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B.A. (HONS.) Mass Communication II Year

Sub. – Writing For Mass Media Paper 2

SYLLABUS

Class – B.A. (HONS.) MASS COMMUNICATION

II Year

Subject – WRITING FOR MASS MEDIA Paper 2

UNIT-I	Writing Style
UNIT-II	Translation
UNIT-III	Art in Writing Art Symbols
UNIT-IV	Aesthetics Sense in Writing
UNIT-V	Data use & handling Preparing Glossary & Index Bibliography



Unit - 1

Writing style

- **The way of expressing thoughts** in a particular language characteristic to an individual, period (era) or the cultural setup one is talking about.
- It also used to **describe, a reader's relationship with the choices the writer makes** while structuring her piece of writing, for example – the choice of words, **the emotional effects** of particular devices has on audience and also the expression of social identity.
- **Style** defines the overall **voice, tone and mood** of the writing.
- Style can mean a **method of writing** used by a group of writers or it can be related to a **single document** or a **writer's writing habit**.
- Writing style is the **choice of words (diction)**, sentence structure, and paragraph structure, used to convey the meaning effectively.
- The rules of grammar – spelling punctuation etc- are also called **mechanics or elements, essentials or handbook of writing**. The **choice of words (diction)**, sentence structure is called **style or rhetoric**.
- A writer can express a **concept freely within the established rules** of a language.
- The rules are about **what** a writer does; style is about **how** the writer does it.



- According to **Diana Hacker** in her book, *The Bedford Handbook for Writers* –

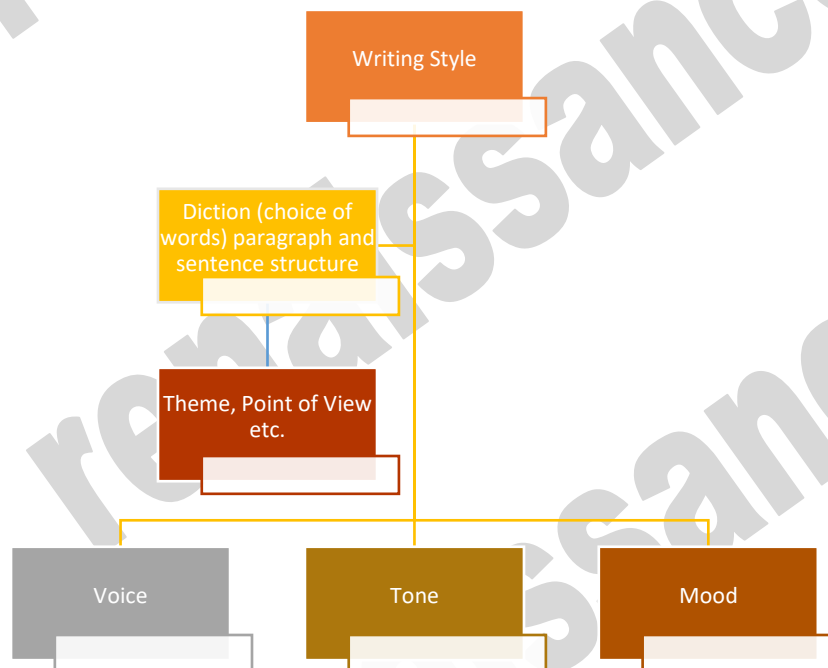
The point of good writing style is to -

- express the message to the reader **simply, clearly, and convincingly;**
- keep the reader **attentive, engaged, and interested;**

not to

- display the **writer's personality;**
- demonstrate the **writer's skills, knowledge, or abilities**

although these are usually **evident** and are what experts consider the **writer's individual style**



Difference between Voice, tone and Mood of an author's piece of fiction.



Writing style are important to understand if you are a book critic or literature analyst or just discussing a book as a blogger.

Also as a writer, the reaction of a reader to your story has to do a lot with your writing style and understanding its constructs can help you identify what areas in your writing style needs improvement or are your bastions.

