

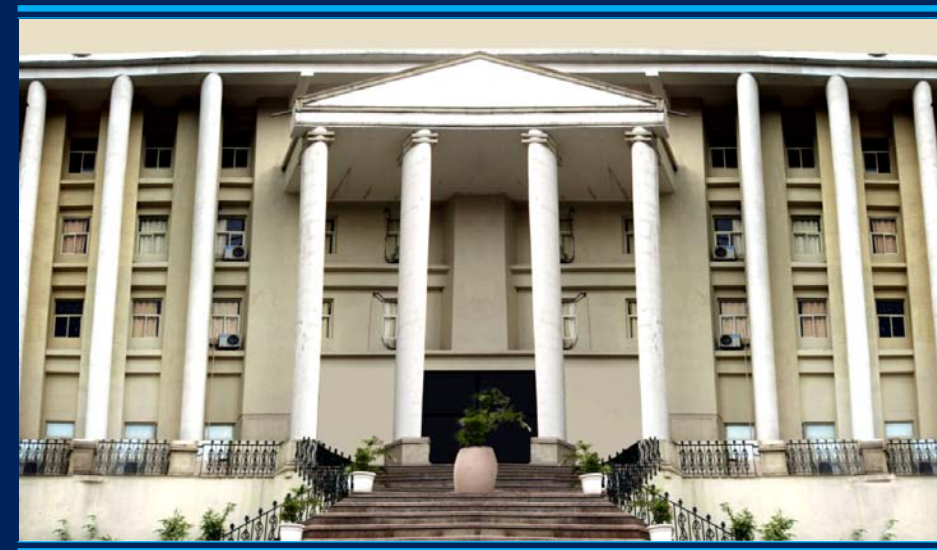
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Essential Writing Skills

Dr. Sumedha Dhasmana
Dr. Pramod Kumar Pandey

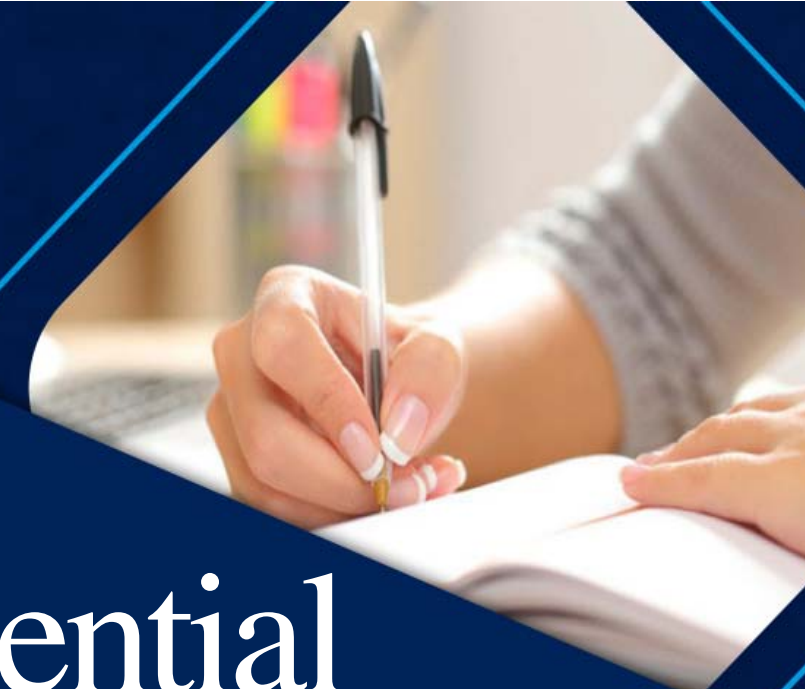


Essential Writing Skills

A Guide *for* Students

Editors

Dr. Sumedha Dhasmana
Dr. Pramod Kumar Pandey



Writing is an essential component of communication and is extremely important in our daily lives. Writing makes it possible for us to share knowledge, viewpoints and experiences with others as well as communicate with them over time and distance. For those related with media, writing is a crucial talent required for fulfilling professional goals.

This book stresses the need for effective writing and encourages its readers to become better writers. It reinforces that it is important to experiment with different writing techniques.

Knowing where to start in the intricate and multidimensional process of writing can be difficult. This book intends to provide a thorough introduction to the most crucial writing techniques, from structure and punctuation to style and tone.

It carries chapters written by accomplished media expert Dr. Ambrish Saxena and other media faculty members having years of experience in media industry and academics. It provides an appropriate understanding of the writing process for various media and also explains the process of translation.

It imparts the skills and knowledge needed to write effective online content that engages the audience. Overall, this is an excellent book for media students, as it provides insights of essential tools and techniques that are required to learn the art of writing.

