

## **COURSE SPECIFICATION DOCUMENT**

**Academic School/Department:** Communications, Arts and Social Sciences

**Programme:** International Journalism and Media

**FHEQ Level:** 5

**Course Title:** Feature Writing

**Course Code:** JRN 5200

**Course Leader:** Simon Goldsworthy

**Student Engagement Hours: 120**

Lectures: 22.5

Seminar / Tutorials: 22.5

Independent / Guided Learning: 75

**Semester:** Fall, Spring

**Credits:** 12 UK CATS credits  
6 ECTS credits  
3 US credits

### **Course Description:**

This course focuses on consolidating and developing writing skills within journalism, public relations and advertising. Particular attention is given to the development of different writing styles and formats (colour pieces, human interest stories, and PR and advertising genres). The emphasis of this course is on developing independent writing skills across media platforms, and reporting skills for journalism and promotional work including interviewing and managing a variety of sources.

**Pre-requisites and/or Co-requisites:** JRN 4200

### **Aims and Objectives:**

This course aims to help students develop journalistic and promotional skills, namely writing and researching and pitching skills. This course will focus on all stages of the writing process. Thus at the end of the course successful students should be able to:

- A detailed understanding of news and promotional agendas.
- A detailed understanding of research techniques
- A detailed understanding of the process of developing ideas and transforming them into a feature articles and promotional material

- Developed a portfolio of **material** in different styles.

### **Programme Outcomes:**

5Ai  
5Bi  
5Ci  
5Cii  
5Di  
5Dii

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

### **Learning Outcomes:**

Upon completion of this course, a successful student should be able to:

- Identify the different agendas of major media organizations, and be able to distinguish between different kinds of stories.
- Demonstrate a detailed knowledge of different media genres and voices such as reportage, basic news articles, features, profiles, interviews, reviews, columns, advertorials etc.
- Demonstrate a detailed knowledge of the different sources that are necessary to write media materials and should be able to conduct their own original research for their features.
- Write different types of feature material.
- Demonstrate competent interviewing and writing skills.

### **Indicative Content:**

- Feature Writing
- Hard-News Feature
- The Hourglass shape
- **Promotional Techniques**
- **Advertorials**
- Writing Style techniques
- Interviewing
- Writing Profiles
- Magazine Features
- The art of reviewing

### Assessment

The course is assessed following the University Assessment Rules IJM outlined in Programme Specification.

### Teaching Methodology:

The course is based on lectures, class discussions and class writing workshops, and one on one tutorials. Students are required to follow current affairs, to read a variety of newspapers and magazines. Part of the class work will be based on these readings. The aim is to reproduce the atmosphere of a **media workplace**.

### Bibliography:

#### Indicative Text(s):

Henessy, Brendan, *Writing Feature Articles*, Focal Press, 2006

Randall, David. *The Universal Journalist*, 3rd edition. Pluto Press: London, 2007.

Keeble, Richard. *The Newspapers Handbook*, 3rd edition. Routledge: London, 1994

**Morris, Trevor and Goldsworthy, Simon, PR Today: The Authoritative Guide to Public Relations, Palgrave, 2016**

In addition, students will be asked to choose a daily news source – eg a newspaper

### Journals

Journalism Studies

Journal of Mass Communication and Journalism

British Journalism Review

Journal of Broadcasting and Electronic Media

### Web Sites

[www.guardian.co.uk](http://www.guardian.co.uk)

[www.bbc.co.uk/news](http://www.bbc.co.uk/news)

[www.independent.co.uk](http://www.independent.co.uk)

[www.electronictelegraph.co.uk](http://www.electronictelegraph.co.uk)

[www.bbc.co.uk/journalism](http://www.bbc.co.uk/journalism)

[www.reutersinstitute.politics.ox.ac.uk](http://www.reutersinstitute.politics.ox.ac.uk)

[www.journalismfoundation.org](http://www.journalismfoundation.org)

[www.nytimes.com](http://www.nytimes.com)

[www.poynter.org](http://www.poynter.org)

<http://en.rsf.org>

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by
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