



renaissance

college of commerce & management

B.A. (HONS.) Mass Communication II Year Paper 1

Sub. – Writing For Mass Media

SYLLABUS

Class – B.A. (HONS.) MASS COMMUNICATION

II Year

Paper 1

Subject – WRITING FOR MASS MEDIA

UNIT-I	Introduction to Writing Historical background
UNIT-II	Elements of language Fundamentals of Writing
UNIT-III	Characteristic of good Writing Credibility & Objectivity
UNIT-IV	Forms of Writing 7 Essay, Poetry, Feature, Articles, Novels.
UNIT-V	Structure of Writing Content Selection, Focus, Presentation, Introduction, Body, and Conclusion.



UNIT- 1

History of writing –

- One of the earliest examples of writing, a **4th millennium tablet from Uruk**, lists sacks of grain and heads of cattle
- Clay tokens were used for this purpose in the Mediterranean as early as 8000 BCE and were common by 4000 BCE.
- **Clay tablets from Sumer, c. 3200 BCE**, show early pictographic writing, which later became wedge-shaped cuneiform.
- Cuneiform, literally 'wedge-shaped' writing on baked clay tablets, was first used ca.**3000 BCE in Mesopotamia**. Wedges were easier to carve than curved lines.
- The earliest Chinese writing was "**oracle bone" script**, inscribed on tortoise shell or ox bone during the Shang Dynasty, ca. 1600 - 1000 BCE.
- This Chinese **calligraphic poem** is written on silk and dates from the **Song dynasty, 900 - 1279 CE**.
- **The Dresden Codex** is one of four surviving pre-Columbian Mayan manuscripts.

The Noso or Naxi live in Yunnan province, in China, and use a **pictographic writing system** as a mnemonic for priests. 19th c.

- The **Egyptian Book of the Dead -- the hieroglyphs**, which contain both semantic and phonetic information.
- The **Rosetta Stone** was carved around 290 BCE and was discovered in 1799;
- The **Cascajal Stone**, found in Veracruz, Mexico, contains a 3,000-year-old, previously unknown script, making it the oldest writing in the Western hemisphere.
- The last discovery of an unknown writing system occurred in **1924** in the **Indus Valley**.
- **Phoenician writing** emerges ca. 1200 BCE; all 22 symbols were consonants -- the vowels weren't written



- The first page of the **Beowulf manuscript**. The poem was composed between 680 and 800 CE, and the ms. dates from the 10th or 11th c.
- The **futhorc** is a runic system used in Anglo-Saxon England and parts of Europe, mainly for inscriptions.
- The **Franks Casket** (made from whale's bones), dating from the 7th or 8th century, is inscribed with runic as well as illustrations.
- In the 15th c., King Sejong commissioned a group of scholars to create a Korean alphabet, now called **Hangul**, to free Korea of the influence of Chinese writing.
- The earliest **Japanese writing**, dating from the 8th c., and perhaps as early as the 6th c., is called manyogana and uses Chinese characters (right column) to represent Japanese phonetic values (left column).
- **Devanagari script** was first developed to write Sanskrit in the 12th c. CE, and is now used for Hindi and other South Asian languages.

Creative Writing -

Introduction

- Creative writing is also known as '**the art of making things up.**'
- **Vital part** of modern society
- It is Non-academic but still **attracts audience.**
- It is **Original and self-expressive**
- News article – although entertaining, but not a **creative piece of writing** as it is only facts and not feelings

Purpose – to entertain and share **human experience** through poetics and storytelling.

Whether you are trying to express a feeling or a thought, the first step is to be imaginative.

Types of creative writing include:

- Poetry
- Plays
- Movie and television scripts



- Fiction (novels, novellas, and short stories)
- Songs
- Speeches
- Memoirs (creative and expressive)
- Personal essays (creative and expressive)

Difference between Memoir, Biography and Autobiography –

Memoir

Dictionary meaning – biography, personal account, personal essay (but technically it is different).

