

## SEMESTER- IV

1. Name of the Faculty: Mass Communication											
2. Course Name		FEATURES AND SPECIALIZED JOURNALISM					L	T	P		
3. Course Code		JM207					3	1	0		
4. Type of Course (use tick mark)						Core (√)	DE ( )		FC ( )		
5. Pre-requisite (if any)		10+2 in any discipline	6. Frequency (usetickmarks)		Even (√)	Odd ( )	Either Sem ( )		Every Sem ( )		
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30				Tutorials = 10				Practical = Nil			
8. COURSE OBJECTIVES: The objective of this unit is to familiarize you with the different types of beats covered by journalists. The unit will also help you understand what it takes to become a specialist in either one or several beats.											
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1		Student will learn about Feature Writing style and various types of Features									
CO2		Students will be able to learn about role and importance of Features in Print Media									
CO3		Students will develop an understanding of Features in broadcast Media and techniques of the same									
CO4		Students will understand role of Features in Television Media and learn to write for TV/ Video Documentaries									
CO5		Students will create Features for various mediums—Print, Radio and Television-- and will create a portfolio of the same									
10. Unit wise detailed content											
Unit-1		Number of lectures = 08			Title of the unit: Introduction to Feature Writing			Mapped CO: 1			
What is Feature writing and specialized reporting. Elements of the same in Print, Broadcast and electronic Media, Barriers in Reporting on Feature Stories, Blogs											
Unit-2		Number of lectures =08			Title of the unit: Features in Print Media			Mapped CO: 2			
Role and Importance of Features in print Media, Rise of Lifestyle and Celebrity Journalism											
Unit-3		Number of lectures = 08			Title of the unit: Features in Broadcast Media			Mapped CO: 3			
Moving from Print to Broadcast, Role of Features in broadcast Media, Podcasting											
Unit-4		Number of lectures = 08			Title of the unit: Features In Electronic Media			Mapped CO: 4			
From Broadcast to AV medium: Role of features in Electronic Media, Vlogs											
Unit-5		Number of lectures = 08			Title of the unit: Practice Assignments			Mapped CO: 5			
Assignments on Feature Writing for Print/ Radio and Electronic Media											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	1	1	2	3	3	3	3
CO2	3	2	2	3	2	2	1	2	3	2	3
CO3	2	2	1	2	1	2	2	3	3	3	3
CO4	3	3	2	1	1	2	2	2	3	3	3
CO5	3	1	2	1	2	1	2	3	3	2	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
<a href="https://www.youtube.com/watch?v=xv6hYG_mfU&amp;list=PLqtVCj5iilH4w0Y8KBB4fqBu25T0sGhXG">https://www.youtube.com/watch?v=xv6hYG_mfU&amp;list=PLqtVCj5iilH4w0Y8KBB4fqBu25T0sGhXG</a> <a href="https://www.youtube.com/watch?v=o2zM-YUT57I">https://www.youtube.com/watch?v=o2zM-YUT57I</a> <a href="https://www.youtube.com/watch?v=uCak2riitKo">https://www.youtube.com/watch?v=uCak2riitKo</a>											
13. Books recommended:											
<ol style="list-style-type: none"> <li>The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide, William E Blundell</li> <li>Perspective on Analytical Writing a Focus on Feature and Editorial Writing, Richmond S Anderson,</li> </ol>											