There's a very fine difference between voice tone and mood. Let's see what that is –

Tone –

It could be **sad, hypocritical, suspenseful or joyful**. It's the writer's **attitude** (feeling towards a particular situation, person or a thing) expressed in resolving a problem. It's different from a genre, which is the category the artwork or composition belongs to. **Genre** has to do more with the after-feel and preferences (in terms of patterns of reading material) of the reader as opposed to the attitude of the author in his story towards a particular situation (optimistic, pessimistic, formal, objective)

Study.com says –

An author's **attitude**, or **tone**, is simply his or her feelings about the subject he or she is writing about. Writers express their attitudes through their word choice, sentence structure, and figurative language. Attitudes also show up in the details, reasons, and evidence writers select to support their descriptions and arguments.

Difference between mood and tone of a story

In literature, **mood** is the feeling created in the reader. This feeling is the result of both the **tone** and atmosphere of the **story**. The author's attitude or approach to a character



or situation is the **tone of a story** and the **tone** sets the **mood** of the **story**. Atmosphere is the feeling created by **mood** and **tone**.

How to talk about tone of a story.

Voice of a writer –

A **writer's** tone, choice of words, selection of subject matter, and even punctuation make up the authorial **voice**. How an **author** writes conveys their attitude, personality, and character. The **author's voice** is often so distinctive that it's possible to **identify** the **author** by merely reading a selection of their work.

Difference between theme and premise

Theme refers to the underlying message or meaning of the story, while premise is just a brief description which is then developed into a plot.

Theme and genre

The **theme** in a **story** is its underlying message, or 'big idea.' In other words, what critical belief about life is the author trying to convey in the writing of a novel, play, short **story** or poem? This belief, or idea, transcends cultural barriers. It is usually universal in nature.

Examples. Some common **themes** in literature are "love," "war," "revenge," "betrayal," "patriotism," "grace," "isolation," "motherhood," "forgiveness," "wartime loss,"

Genre is again –

A category of artistic composition, as in music or literature, marked by a distinctive style, form, or content.

Difference between Plot and theme–



Theme is the writer's message about life, whereas plot describes the main events and sequence of a **story**. A key **difference is** that **themes** are often short and can be said in one sentence, whereas the plot of a **story** can be lengthy.

The **premise** is the subject of a story, while the **theme** is the meaning extracted from the story. In essence, the **premise** is what the story is about, while the **theme** is what the story is REALLY about.

Difference between Theme and message -

Your **message** is your **story's theme** in action.

Difference between plot and premise

A **story's premise** is the foundational idea that expresses the plot in simple terms. A good **premise** will communicate your **story's** essence in a one-sentence or two-sentence statement.

The premise is the main idea of a story. The pitch. The hook. The quick description you throw out when you're trying to sell your book club or a friend on reading a particular book. The premise of *Hunger Games* is that the government forces teenagers to fight to the death. The premise of *Twilight* is vampires who resist killing humans. The premise of *Harry Potter and the Sorcerer's Stone* is that magic is real.

You turn a premise, a concept, a one line description into a plot into a plot.

Difference between plot and summary

Condensed version of a novel, plot is the foundation of a novel or story.

Summary might include other elements of a story like characters and theme apart from the main events. Plot focus only on the main events which include – introduction, conflicts, rising and falling actions.



Voice in writing

Having a clearly defined literacy voice can have a timeless appeal.

Fiction can have multiple voice – that of narrator or characters.

Author's voice is different from the character's voice. Character's voice is the unique style given to him by the author. For example, a character can be verbose or terse or chooses his words cautiously.

An author's voice can be determined by –

Her point of view which can be the following –

- Mood
- Or worldview
- Not specific description or dialogue.

Read the following authors transcends their individual work –

- Earnest Hemmingway
- Toni Morrison
- James Joyce
- Joyce Oates
- Margret Atwood
- Nathaniel Hawthorne

Meaning of the worldview –

Worldview means what are **author's views on a particular topic**. He would narrate that view through her characters in a piece of fiction. And that character's view will be given a bigger emphasis.

For example, in the book War of Worldviews, two bestselling authors – **Deepak Chopra and Leonard Mlodinow**, offer two different perspectives of the basic question humankind grapples with, like –

What makes us human?

