LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:** BDM02
Subject Title	**:** News & Feature Writing
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** Student will learn to create news and feature Writing that considered the highest form of journalism by some of the most experienced and thoughtful of today top news professionals. Students enrolled in this demanding course are advised the title might be better put as Feature Reporting, for there will be abundant attention paid to reporting as well as writing. The two are, gratefully, inseparable. Standards of excellence and competence will be strictly enforced.

Course Objectives **:**

1. Students are able to plan concepts around mass communication related to writing journalistic works in the form of news and special reports, using communication technology tools as an intermediary.
2. Students are able to create journalistic writing in the form of news and coverage
3. Students can plan coverage by grouping problems and making appropriate decisions based on the circumstances, as well as processing the data and information they need in compiling journalistic work in the form of news and special coverage.
4. Students can create and convey messages as a response that are in accordance with the meaning of the message that is understood by the recipient of the message in the context of writing journalistic works in the form of news and special coverage.
5. Students are able to create works based on the attitude/ability to be critical and adaptive to various situations, including times of crisis, and can make wise and reasoned decisions in the context of writing journalistic works in the form of news and special reports.
6. Students can design messages and convey messages responsibly, with integrity and in accordance with the individuals they encounter when communicating in the context of writing journalistic works as part of the mass communication process.

Course Method : Discovery Learning, Role-Play & Simulation, Conntextual Learning, Small Group Discussion

Learning Outcome (Competence) :

Knowledge : 30%
Skill : 40%
Attitude : 30%

Course content :

Week	Topic
1	Understanding News
2	Collecting Information
3	Interviewing Techniques
4	Story Organization
5	Story Forms
6	Storytelling
7	Review
8	**Mid Term Examination**
9	Human Interest
10	Profiles and Personality Sketches
11	Review and Critical Writing
12	Travel Writing
13	New Technology and Science Features
14	Personal Experience Features
15	Seasonal Features
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Understanding News	• What is News? • What is Feature? • News in Digital Era • Citizen Journalism	Discovery Learning
2	Collecting Information	• Way to find story ideas • Observation • Research	Discovery Learning
3	Interviewing Techniques	• Conducting the Interviews • Planning • Beginning the Interview • Listening Tips • Note-taking Tips	Discovery Learning
4	Story Organization	• Conceive the Idea • Collect the Information • Construct the Story • Correct the Story	Discovery Learning
5	Story Forms	• The Basic News Story • Finding the Focus • Basic Questions • Story Forms	Discovery Learning
6	Storytelling	• Descriptive Techniques • Stories About Speeches • Stories About News Conferences	Discovery Learning
7	Review	• Reviewing News Ideas • Developing the Ideas • Correction	Discovery Learning, Small Group Discussion
8	**Mid Term Test**		
9	Human Interest	• About Human • Emphasizing the Human Element • The Association Identification Element • Finding Unique People Stories	Discovery Learning, Small Group Discussion
10	Profiles and Personality Sketches	• Basic Profile Content and Structure • The Basic Parts of Profiles • Basic Profile Information Checklist • Profile Tone and Writing Approach	Discovery Learning, Small Group Discussion

11	Review and Critical Writing	• The Roles of Reviewers and Critics • Using the Essay Structure	Discovery Learning, Role-Play & Simulation
12	Travel Writing	• The needs of travel story; • Travel Journalism • Writing Styles • Using Your Observational Skills	Discovery Learning, Role-Play & Simulation
13	New Technology and Science Features	• Defining New Technology and Science Writing • Describing Science and Technical Features • Writing for the Appropriate Audience	Discovery Learning, Role-Play & Simulation
14	Personal Experience Features	• Your Amazing Story • Components of Personal Experience Features • The Key To a Successful Article	Role-Play & Simulation, Conntextual Learning
15	Seasonal Features	• Celebrate the Regularity of Life • Help Readers to Prepare • Get the Excitement	Role-Play & Simulation, Conntextual Learning
16	**Final Examination**		

Midterm Exam Guideline : Paper
Final Exam Guideline : Group Project

References :

1. Rich, C. (2010). Writing and Reporting News: A Coaching Method, Sixth Edition (6th Ed). Wadsworth Cengage Learning, MA.
2. Garrison, B. (2010). Professional Feature Writing (5th Ed). Routledge, NY.

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