Other characteristics of a memoir:

- Written in **first person**
- From **author's point of view**
- Memoirs structure themselves on one aspect, such as addiction, parenting, adolescence, disease, faith, etc.
- Memoir – **memory**
- **Engaging narrative**, just like a novel.

“You don’t want a voice that simply relates facts to the reader. You want a voice that shows the reader what’s going on and puts him or her in the room with the people you’re writing about.” – Kevan Lyon in Writing a Memoir

Examples of popular memoirs include **Eat, Pray, Love** by Elizabeth Gilbert and **The Glass Castle** by Jeannette Walls.

Other Key traits of a memoir:

- **Less formal** compared to autobiographies and biographies
- **Narrow** in scope or timeline
- Focused more on **feelings and memories** than facts
- More **flexibility** to change the story for effect

Autobiography –



- **Author** is the main character
- Unlike memoirs, they focus **more on facts than emotions**
- More **detail account** of life – including different phases in **chronological order**.
 - Requires more **extensive fact-checking and research** than memoirs, but less than biographies and can include **memorabilia** to help reader relate more personally.
- but **more subjective** than biographies.

Benjamin Franklin, Katharine Hepburn, Maya Angelou, Nelson Mandela and Billy Graham, Mahatma Gandhi all wrote excellent autobiographies that are still read today.

- example of ordinary humans turned into heroes and writing autobiography - Malala's autobiography - I am Malala

Biography

- A biography is the **story of events and circumstances of a person's life**, written by **someone other than that person**. Usually, people write biographies about a historical or public figure. They can be written **with or without the subject's authorization**.
- Since the author is telling the account of someone else, biographies are always in **third person** point of view and carry a more **formal and objective tone** than both **memoirs and autobiographies**.
- Author has the ability to **analyze and interpret events** in the subject's life, looking for meaning in their actions, uncovering mistakes, solving mysteries.
- Examples of popular biographies include **Steve Jobs by Walter Isaacson** and **The Immortal Life of Henrietta Lacks** by Rebecca Skloot.
- **Broad in scope or timeline**, often covering the subject's entire life up to the present
- Focused solely on **facts**

Techniques used in creative writing include:

- Character development – refer to the snapshot



- Plot development - <https://vimeo.com/311710783/040feb070c> (you can listen to this podcast)
- Vivid setting
- Underlying theme
- Point of view
- Dialogue
- Anecdotes
- Metaphors and similes
- Figures of speech
- Imaginative language
- Emotional appeal
- Heavy description

Plot development -

Character tries to resolve a problem – **BIG OR SMALL**. This strikes conflict and is the **engine of your story**.

The story becomes a **series of conflicts of increasing intensity** until it reaches a **decisive confrontation**. This is the story **CLIMAX** or do or die moment. **Example:** final round of a game or detective and the hero coming face to face.

Difference between a story and a plot -

Story is a series of events or a chronological record of happenings but a plot is **how you tell the story**.

A story **might not necessarily have a plot**.

Stories can be a **tour of a fascinating place, or can delve deeply into character** without really following a plot. Of course, if we're **writing mainstream** or genre fiction instead of **literary fiction**, we may find that no one will buy--and few people will read--a **story that doesn't have a plot**

Vivid Setting -

Example: "At a costume party, an amateur detective falls in love with the wrong person."

Setting:

- costume party
- summer camp
- stuck elevator



What is setting in story?

A **setting** (or backdrop) is the time and geographic location within a narrative, either nonfiction or fiction. It is a **literary element**. The **setting** initiates the main backdrop and mood for a **story**.

Literary element is the necessary constituent or element of any form of verbal storytelling.

Difference between setting and the backdrop – it's all the same except

Story can be an arrangement of sequences or events set in a time, place or; context; scenario, while backdrop is a decorated cloth hung at the back of a stage.

Underlying theme

- The **big idea** of the story
- **Universality** – everyone identifies with it. There are no barriers – cultural or other to be able to identify with it.
- Helps the story **to convey a deeper meaningful message**.
- This message **connects with the readers emotionally**, the absence of which might render the piece of fiction **shallow or boring**.
- It is basically a **projection of the writer's own beliefs and philosophies of life**.

