

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: 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
5Di

A detailed list of the programme outcomes is found in the Programme Specification.

This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

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

This course conforms to the University Assessment Norms approved at Academic Board.

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

www.bbc.co.uk/news

www.independent.co.uk

www.electronictelegraph.co.uk

www.bbc.co.uk/journalism

www.reutersinstitute.politics.ox.ac.uk

www.journalismfoundation.org

www.nytimes.com

www.poynter.org

<http://en.rsf.org>

Change Log for this CSD:

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

