Media Ethics