It's not always possible that the reader agrees with the **philosophical bent or the 'theme'** of the story but that's where lies the power of writer's **persuasive skills**. for example, **Mark Twain** believed that if we forbid someone to do a thing, he or she would be more inclined toward doing it. That's the irony of human nature. At many occasions in his story, he exemplified this belief.

Point of View or the Narrative Mode in a story –

Through the **point of view**, the writer is creating an **illusionary world** for her reader. When this aspect of storytelling is ignored, this **balloon of belief** can burst midway, **diminishing the credibility** of the writer and eventually the connect.

The **POV** in a story is this – **the position of the narrator** in the description of events. Story is in fact the **point of view**. In a NF, **it's the writer's opinion or argument** as if you are the **host** and he's the **guide** taking you to a journey he has already taken, he knows well about. He'll take you to the path he has carved or discovered during this experience.

The 4 Types of Point of View

Here are the four primary POV types in fiction:

Source: <https://thewritepractice.com/point-of-view-guide/>

- **First person point of view**. First person is when **"I"** am telling the story. The character is in the story, relating his or her experiences directly.



- **Second person point of view.** The story is told to “**you.**” This POV is not common in fiction, but it’s still good to know (**it is** common in nonfiction).
- **Third person point of view, limited.** The story is about “**he**” or “**she.**” This is the **most common point of view** in commercial fiction. The narrator is outside of the story and relating the experiences of a character.
- **Third person point of view, omniscient.** The story is still about “he” or “she,” but the **narrator has full access** to the thoughts and experiences of all characters in the story.

Emotional Appeal –

Source: <http://www.betternovelproject.com/blog/emotional-appeal/>

Examples -

Harry Potter and the Sorcerer’s Stone by J.K. Rowling

- **Premise:** A young boy leaves his horrible aunt and uncle to attend a magical school for wizards.
- **Emotional appeal:** We **sympathize** for **Harry and his situation**—he’s an orphan living with relatives who mistreat him. The idea of a school where one can learn magic also fills us with a sense of **wonder and excitement**. Plus, who hasn’t dreamed of escaping something, whether it’s school, work, or a bad situation, and going far away? (**Emotions involved** – sympathy, wonder, excitement)
- **Pathos** represents an appeal to the emotions of an audience.
- An **emotional appeal** uses the **manipulation of the emotions** rather than valid logic to win an argument.
- Emotional appeal is a logical fallacy, whereby a debater attempts to win an argument by trying to get an emotional reaction from the opponent and audience.

Stories also give our brains a shot of **cortisol and dopamine**, says Pressboard CEO and cofounder **Jerrid Grimm**. Cortisol focuses our attention while dopamine is the reward for following the story.

“When we hear or read stories, it ignites the **parts of our brains that we would use if we were actually experiencing those events**, whether that involves running, falling in love or eating a sandwich,” Grimm writes “We’re putting **our motor or sensory cortexes to work**, and those experiences are then stored in the **hippocampus**, the part of the brain that has **powerful recall skills.**”

So **emotional appeal** helps in increasing our **Recall Value**.

Figure of speech –



A word which has a **separate meaning** from its literal definition. It is basically a technique of giving **your writing a style**.

Examples –

- **Alliterations –**

Repetition of the beginning sounds of neighbouring words.

- **Famous examples** of alliteration in literature –
- “While I nodded, nearly napping, suddenly there came a tapping, as of someone gently rapping, rapping at my chamber door.”
- The Raven (renowned poem) by **Edgar Allan Poe**
- “So we beat on, boats against the current, borne back ceaselessly into the past.”
- **F. Scott Fitzgerald, The Great Gatsby,**

- **Anaphora –**

Anaphora is a technique where several phrases or verses begin with the same word or words.

- It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness. - A Tale of Two Cities, **Charles Dickens**
- With malice toward none; with charity for all; with firmness in the right. - **Abraham Lincoln**
- We shall not flag or fail. We shall go on to the end... we shall never surrender. - **Winston Churchill**

- **Euphemism**

It is a mild, indirect, or vague term that often substitutes a harsh, blunt, or offensive term.

