Program	BS Media & Development Communication	Course Code	MDC 241	Credit Hours	3
Course Title	**JOURNALISTIC WRITING FOR DEVELOPMENT (Urd/Eng) (Major)**				

Course Introduction
This course focuses on the specialized skills required for journalistic writing in the context of development communication. Students will learn to craft compelling stories that highlight development issues and initiatives, emphasizing accuracy, clarity, and ethical considerations.

Learning Outcomes
By the end of this course, students will be able to:

1. Develop journalistic writing skills tailored to development communication.

2. Analyze and report on development issues with accuracy and clarity.

3. Evaluate the ethical considerations in development journalism.

Course Content		Assignments/Readings
Week 1-3	**1. News** 1.1 Definition and Elements of News 1.2 News Determinants and News Values 1.3 News: Sources of News	
Week 4-6	**2. News Writing Techniques** 2.1 The Lead/Intro, Components and Types 2.2 Inverted Pyramid Form, Hunting for Leads, and Other Formats 2.3 Block Paragraphs and Special Treatment to News	
Week 7-9	**3. The Editorial** 3.1 Definition of Editorial 3.2 Purpose, Importance, and Forms 3.3 Functions of Editorial 3.4 Techniques of Editorial Writing 3.5 The Contents of Editorial Page and Standards in Pakistan	
Week 10-12	**4. Feature Writing** 4.1 Definition Concept, and Scope of Feature 4.2 Types of Feature, Sources for Material 4.3 Feature Writing Technique 4.4 The Importance of Pictorial Display	
Week 13-14	**5. Column Writing** 5.1 Definition, Concept, and Functions 5.2 Types of Column 5.3 Role of Columnist in Society 5.4 Practical Column Writing	
Week 15	**6. Reviews** 6.1 Definition 6.2 Difference Between Review and Criticism 6.3 Purpose and Techniques of Review Writing	
Week 16	**7. Online Journalism** 7.1 Scope, Importance, Writing for Websites, Blogs, Virtual Communities and Reporting Online	

Textbooks and Reading Material

1. Garrison, B. (2004). Professional Feature Writing: Lea's Communication series. Lawrence Erlbaum Associates; 4th ed.
2. Herbert, J. (2000) Journalism in the Digital Age, Focal Press Oxford.
3. Digregorio, C. (1993). You can be a columnist: Writing and Selling your way to prestige. Civetta Press.
4. Rivers, W. L. (1988). Writing Opinion. Reviews. Iowa State Pr; 1sted.
5. Waldrap. (1955). Editor and Editorial Writing. A.G. Rinhart and Co.
6. Campbell, B. & Titchener. (1988). Reviewing the Arts: Communication Textbook Series. Lawrence Erlbaum Assoc. Inc.
7. Stonecipher, H. W. (1979). Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.
8. Drewry J. E. (1951). Book Reviewing. Bostan Macmillin Co.
9. Reddick. D.C. (1949). Modern Feature Writing. New York.
10. Jalandari, S. Feature Nigari.
11. Jalandari, S. Kalam Naweesi
12. Hijazi, M. A. Idaria Naweesi.
13. Brenneck Clark. Magazine Article Writing New York
14. Hohenberg, J. The Professional Journalist.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.