

Course: Skill enhancement For BA Gen

Semester _____	
Paper Number	GMVSE5031T
Paper Title	Introduction to Mass Communication
No. of Credits	
Theory/Composite	Theory
No. of periods assigned	Th:2 Pr:
Name of Faculty member(s)	
Course description/objective	<ul style="list-style-type: none">• Training the students into the basic skills of writing for radio• Training the students into the basic skills of writing for television
Syllabus	(26 Classes approx) Writing for radio – news and radio drama Writing for TV – news and current affairs
Texts	
Reading/Reference Lists	<ul style="list-style-type: none">• Fossard, Esta de. <i>Communication for Behavior Change: Writing and Producing Radio Dramas, Vol.1.</i> SAGE India. 2017.• Sandler, Ellen. <i>The TV Writer's Workbook: A Creative Approach to Television Scripts.</i> Delta. 2007.• Smethurst, William. <i>How to Write for Television 7th Edition: A guide to writing and selling TV and radio scripts.</i> Robinson. 2016.
Evaluation	CIA: 20 Marks End-Sem: 80 T