Examples include:

- 'A little thin on top' instead of 'going bald.'
- 'Fell off the back of a truck' instead of 'stolen.'



- **Hyperbole(different from exaggeration)**

Hyperbole uses exaggeration for emphasis or effect.

Examples include:

- I've told you to stop a thousand times.
- That must have cost a billion dollars.

- **Irony –
(different from illusion)**

Irony occurs when there's a marked contrast between what is said and what is meant, or between appearance and reality.

Examples include:

- "How nice!" she said, when I told her I had to work all weekend. (Verbal irony)
- A traffic cop gets suspended for not paying his parking tickets. (Situational irony)
- The Titanic was said to be unsinkable but sank on its first voyage. (Situational irony)
- When the audience knows the killer is hiding in a closet in a scary movie, but the actors do not. (Dramatic irony)

- **Oxymoron**

An **oxymoron** is two contradictory terms used together.

Examples include:

- Peace force
- Act naturally.
- Alone together.
- Amazingly awful.
- Bittersweet.
- Clearly confused.
- Dark light.
- Deafening silence.
- Definitely maybe.

- **Personification**

Personification gives human qualities to non-living things or ideas.



Examples include:

- The flowers nodded.
- The snowflakes danced.
- The thunder grumbled.

Metaphor and Simile are also considered figures of speech.

- **Understatement**

An **understatement** occurs when something is said to make something appear less important or less serious.

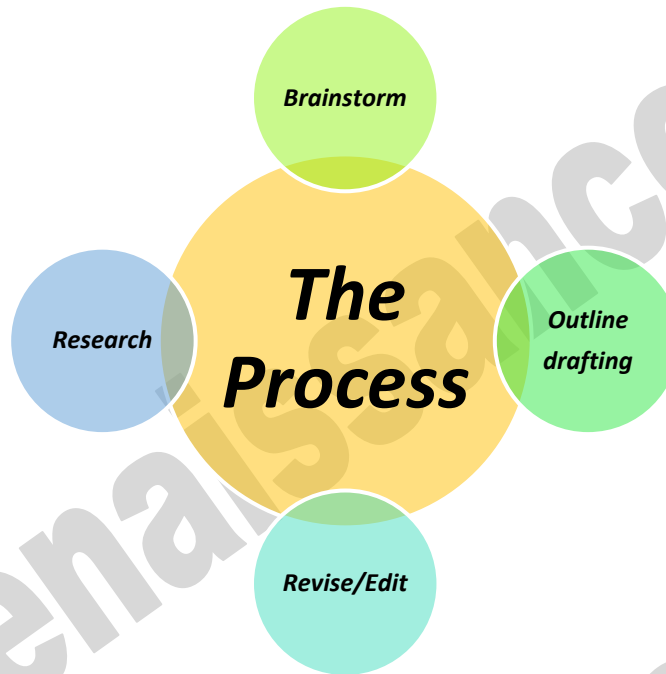
Examples include:

- It's just a scratch - referring to a large dent.
- It's a little dry and sandy - referring to the driest desert in the world

The creative writing process –

We have seen the **creative writing techniques**. But what's the **creative writing process** like?

Ordinarily, we can think of the process as **involving these elements** –



While this process might not work for everyone, they **definitely come handy** when struck with a **writer's block**.

The length of the project at hand and its **association** with one's state of mind, affects the outcome.

So there's **no rule** for the process.

When **on a holiday**, many people might tend to write elaborately and more leisurely than they might usually do as an **established systematic routine**.

In live **impromptu storytelling sessions** (in oral or written) for example, the process involves no revision or brainstorming, just direct delivery with your **previous research and experience**.

That's why the **habit of reading and listening to stories** comes handy at such occasions. Students usually have to deal with such projects.

But In other cases, planning -which might include setting deadlines, drafting and even **discussing the ideas with a writing buddy** can prove useful to give a structure to your piece of work before you sit down to elaborate.