What does it mean that I am alive etc.



UNIT 2

Translation in Literature

Translation is a **creative processing of language** that can be applied to a wide variety of fields.

Translation has elements of both **fine art and science**.

There are scholars and translators who hold the view that translation is a pure art as it is mainly based on the skill. Conversely, there are those who believe that translation is a pure science as it requires knowledge of the source and target language in addition to familiarity with translation theories. The last type of scholars and translators take the view that **translation is a mixture of both art and science as it requires a skill, knowledge** of the source and target language in addition to acquaintance with **translation theories**.

By choosing the **right words** in the target language, a good translation expresses the **nuances behind the choice of words** in the source language **without alteration**.

The translator must go beyond the appearance and find the **precise meaning and true intent** of the document to be translated. Ultimately, the message loses if the translation process is not of a high standard.

Source - British Centre for Literary Translation

It's all about giving a text life in another language.

So you are translating –

- The meaning
- Tone
- Flavour
- Level of excitement

What qualities you need to be a good translator –



- It is also a form of creative writing
- You need to be a wordsmith in both the languages
- It involves the same passion for writing because it has all the elements of writing involved – like – drafting, editing etc.
- Love of words and love of literature.
- Innate desire to let the story be heard by others in their own native language. Desire to share a great piece of work with others.
- May time two languages can get mixed up but ultimately people must understand and enjoy the final piece.

Insights into creative translation -

- Translation is also a kind of literary form.
- You must capture the voice of an author writing in one language and bear it into another, yet leave faint trace that the transfer ever took place.

The translator extraordinaire Charlotte Mandell calls this transformation “Something Else but Still the Same.”

Many times, there’s a fight that goes on within the translator’s mind; there’s a chaos in her mind to understand the concept or a disagreeability but many times the translator is easily able to settle into the skin of the writer.

Settling into the skin of the writer of the original work is important because that’s how a new work will emerge which would be able to do justice to the original one.

You have to **feel the story**

You have to remember that you are not a variable but a constant, a medium to reach the reader and not really a reader yourself.

‘We can deduce now the requirements that a translator must possess in order to be able to give an ideal version of a foreign masterpiece. First of all he must have as much talent, or at least the same kind of talent, as the author he chooses. In this, though only in this, respect Baudelaire and Poe or Joukovsky and Schiller made ideal playmates. Second, he must know thoroughly the two nations and the two languages involved and be perfectly acquainted with all details relating to his author’s manner and methods; also, with the social background of words, their fashions, history and period



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associations. This leads to the third point: while having genius and knowledge he must possess the gift of mimicry and be able to act, as it were, the real author's part by impersonating his tricks of demeanor and speech, his ways and his mind, with the utmost degree of verisimilitude.'

–from Nabokov's 1941 essay "The Art of Translation".



UNIT 3

Art in writing –

- Imagining an artist
- Introducing yourself as an artist
- An artist, as defined by [Cambridge Dictionary](#), is someone who ‘paints, draws, or makes sculptures: someone who creates things with great skill and imagination’.
- [Merriam-Webster](#) take a more liberal approach to the matter and define it as ‘a skilled performer’ and ‘one who is adept at something’
- Writing is no different from performing and visual arts
- Creation of depth is an art – descriptive writing, diction, creativity (art that nobody can create) and imagination
- For example, take this quote from Oscar Wilde’s short story, *The Canterville Ghost*, regarding death: ‘Death must be so beautiful. To lie in the soft brown earth, with the grasses waving above one’s head, and listen to silence. To have no yesterday, and no tomorrow. To forget time, to forgive life, to be at peace.’
- Meaning - The wistful musings of a ghost caught in the unknown between life and death, yearning for the ineffability of freedom



- More than visual storytelling, written word, even if as close to perfection as it could be, takes this liberty to leave the reader, as per its own convenience to paint his own world.

Art Symbols/Symbolism in writing –

A living or non-living object representing something else in the story.

- ***Making a point – the representation must not be arbitrary. It has to make a point or point at a deeper meaning.***
- ***Interesting piece - The objective of symbolism is to make the written piece more interesting and to create -***
- ***A High engagement value.***

What do these objects/ideas represent to you?

