

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 (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20

Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	ECA	50
Total		100