Creative thinking and creative writing -



- ▶ A **positive attitude** toward reading and writing is related to high creative performance.
- ▶ The **number of hours** spent on reading and writing activities is positively and significantly related to creative thinking.
- ▶ **Habitual reading and writing** have a positive relationship with creative thinking, especially the ability of elaboration.
- ▶ To **promote creative thinking**, it is best to read and write extensively, especially in different languages.
 - ✓ Fiction writing for **creative problem-solving**.
 - ✓ **Ready solutions** through fiction reading.

Another way to get started to write creatively -

1. Speed writing
2. Remember the rule - do not stop
3. Don't worry about making mistakes
4. Keep a word count.
5. Select the idea that worked.
6. You can rework on the same theme entirely anew or from a different perspective
7. Check for originality
8. Choose keywords



Unit 2

ELEMENTS OF A LANGUAGE –

- Phonology
- Morphology
- Semantics
- Syntax
- Pragmatics

Phonology –

The study of sound system of a language..the tacit (silent) rules governing pronunciation..the study of distribution and pattern of sounds in a language.

All languages follow a specific set of rules that determine how we sound when speaking.

Like in 'helps' and 'crabs'..in the former, s sounds like the alphabet s and in the latter it sounds more like z. so according to the situation and placement of the sounds in word or sentences, it varies.

Phonetics vs. Phonology

Phonetics is the study of **human sounds** and **Phonology** is the classification of the sounds within the system of a particular language or languages.

Phonetics is divided into **three types** according to the **production** (articulatory), **transmission** (acoustic) and **perception** (auditive) of sounds

The key difference between **phonetics** and **phonology** is that phonology is more focused on how speech sounds change and behave when in a syllable, word, or sentence in a particular LANGUAGE as opposed to when spoken in isolation.

Let's take a second and speak the following words out loud, paying close attention to the final 's' sound and the sounds immediately preceding it. (Hint: Put two fingers on your throat as you pronounce the final sound and the sound immediately before it. See if you can notice what happens.)

- Helps
- Crabs
- Sits



- Looks
- Words
- Gloves

You may have noticed that in the words like – 'crabs', 'gloves' and 'words' your throat vibrated as you said the final sound and the sound right before it.

Morphology – (more about the meaning of the words)

- Study of a **language's parts** and how **those parts interact**.
- Every language which can be **broken down into components** can be studied by morphology. A **morpheme** is the **smallest meaningful unit of language**, making it different from a word.
- Take the word '**reusable**'. We can understand that this word means something that is repeatable or can be used again. However, we can break the word down into three distinct morphemes. For example, the prefix re- essentially means repeatable, -use-is an action meaning to engage or employ something, and the suffix -able means 'capable of.' **This is the furthest we can break down this word** with each component still being meaningful.

Types of Morphemes

- **Free Morphemes**
- **Bound Morphemes**

Morphemes that can stand alone to function as words are called **free morphemes**. They comprise simple words (i.e. words made up of one free morpheme) and compound words (i.e. words made up of two free morphemes).

Examples:

Simple words: the, run, on, well

Compound words: keyboard, greenhouse, bloodshed, smartphone

Boat-house – word which has two morphemes – house and boat.

Boat – word and morpheme

House – word and morpheme

Horse-shoe – one word two morphemes..morphemes independently make words.

Morphemes that can only be attached to another part of a word (cannot stand alone) are called **bound morphemes**.

Examples:



pre-, dis-, in-, un-, -ful, -able, -ment, -ly, -ise
pretest, discontent, intolerable, unlawful, forgetful etc.

Morphemes can be **prefixes, suffixes** or standalone words.

When used as a prefix or suffix – morpheme will be a bound morpheme and when used as a standalone word, it will be a free morpheme.

Complex words are words that are made up of both **free morpheme(s) and bound morpheme(s)**, or two or more bound morphemes.

