

COM353e Feature Writing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

If you ask the question "how and why" things happen, then you probably like reading feature stories in newspapers and magazines. A feature takes an in-depth look at what's going on behind the news. It may be a profile of a person or a group; an athlete, a performer, a politician, or a community worker or a team, a theatre group or a political organization.

Topics:

- Introduction
- Feature stories - feature writing
- Research and Interview
- Review - Writing preparation
- Feature writing for newspapers
- Feature writing for magazines

Learning Outcome:

- Write feature stories and news articles
- Propose conceptual frameworks of feature writing for finished stories
- Apply appropriate style and structure to developing the feature writing
- Use genre-appropriate techniques of feature writing to enhance the effectiveness of the story
- Design various types of features
- Construct the story development process for features
- Discuss issues pertaining to the feature writing to improve effectiveness of writing in the professional workplace

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	20
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PRE-CLASS QUIZ	4
PRE-CLASS QUIZ	3
PRE-CLASS QUIZ	3
Sub-Total	50

Examinable Component	Weightage (%)
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ECA	50
Sub-Total	50

Weightage Total **100**