

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- III)

Title of Paper: Feature and Writing

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course offers a comprehensive introduction to feature writing and urban reportage , with a strong emphasis on using journalism as a tool for social justice and advocacy . Rooted in the real-life challenges of urban life in Mumbai, the course trains students to craft compelling human-interest stories, news features, opinion pieces, and blogs that give voice to underrepresented communities.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ul style="list-style-type: none"> • Differentiate between features, news reports, profiles, human interest stories, and opinion pieces. • Recognize the role of long-form journalism in informing, engaging, and driving social change. • Apply narrative elements such as anecdotes, interviews, and descriptive details to enhance storytelling. • Develop a story pitch, conduct interviews, and gather supporting material for factual and ethical reporting. 	
8	Course Outcomes: <ul style="list-style-type: none"> • To provide students with technique of narration and story telling • To share the art of developing a story idea • To acquaint and sensitize them through assignments to the issues of deprivation • around us and using writing as a tool for social justice 	

Sr. No.	Heading	Particulars
1.	About features (10 Hours)	<ul style="list-style-type: none"> • What makes feature writing different 01 • Deconstructing a feature 02 • News Feature 02 • Human Interest Stories, Profiles 02 • Developmental stories, opinion pieces, in-depth • features as tools of social justice
2.	Becoming the voice of the urban poor (Mumbai): letters to editors, Blogs (10 Hours)	<ul style="list-style-type: none"> • Finding fresh ideas, developing a story idea • On and off field research • Building observation and listening skills • Structuring the story • Use of anecdotes, Illustrations, Interviewing • Prone to disasters: floods etc • Poor health especially mental health • Lack of facilities and obstacles to education • Night schools • Unemployment and exploitation
3.	Mumbai based features/ letter to the editor/ post/opinion piece on (10 Hours)	<ul style="list-style-type: none"> • Plight of Rag pickers • Construction workers • The homeless • Slum rehabilitation projects • Condition of Mumbai Jails/ Courts • City issues of hygiene and pollution • Water crisis • Crime and safety • Corruption issues faced by the common man • Challenges faced by senior citizens and the physically/ • mentally challenged
10	Books / References: <ol style="list-style-type: none"> 1. Feature Writing: Meera Raghvendra Rao, 2012 2. Communication and Development: The Challenges of Twenty First Century- V.S. Gupte, 2000 3. On Writing Well (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006. 4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol 52, Issue no 13.01 April, 2017 	

	5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaraman. Economic and Political Weekly Vol 53, Issue No 15, 14 April, 2018 6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: <ol style="list-style-type: none"> 1. Individual/ group project 2. Letters to the Editor 3. Flip class presentation 4. Feature based in Mumbai or vicinity on any one of the issues of social justice 	