



COURSE OUTLINE

CMN240 Feature Writing

Course Coordinator: Jane Stephens (efynes@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 2

USC Sunshine Coast
USC Moreton Bay

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

If news reporting is the bread and butter of journalism, feature writing is its strawberries and cream. This course is designed to give you experience in recognising and producing high-quality feature articles. You will learn about the different types, styles, strategies and structures of feature articles. Approaches, research, skills and ethics will be explored.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop 1 – On campus tutorial/workshop for 12 weeks (or equivalent).	2hrs	Week 2	12 times
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 2	12 times
Lecture – 1 hour online content for 12 weeks (or equivalent).	1hr	Week 1	12 times

1.3. Course Topics

Features styles, researching and interviewing, profiles, editing, issues-based features, opinion writing, reviews, lifestyle and travel, law and ethics.

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Identify structural elements of feature articles.	Knowledgeable
2	Identify the differences between news and features in journalism.	Creative and critical thinker
3	Apply theory of interviewing techniques and journalistic research.	Empowered
4	Produce journalistic feature articles of publishable standard.	Engaged

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

The concepts, applications and knowledge of news gathering, writing and delivery as laid out in CMN130: Introduction to Journalism.

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Computer workshops are interactive and feedback will be given on practice exercises for portfolio tasks from the first workshop.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	25%	700 words	Week 5	Online Assignment Submission with plagiarism check
All	2	Written Piece	Individual	35%	1000 words	Week 10	Online Assignment Submission with plagiarism check
All	3	Portfolio	Individual	40%	1000 words	Week 13	Online Assignment Submission

All - Assessment Task 1: Profile feature

GOAL:	To research and write a profile feature article using taught techniques. As a result of research and at least one personal interview, students will write a profile feature article on a person of interest. The feature must be written in the third person. Details of people interviewed must be listed.	
PRODUCT:	Written Piece	
FORMAT:	Professional/industry format. Please see Blackboard for details	
CRITERIA:	No.	Learning Outcome assessed
	1	Appropriateness, quality and structure of story (including justifier); 1
	2	use of feature writing devices; 2
	3	quality of information sources; 4
	4	use of quotes and attribution; 3
	5	spelling, punctuation, style and grammar 4

All - Assessment Task 2: Issues-based feature

GOAL:	To research and write a feature on an issue of social importance using taught techniques. The feature must be written in the third-person and contain information sourced from at least two different interviews and other relevant research. Details of people interviewed must be listed.	
PRODUCT:	Written Piece	
FORMAT:	Professional/industry format. See Blackboard for more details	
CRITERIA:	No.	Learning Outcome assessed
	1	Appropriateness, quality and structure of story (including justifier); 1
	2	use of feature writing devices; 2
	3	quality of information sources; 4
	4	spelling, punctuation, style and grammar 3
	5	use of quotes and attribution; 4

All - Assessment Task 3: Portfolio

GOAL:	To complete set tasks as outlined. The portfolio will contain written tasks and analysis that demonstrate an understanding of the tutorial themes and projects and the relevant graduate attributes. Tasks required are explored and practiced in tutorials.	
PRODUCT:	Portfolio	
FORMAT:	Professional/industry format. See Blackboard for more details	

CRITERIA:	No.	Learning Outcome assessed	
	1	Correct completion of set tasks;	1 4
	2	standard of writing and quality of journal content;	4
	3	appropriate topic choice, tone and angle for tasks;	1 2
	4	adherence to rules of spelling, grammar, punctuation and style.	1 4

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Nil

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au