

**SES's L.S. RAHEJA COLLEGE OF ARTS AND
COMMERCE
(AUTONOMOUS)**



**BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION
PROGRAMME: BAMMC
SEMESTER: IV
NOMENCLATURE OF THE COURSE: Scripting for Media
NEP Vertical: Minor
Credit: 02**

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme	Bachelor of Arts in Multimedia and Mass Communication
Nomenclature of the Course	Scripting for Media
Total Marks	50 Marks
Semester	IV
Academic year	2025-2026

Learning Objectives:

- Students will be able to distinguish between various media formats in content.
- Students will acquire knowledge and understanding of concepts in scripting for media.
- Students will be able to understand the process of visualization using the characters, locations, conflicts and tensions, and action by breaking down films and scripted television shows

Course outcomes:

- Learners will gain proficiency and skills in writing for various media formats.
- Learners will develop their own script/ screen play
- Learners will gain advanced skill in identification and generation of viewer engagement content.

Unit	Course Content	Andragogy	No of Lectures
I	<p>Module – I Understanding of different mediums</p> <p>1.1 Brief understanding of different mediums – feature film, short film, short videos, video blogs, travelogues, serialized tv series, miniseries/ web series. Psychology behind Audio vs. Audio Visual mediums</p> <ul style="list-style-type: none"> • Non-Fiction vs. Fiction • Writing for Audio Media (Radio) • Writing for Audio Visual Medium. • Script formats; Stage vs. Radio drama vs. Screenplay <p>1.2 Evaluate viewer engagement with the content. Explore the concepts.</p> <ul style="list-style-type: none"> • Target audience and its impact on the concept (e.g.: language, pacing, maturity of themes, premise, Identify, understand key elements, plot points. 	Lectures/ Presentation/ Group Discussions/ Case Study	15
II	<p>Module – II Principles of story-telling</p> <p>2.1 Basic principles of story-telling and character psychology.</p> <ul style="list-style-type: none"> • Elements of the concept, including premise, setting, 	Lectures/ Presentation/ Group Discussions/ Case Study	15

	<p>genre, central themes, mood, tone, character arcs, narrative, structure.</p> <ul style="list-style-type: none"> • Script-writing norms and guidelines including style, format, structure and length applicable to different industries, audiences, regions, language and cultures. <p>2.2 Technique of writing - Screenwriting and script development</p> <ul style="list-style-type: none"> • Structured narrative of a story. The mise-en-scene of writing. • The Mechanics of a Screenplay, Visual Storytelling, Setting, Character profiles, Key turning points in the story. • How to write Screenplay coupled with key characteristics of the scene and directions for acting. • Screenplay Structures: Dialogue - how much is too much? Writing dialogue & Understanding tone, pitch delivery. • Drafting scripts for different types of productions- Web series, TV Serial, Short film & Feature film. How does writing for Web series differ from TV Serial, Short film vs. Feature film • Create Intellectual Property 		
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Syllabus Courtesy: Mr. Chetan Mathur

SUGGESTED READINGS

1. Baker, D. J. (2016). The screenplay as text: Academic scriptwriting as creative research. *New Writing*, 13(1), 71-84.
2. Taylor, S., & Batty, C. (2016). Script development and the hidden practices of screenwriting: Perspectives from industry professionals. *New Writing*, 13(2), 204-217.
3. Batty, C., & Taylor, S. (2019). Teaching screenwriting through script development: Looking beyond the screenplay. *The Palgrave handbook of screen production*, 459-472.
4. Miller, L. (2016). Collaborative script writing for a digital media project. *Writing & Pedagogy*, 8(1), 215-228.
5. Hueth, A. (2019). *Scriptwriting for film, television and new media*. Routledge.
6. Musburger, R. B. (2012). *An introduction to writing for electronic media: Scriptwriting essentials across the genres*. Routledge

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	TOTAL	20

Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	12
3	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	12
	TOTAL	30

Note: The Full-length theory question of 12 marks each may be split up into two smaller questions carrying 6 marks and 6 marks respectively.