**SYLLABUS**

**Course Title: Writing for Digital Media**

**Total Credit: 3**

**Total Hours: 45 hrs**

**Course Type: Core**

**UNIT: I**

**Introduction to Digital Writing:** What is online writing?**,** Writing and Designing for Digital Media**,** Narrative structure for online and digital stories**,** Writing for specific platforms (eg various social and new media platforms)**,** Copyright, Ownership, and authorship**,** Theorizing online spaces.

**UNIT: II**

**Approaches to Digital Writing:** Approach to digital storytelling, Interactive narratives, Sourcing information, Exploring Trans media stories, data visualization, online identities and the self, alternate realities.

**UNIT: III**

**Writing Techniques:**  Online news writing, Headlines**,** Sentences, Links, Tables and Info graphics, Meaningful Linking**,** Effective Illustrations**,** Content Strategy**,** Message, Media, Style and Tone**,** Purposes, Personas and Scenarios

**UNIT: IV**

**Understanding the digital Space**: Digital content relevance, digital economics, psychology of digital content, how users interact with websites? Understanding the digital audience, ethical issues in writing for the digital space.

**REFFERENCES:**

* Peter Clark, Roy. How to Write Short: Word Craft for Fast Times. Little Brown and Company. ISBN 0316204323.
* Online Journalism: Reporting, Writing and Editing for New Media, Richard Craig.
* Broadcast News Handbook: Writing, Reporting & Producing in a Converging Media World 2007, Third Edition, C.A. Tuggle, Forrest Carr and Suzanne Huffman
* Carroll, Brian. Writing and Editing for Digital Media, 1st edition. ISBN 978-0-415-99201-5. Routledge.
* Writing New Media Theory and Applications for Expanding the Teaching of Composition; Anne Frances Wysocki, Johndan Johnson-Eilola, Cynthia L. Selfe, & Geoffrey Sirc Publication Year: 2004.