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Unit-I
Understanding Writing

1

**Fundamentals of
Media Writing**

Ms. Paranjaya Mehra

Introduction

The fundamentals of media writing encompass a set of essential principles and skills that enable effective communication through various media platforms. Whether it's writing for print, online, or broadcast, understanding and applying these fundamentals is crucial for delivering information in a clear, concise, and engaging manner.

Clarity is a fundamental aspect of media writing. It involves using clear and concise language to ensure that the message is easily understood by the audience. Writers must avoid jargon and use simple sentence structures to convey complex information in a way that is accessible to a wide range of readers or viewers. Clear communication is essential for preventing misunderstandings and ensuring that the intended message is effectively delivered.

Accuracy is another cornerstone of media writing. Writers must diligently research and fact-check their information before presenting it to the audience. Verifying sources, double-checking data, and ensuring that all information is up-to-date and reliable are essential for maintaining credibility. Inaccurate information can

2

ABCD of Media Writing

Ms. Paranjaya Mehra

Introduction

Media writing is a crucial aspect of journalism and communication. It requires skill, precision, and an understanding of the medium through which the message will be conveyed. To effectively engage audiences and convey information accurately, media writers often follow the ABCD approach. The ABCD of media writing refers to Accuracy, Brevity, Clarity, and Discernment. ABCD is explained below. Accuracy is the foundation of responsible journalism and media writing. In the era of misinformation and fake news, it is vital for journalists to prioritize accuracy. They must gather and verify facts from reliable sources before disseminating information. Journalists often rely on multiple sources to ensure the information they present is objective and truthful. Fact-checking and cross-referencing information play a crucial role in maintaining accuracy in media writing. Brevity refers to the concise and focused nature of media writing. With shrinking attention spans and information overload, journalists need to deliver their message efficiently. They must prioritize the most important information and eliminate unnecessary details. Writing in a concise manner not only saves time for the readers but also ensures that the key points are

3

Ethics in Media Writing

Ms. Paranjaya Mehra

3.1 Introduction

Ethics deal with moral principles and values that guide human behavior and decision-making. It provides a framework for individuals and societies to distinguish between right and wrong, good and bad, and to make judgments about what actions are morally acceptable. Ethics serves as a moral compass, guiding individuals in their personal and professional lives. It plays a crucial role in areas such as medicine, business, law, and technology, where ethical considerations are vital. Ethical principles like honesty, fairness, respect for autonomy, and justice help ensure the well-being and rights of individuals and promote a harmonious society. Ethics in media writing refers to the principles and guidelines that govern the ethical conduct and responsibilities of journalists, writers, and content creators in their professional practices. Media writing encompasses various forms, including news articles, opinion pieces, feature stories, and online content, where ethical considerations play a crucial role in ensuring the accuracy, fairness, and integrity of the information presented. Truthfulness, fairness, impartiality, transparency, privacy, confidentiality, accountability are important

Unit-II Understanding Writing Process

4

Process of Writing

Dr. Ambrish Saxena

Introduction

The process of writing involves a series of steps and techniques aimed at transforming thoughts and ideas into written form. It requires creativity, organization, and effective communication skills. While the process may vary from writer to writer, there are several common stages that are typically followed. The first stage of writing is brainstorming. The next step is drafting. This is where the ideas take shape and the writer begins to put words on paper (or screen). The focus is on getting the main points and supporting details down without worrying too much about grammar or style. It's a time for experimentation and letting the ideas flow freely. After the initial draft is complete, the revision stage begins. Once the revision stage is complete, the final step is editing and proofreading. This involves checking for grammar, spelling, punctuation, and formatting errors. It's a meticulous process that ensures the writing is polished and ready for publication/submission.



5

Editing and Formatting

Dr. Iram Rizvi

Introduction

Most of us are at least vaguely familiar with the concept of document editing. However, many people don't know exactly what it entails or how it might differ from proofreading. What does it mean to edit a document, and when do I actually need document editing? Document editing is, simply put, the process of having someone review your document to assess the writing quality and make suggestions or changes to improve it. These changes can vary in scope and substance depending on the specific type of editing you request or how well-written your document is. Many industries and professionals seek document editing on a daily basis to review reports, presentations, correspondence, research papers, or articles. This is why it is important to know what exactly document editing is and how it differs from proofreading or other types of review. A simple definition of editing is improving text of some kind, whether it's going to be published for millions or for a class of college students. The aim of Editing is to make the document well-written, high-quality, and error-free. Editing involves making revisions to and suggestions about the content of a document. It includes improving the accuracy of language, the flow, the

6

Forms of Writing

Dr. Iram Rizvi

The world of writing encompasses various forms that serve different purposes and cater to diverse communication needs. Understanding these forms is essential for effective communication and conveying ideas concisely and appropriately. This article explores five common forms of writing: abstracts, summaries, paragraphs, essays, and columns, highlighting their characteristics and distinctive features. Understanding the different forms of writing, such as abstracts, summaries, paragraphs, essays, and columns, allows writers to choose the appropriate format for their purpose and effectively convey their ideas. Each form has its own characteristics and serves specific communication goals, enabling writers to engage readers, provide concise overviews, present arguments, or offer personal perspectives. By mastering these forms, writers can enhance their communication skills and engage their audience more effectively.