- *A lamb*
- *A white wall*
- *An empty glass*
- *A rainbow*
- *A freshly painted house*
- *The star-studded night sky*
- *Compare your friend with a process*

Why symbolism in literature?

Whenever we think of making a point through our writings, we can choose to do it either directly or maybe by **making a comparison or drawing a parallel**. If we choose to do it directly, we risk making it sound **boring**. But when we compare our concept with another entity, we **add a flavour** to the ever-voracious taste buds of our readers.



Having read widely, our readers are **well-acquainted with common usage of the language**. By drawing parallels **our comparing our abstract concept to some entity, we not only make it easier to understand** but also pump in a **high engagement value** to it. This entity can be another idea (other than the one we are trying to convey) or a process, **a living organism** (animal, birds, humans) **or an object**.

Examples of Symbols in general -

Like a **pigeon** stands for peace, an **eagle** could mean power or a lamb could represent innocence. A **human** can represent intelligence or evolution etc. **Colors** also symbolize different concepts. **Popular landmarks** or tourist spots, represent the cities, national songs symbolize nations, patriotism.

Symbols can be extremely **potent**, taking on a life of their own. What is a **flag**? It's a piece of rag on a stick. Nevertheless, we stand and salute it, and treat it reverently because it represents the nation and its people.

Symbolism in literature –

Just like push-up is to the body, reading is to the mind and the soul. A writer develops a muscle for writing and similarly **a reader develops a muscle for reading**. When someone aims for building biceps, they would gradually add weight to their dumbbells for the muscles to get tighter, similarly **readers are always looking for new ideas, content or even approach of storytelling to boost their imagination and get more thrill out of the books they would pick up to read**.

If a reader goes to the library, most possibly, he or she might not be a first-time reader. And if even a bit of an experienced reader, picks up your book, he would **have an expectation** from it to satiate his experience, his journey of reading the book.

Symbolism in literature, helps the writer to **elaborate on their theme** by way of comparing two concept, event or places and ideas, so their **story sounds compelling**.

Symbols in literature represent qualities, beliefs or values.

Symbolism is often used in literature to paint **colorful scenes**. It affords the writer artistic expression that supersedes bland writing. Beyond that, symbolism also **allows readers to visualize complex or difficult subjects**.



Examples of Common Literary Symbols

- lily purity
- sunshine hope
- cross salvation
- heart love
- grim reaper death
- phoenix rebirth

Types of symbols –

Religious symbolism –

As we had studied that symbolism is an **artistic and poetic movement (change or development) or style** using symbolic images and **indirect suggestion** to express mystical ideas, emotions, and states of mind, there can be different ways of this expression.

One of it is ***Religious symbolism***.

Because religion brings together people following the same **ideologies**, scriptures and cultural preferences, it can be a great technique to use religion as a symbol to enhance the understanding of the reader.

When in a story, any idea, place or event is represented much like the corresponding idea, place or event or character in the Bible or any other religious scripture, it would be considered as ***Religious symbolism***.

For example, a story might contain an ***event place or character*** much like an element in the **Bible**. This element, when representing a larger, deeper idea in the story, would be considered as a religious symbol.

In the movie, ***Hum saath-saath hai***, though **not directly** mentioned anywhere (which is the quality of symbolism), gave an indication to Ramayana when Lord Rama took to 14 years of 'Vanvasa' to satisfy Kai-kai's wish.



The idea is to **connect the reader through a known idea**.

The commonly known religious idea used in writing is '**Christianity**' and Bible is commonly referred to as '**text**' as it is a faith many people practice worldwide and it being a **popular scripture**, it is widely used by authors in **religious symbolism**. So as readers we may come across **Biblical ideas or allusions (indirect references)** quite frequently.

We must be well-acquainted with the **main events** in the Bible like – crucifixion, the last supper etc.

For example, **Obi-Wah in Star Wars** was sacrificial and supported the theme, represented the message – how self-sacrifice is important for everybody's well-being.

