

 Estd. 1962 "A++" Accredited by NAAC (2021) With CGPA 3.52	SHIVAJI UNIVERSITY, KOLHAPUR 416 004, MAHARASHTRA PHONE : EPABX - 2609000, BOS Section - 0231-2609094, 2609487 Web : www.unishivaji.ac.in Email: bos@unishivaji.ac.in शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४, २६०९४८७ वेबसाईट : www.unishivaji.ac.in ईमेल : bos@unishivaji.ac.in		
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SU/BOS/Science/253

Date: 09 /07/2026

The Head/Co-ordinator/Director,
All concerned Department,
Shivaji University, Kolhapur.

Subject : Regarding revised syllabi of Certificate Courses under the Faculty of Inter
Disciplinary Studies

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi of following certificate Courses under the Faculty of Inter- Disciplinary Studies.

Corporate Social Responsibility [CSR] and Media
Certificate Course in Writing for Media

This syllabus shall be implemented from the academic year **2026-2027** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in NEP-2020 (Online Syllabus)

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,



Dy Registrar

Encl. : as above

Copy to: For information and necessary action

1	The I/C Dean, Faculty of IDS	7	Affiliation T. 1 & T. 2 Section
2	Director, Board of Examination and Evaluation	8	P.G.Admission Section
3	The Chairman, Respective Board of Studies	9	Appointment A & B Section
4	O. E. 1 Exam Section	10	P.G.Seminar Section
5	Eligibility Section	11	I. T. Cell
6	Computer Centre	12	Internal Quality Assurance Cell (IQAC)

SHIVAJI UNIVERSITY, KOLHAPUR.



Established: 1962

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**Revised Syllabus For
Certificate Course in Writing for Media**

UNDER

Faculty of IDS

(TO BE IMPLEMENTED FROM ACADEMIC YEAR 2026 ONWARDS)

Subject to the modifications to be made from time to time

SHIVAJI UNIVERSITY, KOLHAPUR

Department of Journalism and Mass Communication

Certificate Course in Writing for Media

Introduction:

This course is designed to introduce students to technical methods of creative media writing which is very valuable aspect of media studies. In this course the students will learn the vocabulary, characteristics, style and methods of writing in different genres like television, radio, blogs, social media and several mass platforms.

The objectives of certificate course:

1. To give basic idea of technical methods of creative media writing.
2. Course is designed to equip the students with fundamentals of technical writings.
3. To introduce the career opportunities in various fields in digital media.

Course Structure:

- PAPER I: Introduction to Media and Media Writing (100 Marks)
- PAPER II: Writing for Print Media (100 Marks)
- PAPER III: Writing for Broadcasting Media (100 Marks)

Total – 300 Marks

Duration:

The WRITING FOR MEDIA will be 13 weeks duration. The course curriculum will be conducted at weekends, i.e. Friday and Saturday

Eligibility:

Graduate of any faculty from any recognized university in India and abroad are eligible to seek admission to this course, provided they satisfy the following conditions, They should have secured at least 40 percent marks in aggregate at their Degree level.

Admission Procedure:

- i. All applications received will be secured as per eligibility criteria.
- ii. Eligible candidates will be given academic rating based on the past performance.
- iii. List of candidatures provisionally selected for the programme will be based on overall State performance and as per the reservation policy of the State Government and Rule of SUK.

Fees Structure:

- i. For Regular P.G. Student of Shivaji University, Kolhapur – Rs.2000/-
- ii. For Other students and Office bearers – Rs.3000/-
- iii. Foreign Students – Rs.7000/-

Intake Capacity

The intake capacity of this course is 15 students.

Medium of Instructions

The medium of instruction for this course shall be in English, Hindi and Marathi.

Maximum Time Limit for Completion of the course

The maximum time limit for completing the course programme is 3 years.

Examination Scheme

At the end of the course exam would be taken based on the syllabus provided for the Short term course.

I .The theory exam shall be conducted.

II. Each theory paper will be of 80 marks.

III.The internal evaluation of in-depth report, seminars and internal test will carry 20 marks respectively.

Course Structure:

PAPER I: Introduction to Media and Media Writing (100 Marks).

Theory (80 Marks)

Module 1: Concept and Meaning of Media

- Meaning and definitions of media
- Nature and functions of Media

Module 2 : Historical Development of Media

- Traditional and folk media in India
- Print revolution
- Broadcasting era
- Digital revolution

Module 3: Understanding Media Writing

- Meaning and nature of media writing
- Characteristics of effective media writing
- Principles of clarity, accuracy, brevity, and simplicity
- Audience analysis and message design

Module 4: Language and Style

- Writing for mass audiences
- Grammar and editing fundamentals
- Headlines and leads
- Ethical considerations in media writing

Practical (20 Marks)

- **Assignment:** Students will visit one newspaper, one radio station and one TV channel and write reports based on these visits.

PAPER II: Writing for Print Media

Module 1: News

- Definition of News
- Types of News
- News sources
- News Values

Module 2: News Writing

- 5 W & H
- Lead and Types of Lead
- Structure of news stories
- Inverted pyramid style
- News angles

Module 3: Feature Writing

- Types of features
- Human-interest stories
- Profiles and personality sketches
- Development and investigative features

Module 4: Editorial and Opinion Writing

- Editorials
- Columns
- Reviews
- Opinion articles
- **Practical:**
- **Assignment:** Students will write two news articles, one feature, one editorial, and one review for print media.

PAPER III: Writing for Broadcasting Media (100 Marks)

This paper covers the art of writing for the ear and the eye, focusing on television, radio, and the booming world of podcasts and online video.

Theory (80 Marks)

Module 1: Radio Script Writing

- Radio news bulletins
- Radio talks
- Interviews
- Radio features and documentaries
- Writing for podcasts

Unit 2: Community and FM Radio Writing

- Public service announcements
- Educational radio content
- Community engagement messages

Unit 3: Television News Writing

- TV news scripts
- Anchoring scripts
- Voice-over writing
- Packages and sound bites

Unit 4: Programme Writing

- Documentary scripts
- Interview programmes
- Discussion and talk shows
- Infotainment programmes

Practical

Practical (20 Marks)

- **Assignment:** Students will write a script for a radio talk, a script for a news bulletin for radio, a TV documentary script and a voice-over script.
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PAPER IV: Writing for Social and Digital Media (100 Marks)

This paper builds on the foundational journalistic skills of print media, which are essential for credibility and in-depth storytelling in both physical print and digital long-form articles.

Theory (80 Marks)

Module 1: Content Creation

- Facebook content
- Instagram captions
- LinkedIn posts
- X (Twitter) posts
- YouTube descriptions

Module 2: Storytelling and Branding

- Personal branding
- Influencer communication
- AI-Assisted Content Generation

Module 3 : Digital Content Writing

- Website writing
- Blog writing
- Online journalism
- Mobile Journalism
- Multimedia storytelling

Unit 2: SEO Writing

- Search Engine Optimisation basics
- Keyword research
- Search-friendly headlines
- Web readability
- Viral content strategies

Practical:

Assignment: Students will write a 500-word SEO-optimized blog post on a given topic. They must also create a social media promotion plan for it, including sample posts for Instagram and Twitter.
