

**LEAD CITY UNIVERSITY, IBADAN**  
**FACULTY OF SOCIAL AND MANAGEMENT SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**SECOND SEMESTER 2018/2019 SESSION**

**COURSE TITLE: FEATURE WRITING**  
**COURSE CODE: CMT 116**  
**COURSE LECTURER: DAVIES UFUOMA**

**SECTION A**  
**INTRODUCTION**

**Course Description**

The course is aimed at introducing students to the fundamental principles of features writing. Feature is designed primarily to entertain and inform readers, listeners and viewers of an event, a situation or an aspect of life. Hence, the course will expose students to the unique characteristics of feature which distinguishes it from the news story.

**Course Objectives**

At the end of this course, student should be able to:

- Conceptualize feature writing and distinguish it from news and documentary writing.
- Familiarize themselves with the entire technique involved in feature writing and
- Write features articles, stories feature news and document feature

**Teaching Plan:**

**Week One:** Conceptual view of feature and feature writing

**Week Two:** Qualities of a feature writer

**Week Three:** Types of feature

**Week Four:** Researching and sourcing for feature story

**Week Five:** Researching for Newspaper and Magazine Feature Stories

**Week Six:** Style preparing for manuscript

**Week Seven:** Features of the final copy

**Week Eight:** Practicum (individual and group feature writing)

**Week Nine:** Practicum (presentation and critique)

**Week Ten:** Ethical and legal considerations

**Week Eleven:** Revision/illustration/sample feature

**Week twelve:** Revision

**Assessment**

Attendance class participation, Quizzes, Writing Assignments	40
Semester Examination	<u>60</u>
<b>Total</b>	<b>100</b>

**Reading List**

Ogunsiji, M. A. (1989). An introduction to print journalism. Ikeja: Nelson Publishers Limited

Osisanwo, W. (1991). 'Detecting bias in newspaper reporting: a comparative analysis of reporting styles in English. In S. D. Unoh (ed). Topical issue in communication arts. Vol 2., Uyo: Modern Business Press Ltd.

Bitter, J. R. (1991). Mass Communication: An Introduction. Ibadan: Heinemann Educational Books

**SECTION B TUTORIAL QUESTIONS**

1. (a) Give a clear and understandable definition of feature writing  
(b) Distinguish between news and feature stories
2. Mention and discuss 10 qualities of a feature writer
3. Write an essay on the term - soft news- highlighting its extent and recognizing its limitations.
4. Identify different types of feature writing and explain five of them
5. Explain the process of researching and preparing the manuscript for a feature article
6. Highlight some of the stylistic elements used in soft news writing.
7. Discuss the ethical considerations involved in writing a feature article
8. Critically examine the importance of the Lead in feature using any four types for illustration
9. Mention the sources that a feature writer finds useful in writing his article. Explain five of them
10. Discuss the procedure for writing a feature article.
11. Attempt a feature story
12. Read the attached write-up from story on NIGCOMSAT 1R

Information and Communications Technology, including satellite systems and telecommunications, is critical to the growth of any nation. This was clear to the Nigerian government when it sourced \$362m (₦144bn) Chinese loan to build NigComSat-1R with the hope that the satellite would serve as a major backbone to leapfrog broadband (high speed internet) penetration in the country while improving access to ICT services.

Head, Public Affairs of Nigeria Communication Satellite Limited, the government agency operating the satellite, Mr. Adamu Idris, in an interview with Saturday PUNCH, said, “As an organization, we are committed to using the country’s satellite resources towards developing the needed infrastructural platform for engendering overall economic development.”

When NigComSat-1R was launched into the orbit in 2011, the then NIGCOMSAT Managing Director, Timasaniyu Ahmed-Rufai, had also said the communications satellite, a critical national asset, together with broadband capacity of the National Public Security Communications System, would facilitate the availability of broadband connectivity to at least 35 per cent of Nigerian homes by 2015, especially in rural areas.

Even as 2016 ends, the promises are far from being fulfilled. If the 35per cent promised had been a reality as of the end of 2015, it would have been a huge gain for Nigeria. This is so because broadband has the potential of enabling entirely new industries and changing how children are educated (e-education), how health care (telemedicine) is delivered, enhance farming (e-agriculture), ensure public safety, engage government, and access, organize and disseminate knowledge. In low and middle income economies, 10 per cent increase in broadband penetration yielded an additional 1.38 per cent in GDP growth. The Federal Government knew this when it chose to invest in a communications satellite but like Nigeria, which is a sleeping ‘Giant of Africa’ because of her failure to achieve its potential, NigComSat-1R has continued to drift towards the white elephant precipice due to very low patronage, under utilization and other challenges. In fact, a widely industry mindset is that the satellite is lying idle in space.

- i. Give the story a befitting title
- ii. What can you say about its opening paragraph?
- iii. List the key points in the study and link them to your topic.