

JMH 452 Feature Writing

Total = 60 hrs

Course Outcomes

1. To explore the qualities of storytelling and differentiating between the features & news stories.
2. To strengthen the writing skills and nourishing the vocabulary
3. To hone the ability among the pupils to develop stories for specific audiences and publications;
4. To sensitize the pupils to develop publishable feature stories;
5. To build the portfolio of high-quality writing samples among students.

Course Outcomes

1. Demonstrate the skills required to conceive of, research, write, edit and critically analyze their own high quality news reports.
2. Understand the process of successful journalistic interviewing.
3. Understand how to pursue a career as a freelance journalist and to understand the key points around journalistic health and safety issues.
4. Critically analyze online journalistic content and online media trends, displaying an understanding of the opportunities for the practical application of theoretical analysis.

Unit – I

Features – definition and scope, types of features – news features, personality features, scientific features, how-to-do-it features, travel features, lifestyle features, business features, human interest features, historical features, Institutional features and ad features.

14 hrs

Unit – II

Structure of feature stories: headlines, feature leads: types of leads, characteristics of feature writing. Differences between features and news story, features and articles.

12 hrs

Unit – III

Writing feature stories, articles, profiles, obituaries, editorials, travel writing. Trends in features writing.

10 hrs

Unit – IV

Column - types of columns, columnists, cartoons, comic strips, feature syndicates, freelancing.

10 hrs

Unit – V

Theories of criticism, principles of criticism and reviewing, writing of book reviews, film reviews, theatre reviews, art reviews.

14 hrs

Books recommended:

1. Brian Nicholas (1972). Features with Flair, Vikas Publications, India
2. Todd Hunt (1972). Reviewing for the Mass Media, Chilton Book, Southborough
3. Brendan Hennessy (2006). Writing Feature and Articles, Taylor & Francis, U.K
4. Louis Alexander (1975). Beyond the facts: A Guide to the Art of Feature Writing, Gulf Publishing Co, Houston
5. Hakemulder Jan R, AcdeJonge Fay & Singh P.P (2002). Professional Journalism, Anmol Publications Pvt Ltd, New Delhi.
6. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, New Delhi
7. Peter Dahlgren and Colin Sparks (1992). Journalism and Popular Culture, Sage publication, India.
8. Jay Friedlander & John Lee (1993). Feature Writing for Magazines and Newspapers, HarperCollins, India.
9. Julian Harris, Kelly, B Leiter& Stanley Johnson (1981). The Complete reporter, MacMillan Publishing Company, United Kingdom.
10. A.ClaySchoenfeld&Karen S. Diegmuller (1982). Effective Feature Writing, Holt McDougal, United States.
11. Robert Gunning (1968). Techniques of Clear Writing, McGraw Hill, United States.
12. David Ogilvy (1985).Ogilvy on Advertising, Vintage, United States.