Against Imperative realize Submit
assignment Facebook Uncommon misinterpret
disqualified Encountered Geography irresistible

Against – free

Imperative – free

Realize – free

Submit – free

Assign – free, ment – bound

Face – free, book – free

Un – bound, common – free

Mis – bound, interpret - free

Ir – bound, resist-free, ible – bound

Dis – bound, qualify – free, ed – bound

En – bound, counter – free, ed- bound

Geo- bound, graph – free, y – bound

Affixation

English often allows multiple bound morphemes within a single word by a process called **affixation**. Affixation is the addition of prefixes, suffixes, and infixes to a root morpheme Bound morphemes that follow the root are **suffixes** (things like –ful, -ly, -ness in words like hopeful, quickly, or weirdness), while morphemes that precede the root are **prefixes** (for example, mis- as in misunderstand).

So, in a word like **mistrustful** we have a two bound morpheme-
the prefix mis- and the



suffix -ful,

surrounding the **root**, trust:

mis-trust-ful

Or in a word like friendliness, we have a root followed by two suffixes:

friend-li-ness

Other elements of Language –

(apart from phonology and morphology)

- **Syntax**
- **Pragmatics**
- **Semantics**

Syntax

According to the **Farlex Grammar** book –

- **Syntax** is the set of rules, patterns, or processes by which we can put words together or structure a sentence.
- **So what's the difference between syntax and grammar?**
- **Syntax is just a part of grammar.** Grammar is a set of rules used to compose words in a sentence which also includes the usage **old phrases, clauses, punctuation and spelling.**
- Syntax deals with rules concerned with the order or the arrangements of words in a sentence. It deals with the external economy of the words, while **grammar** goes deeper and studies the **internal economy** of sentence structure.
- **For example, consider the following sentence.**
- **John hard works.**
- **John works hard.**

Semantics –

- **Semantics** is the study of **meaning and interpretation** of words, signs and sentence structure.
- Because we are talking about writing, reading plays an important role. The way we interpret words, plays an important role in our **reading comprehension** and also the way we communicate and understand others and eventually affects our **decisions.**

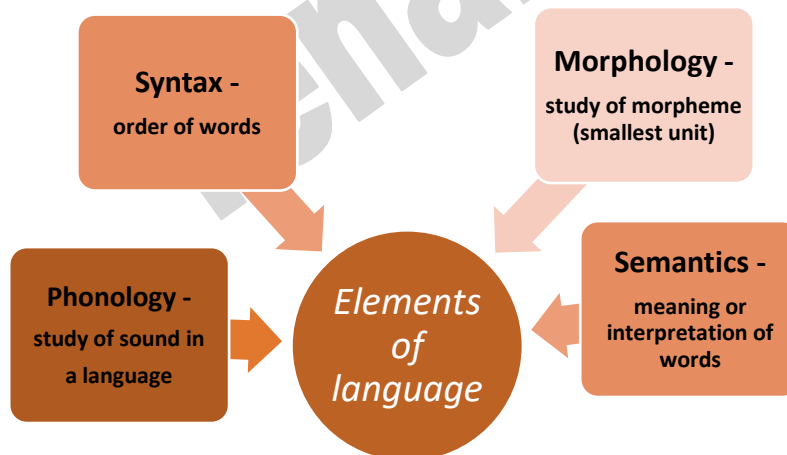


- If I say “window” and you imagine a “car” when you hear that word, we won’t be able to exchange messages. Communication would be totally ineffective. That is why we need to understand language – in terms of the **meaning of the words** we are using.
- **Semantics** is the study and analysis of how language is used figuratively and literally to produce meaning. **Semantics** seeks to **describe** how words are used-**not to prescribe** how they should be used.
- **Semantics** is the study of meaning in language. It can be applied to entire texts or to single **words**. For example, “**destination**” and “**last stop**” technically mean the same thing, but students of **semantics** analyze their subtle shades of meaning.
- **Examples of Semantics:**

A **toy block** could be called a block, a cube, a toy.

A **child** could be called a child, kid, boy, girl, son, daughter.

The word “run” has many meanings-physically running, depart or go (I have to run, spent (it has run its course), or even a snag in a pair of hose (a run in my hose).





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