

Code: BMS 401

Module: WRITING & OPINION PIECES

Sessions	Topics
1 – 2	Creative & Journalistic Writing-a comparative study
2 – 3	Feature & Feature writing, variety of Features
4	Feature, News Story, Article: News Paper
5	Vise a Vise dailies, Periodicals
6	Feature & Article
7 – 8	Feature Syndicates / Agencies
9	Middle
10 – 11	Reviews (Film, Book, Music, Plays, TV/ Radio programs, etc.)
12 – 13	Editorial: Op Edit
14	Column & Columnist
15	Cartoon & Cartoonist
16	Letters to the Editor
17 – 20	Interview (Print/ Electronic/ Web): Types-News, Symposium, Personality, Art of
Interview	Preparation for an interview, Role & responsibilities of an interviewer, Interviewer versus Interviewee

Suggested Book List:

- The Technique of Clear Writing – Robert Cunning
- Articles & Features – R. P. Nelson
- The Art of Modern Journalism – J. J. Astor
- Feature Writing for Newspaper – D. R. Williams
- Modern Journalism – C. G. Miller
- Professional News Writing – Hiley H. Ward
- News Writing & Reporting – James M. Neal & S. S. Brown
- Creative Writing – Dorothy Bowler & Diane L. Borden
- Writing – M. J. Kamath & Richard Keeble