6.1 Abstract

Introduction

Writing an abstract is an important part of any academic paper, essay, or research project because it serves as a synopsis of the entire study. Despite being the last section that researchers write,

Unit-III
Online Writing Skills

7

Introduction to
Online Writing Skills

Dr. Ambrish Saxena

Online writing encompasses a wide range of textual content created and primarily viewed on digital devices such as computers, smartphones, and similar technologies. It is also referred to as digital writing and takes various forms, including texting, instant messaging, emailing, blogging, tweeting, and posting on social media platforms like Facebook. This relatively new mode of communication possesses distinct characteristics that differentiate it from traditional writing. Informality is a prominent feature of online writing, allowing the use of abbreviations, informal and casual language that may not be suitable in other contexts. The informality can enhance accessibility and engagement for readers but necessitates appropriate usage. Additionally, online writing is interactive, enabling real-time interactions between writers and readers, fostering dynamic and engaging experiences. This interactivity promotes discussions, debates, and collaborations. Collaboration is further facilitated by the ease with which online writers can share their work and receive feedback from readers, leading to writing improvement and the generation of new ideas.

8

Social Media and Language Change

Dr. Iram Rizvi

8.1 Email

An email is an electronic message sent and received through a computer network, typically the Internet. It allows individuals to exchange written messages, files, and other digital content with one or multiple recipients. Emails have become a popular and widely used form of communication in various personal, professional, and business settings. They provide a convenient and efficient way to communicate, share information, and conduct correspondence. Emails can be accessed using email clients or web-based email services, and they often include features such as subject lines, salutations, message bodies, attachments, and closing remarks.

Emails have become essential communication in both personal and professional settings. Writing effective emails is crucial for conveying messages clearly and efficiently. Email plays a crucial role in modern communication due to its numerous advantages and widespread adoption.

Maintaining Digital Databases

Dr. Ambrish Saxena

Introduction

A database is like a special computer storage where we keep information in an organized way. It helps us find and use the information quickly. We can ask the database questions to get answers (Pearce-Moses, 2018). It's like having a smart helper who knows everything!

Key Objectives of Maintaining Digital Database

1. **Efficient Search and Retrieval:** Quick access to specific information, saving time and effort.
2. **Centralized Storage and Accessibility:** All data in one place, easily accessible from anywhere.
3. **Quick and Accurate Updates:** Easy modification of data, ensuring up-to-date and error-free information.
4. **Data Security and Backups:** Protection of sensitive data and prevention of loss through backups.
5. **Streamlined Collaboration and Sharing:** Smooth teamwork, real-time information exchange, reducing delays and improving efficiency.

Unit-IV
Translation in Indian Media

10

Translation Practices

Dr. Pramod Kumar Pandey

10.1 Translation

Translation is the process of converting written or spoken language from one language to another while preserving the meaning and intent of the original text. As a graduate student, understanding the types of translation and some rules of translation is essential for effective communication across languages.

Translation is Academically Defined as

“Translation is the process of transferring written or spoken messages from one language to another while preserving the meaning, style and intent of the original text.” - *D. Robinson (2017)* as quoted in *Ruiz (2008)*.

“Translation is the act of replacing a written or spoken text in one language with an equivalent written or spoken text in another language, while maintaining as far as possible the content, style and tone of the original.”- *Mona Baker (2018)*

“Translation is the process of rendering a written or spoken text into another language, taking into account the grammatical, semantic, pragmatic and cultural aspects of both languages and cultures.”- *Hatim and Munday (2013)*

11

Translation in Media

Dr. Pramod Kumar Pandey

11.1 The Location

Translation plays a crucial role in mass media and communication, especially in reaching diverse audiences and ensuring effective message dissemination (Colina, 2015). With hundreds of languages spoken worldwide globally, translation becomes an essential tool to bridge the linguistic gap and connect with people from different language backgrounds. Before understanding the context of location in media translation, let us look into some reasons that make translation in media important.

1. Reaching Out to a Wider Audience

The primary goal of mass communication is to disseminate information to a large audience. However, language barriers can hinder effective communication by limiting some unique and important content to only a particular language. By translating content into different languages, it becomes accessible to a broader audience. Research indicates that only a quarter of the world's population speaks English, emphasizing the need for translation to connect with the remaining majority (Kunchukuttan & Bhattacharyya, 2021).

12

Process of Translation

Dr. Pramod Kumar Pandey

12.1 From English To Hindi

