

## **Open Course I - ENGLISH FOR THE MEDIA**

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

### **AIMS**

- To sensitize students to the English language used in the media
- To make them professionally skilled and employable in the media.

### **OBJECTIVES**

On completion of the Course, the students should be able to

- Explain the nature and scope of the communication media
- Write headlines and articles for newspapers and magazines and design their content
- Produce and present scripts and programmes for radio and tv
- Design and write webs, blogs and advertisements

### **COURSE OUTLINE**

#### **Module 1**

Main-stream media: nature, characteristics, purpose - Print – broadcast - visual media – new/digital media – power and vulnerability of each – media convergence. Newspapers: News stories, features – Headlines, subheads, captions, reviews. Vocabulary that can affect the slant, emotive words and neutral words. Cohesion techniques, use of npassive structures.

- Writing to answer the five Ws and H
- The inverted pyramid style
- Writing an editorial
- Editing: Cutting dead wood

Planning and Writing features – Editorials – Op-Ed pieces – Interviews: skills needed – Language used - The phrases that are used for the interview for Introductions - Interrupting - Markers for buying time, to elicit more clarity - how to use linguistic ploys – use of connectives to help progression and continuity - use of the right pace, punctuating explanations using the right words - the art of questioning and its overall philosophy. Analysing news stories and features – political ideologies and language of newspapers – style – House styles of leading newspapers – emphasis given to use of desi words and foreign words. Magazines: Writing for specific audience - magazine covers – layout - planning content – writing a true-life story - The Magazine Cover lines – The use of imperatives, use of questions in Cover lines - use of rhyming and alliteration - The use of specific verb forms used to express future - importance of photographs.

#### **Module 2**

Radio: Role of presenters – importance of voice, diction, delivery and language - introducing the guests/ features/news/Introducing different genres of music, Pre-teach - Vocabulary, relevance of the topic sentence, language used in debriefing, contextual use of phrasal verbs

of a DJ or a presenter. Format of the Radio script- Radio Programming- Writing for different Radio programmes: interviews, talk shows, reviews, music programmes, phone-in or on demand programmes - Translating creative works from other medium: delivering plays and classics, Radio news – news value – news script TV: Scripts for TV- The pre-production process - Required vocabulary to understand process - The phrases used in conversation, Script writing - Editing a T.V. Documentary - roles of an editor and output editor, – selection of news – language of news writing/reporting. TV programming: – use of formal/conversational language - abbreviations used in the filming schedule and its relevance - collocations used in T.V. as a medium - the technical vocabulary Film: Writing a screenplay – films as a social commentary – language in film: mirroring in-vogue vocabulary, changes with genre - The features of spoken dialogues, how language helps to pitch successfully – The relevance of log line. Vocabulary for Pre-production – Language used in explaining potential problems, presenting solutions Writing Film Reviews: Pre – Teach Vocabulary, Structure of the Content, Mapping the different stages of how a film is born, Language devices used, Use of Contrasting Information & Additional Information, Vocabulary used.

### **Module 3**

Digital/New Media: E- writing – rules – writing news for the web – House Style of popular news-based websites - blogs - planning and writing a blog - technical writing – search engine optimization – writing for the social media. Use of Noun phrases, the use of pronouns, contractions, comparatives and clauses, the language used for informing and language used in a good blog.

### **Reference**

Core reading: English for the Media, Cambridge University Press, 2013.

Further reading

1. Ceramella, Nick and Elizabeth Lee. Cambridge English for the Media, CUP, 2008.
- 2.. Kaushik, Sharda, Script to Screen: An Introduction to TV Journalism. Macmillan, 2003.
3. Booher, Dianna. E- Writing: 21st Century Tools for Effective Communication. Macmillan, 2008.