Mathematical symbolism in Literature –

When the symbols or concepts of mathematics are used in literature/stories to express a complex idea in a poetic format.

Example 1 -

Flatland: A Romance of Many Dimensions, an 1884 satirical novella by the English schoolmaster Edwin Abbott Abbott.

In this novel, the author imagines a world where there's a narrator who is a '**square**', women as line segments and men as polygons.

The narrator or the square guides the readers with the implication of a **two-dimensional life**.

When he visits the lineland, the monarch of the lineland is unable to **understand his existence in two dimensions** and considers him only a set of points and tries even to kill him, not being able to tolerate his nonsense any further.

The square in turn is visited by a **sphere** who tries to give him a perspective of a **three-dimensional world** which he is a part of. But square considers him only a **two dimensional circle!**



The world where these two dimensional geometric figures like the square live, are called 'Flatlands' in the story. The sphere visits the flatland every millennium to **teach the habitants of flatland** about his world.

Even when the leaders or monarchs of Flatland are **convinced that there is indeed a third dimension**, they keep the secret within their own circle and massacre those who support the idea. Eventually the square, who treats the sphere as his mentor, (as he finally opens his eyes to the third dimension) and his brother are imprisoned. Behind the bars, the Square writes a memoir called 'the flatland' in which he tries to convince the readers that there are indeed higher dimensions present in the universe.

Example 2 -

Life of Pi is a Canadian philosophical novel by Yann Martel published in 2001.

The name Pi of the hero of the story, as narrated by the protagonist himself, pays tribute to the transcendental number, Pi in mathematics, represented by the sign – π , which is the ratio of the circumference of a circle to its diameter. Similar to the value of Pi, which is infinite, the author has tried to establish the relativity of truth.

The relativity of truth - Truth is relative because it depends on place and time; and place and time are never the same.

In the final analysis, just as pi is a mathematical construct that can never be fully comprehended, the Life of Pi is essentially unfathomable; as is the battle between religion, science, and spirituality.

(Source: PS Magazine – the Mathematical significance of the value Pi.)

Therefore, in the story, the connection between the value Pi and life of Pi is that both are difficult to comprehend.

Other forms of symbolism in writing –

Political Symbolism



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Political symbolism is often used to represent a political standpoint. It can take the form of **banners, acronyms, pictures, flags, mottos**, and many other things.

In **the national flag** of India **the** top band is of Saffron colour, indicating **the** strength and courage of **the** country. **The** white middle band indicates peace and truth with Dharma Chakra. **The** last band is green in colour shows **the** fertility, growth and auspiciousness of **the** land.



The Ashoka Chakra is rendered in navy blue on a white background replacing **the** symbol of **the** charkha of **the** pre-independence version of **the** flag. **The chakra** signifies that there is life in movement and death in stagnation. It **represents the** dynamism of a peaceful change. India should not resist **the** change.

For example, the Canadian flag contains a **maple leaf**, which has long been a symbol of things Canadian. The two bars represent both the Pacific and Atlantic oceans which bound the country on either side, and the two founding cultures, **English and French**.



The mid-20th century German Nazi Party made extensive use of graphic symbols. These included the swastika, the eagle, the iron cross, and the dual lightning bolts (the symbol of the SS) pictured at the left. It should be obvious from these two examples that symbols can also evoke strong emotions, be they feelings of patriotism, as in the case of a flag, or anger, hatred and fear in the case of Nazi symbolism.



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Colour Symbolism - Simple colours can also be symbolic, depending on your location, or the context in which they are used. Red, white and blue are symbolic of all things American. Green has come to represent anything which is environmentally friendly. Colours can represent different things depending on where you live. For example, in Asian countries, red symbolizes happiness, marriage, and prosperity; in some countries the colour of mourning is white.

Architectural Symbolism - The architecture used which is symbolic of that era. The design of some buildings is meant to be symbolic. For example, The Taj Mahal and the Ajanta Ellora caves have been used as a backdrop for storytelling since years. If t

Connecting the readers or the audience of the story not only with the characters but also with the place is the ultimate objective of **Architectural symbolism**.



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