



Introduction to feature writing

Introduction

Introduction to feature writing gives delegates a better grasp of all aspects of feature writing, from generating ideas to submitting work.

We do this in just two days by focusing on

- ▶ What makes a good feature and how to impress editors.
- ▶ The importance of style and structure.
- ▶ How to write headlines and proofread copy.

We support the process with a course manual, which can be used to further refine the skills learned.

Duration

Two day courses to provide ample time for delegates to do exercises and receive feedback on their work.

Who should attend?

Anyone looking for an introduction to feature writing – whether journalists, editorial assistants, press officers or others.

Activity-based training

Course exercises give you activity-based experience, and can be customised to deal with issues specific to your business.

Delegates may receive instructor feedback on their writing during exercises. Each delegate is invited to bring a piece of writing that they would like to have reviewed.

The course includes job aids and roadmaps to support your learning. Course exercise materials, job aids and roadmaps are provided on CD for post-course use.

Course outline

▶ Introduction

The role of feature articles in newspapers and magazines.

▶ Module 1: Developing your ideas

What are editors and readers looking for in a feature article? What makes a good idea, where to find ideas, and how to refine them into sellable stories.

▶ Module 2: Identifying opportunities

Analyse the characteristics of different markets, and appreciate their characteristics and subtle differences. Readership profiles. How to adjust your ideas for different audiences, and sell the same idea several times over.

▶ Module 3: Pitches made perfect

Learn how to write a successful pitch: what to include and what to leave out. Following up your ideas with editors. Pitching by phone. Spotting good ideas, exploring them, and turning them into successful pitches.

▶ Module 4: The art of interviewing

The pros and cons of doing interviews on the phone, face-to-face and by e-mail. Preparing for an interview, getting the most out of an interview, and dealing with difficult situations. Tips for interviewing celebrities and reluctant interviewees.

▶ Module 5: Headlines

What makes a good headline? Learn to write good headlines using today's news stories, and use them in your own work. Memorable headlines over the years, and what they teach us.

▶ Module 6: Structuring your work

The role and importance of structure in feature writing. Different types of structure, things that help give structure to the reader, and exercises in structuring your work. Learn to write eye-catching introductions and memorable endings.

▶ Module 7: Essentials of good English

The principles of good writing: what readers are looking for and what you should avoid. The Plain English Campaign. Exercises in writing good English, plus grammatical errors you should try and avoid.

▶ Module 8: Developing your writing style

The ingredients of a good writing style. What the experts think and what you should aim for. Style guides. Learn how to improve your own style, and write for different audiences.

▶ Module 9: Essential law for journalists

An introduction to the main legal issues, with examples, and how they might affect you as a journalist: defamation, copyright, contempt of court, and the PCC's Code of Conduct.

▶ Module 10: The writing process

The '6P' model: Purpose – Preparation – Passion – Process – Polish – Presentation.