



AN ISO 9001:2000 CERTIFIED

FAIRFIELD
Institute of Management & Technology
Under the Management of 'The Fairfield Foundation'

BJMC: 1st Semester

WRITING SKILLS

Code: 109

Objectives of the Course: On completion of this course, the student should be able to: -
Describe basics of **WRITING SKILLS**.

QUESTIONS:

- 1) Explain Ethics in Media Writing?
- 2) Describe the writing process for various media ?
- 3) Differentiate between Essay and Column Writing ?
- 4) Explain in brief ABCD of Media Writing?
- 5) Translation from English to Hindi:

Narendra Modi grew up in the town of Vadnagar in India, the son of a street merchant. He entered politics as a youth and quickly rose through the ranks of Rashtriya Swayamsevak Sangh, a Hindu nationalist political party. Modi later joined the mainstream Bharatiya Janata Party in 1987, eventually becoming national secretary. In 2002, he was alleged to be responsible for the deaths of more than 1,000 Muslims during civil unrest but was later exonerated. In 2014 he was elected prime minister of India.

PROCEDURE:

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. They can browse the websites of various information of collectives to study their work style. They have to submit hard copies. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

OUTCOME: After doing the assignment, students understand the basics of design & graphics.

REFERENCE BOOKS:

1. Davis, M.(2012). Graphic Design Theory. London: Thames& Hudson
2. Joss, M., Nelson, L. (1977). Graphic Design Tricks & Techniques. Cincinnati, OH: North Light Books.