NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
FEATURES WRITING: (IJM 4114)
FEBRUARY 2010 EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Section **A** is compulsory
2. Answer **any three** questions from Section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

Section A

Question 1

Write a 500 word proposal for a personality profile of your choice to be published in the *Chronicle* newspaper in Bulawayo. Your proposal should include a justification of why you have chosen the particular personality, an outline of the issues you will discuss, the angle and approach you will take, the resources and sources you will use to enable you to write the profile. Your proposal must include information about the contribution the feature will make to public knowledge, understanding and/or public discussion and debate.

(40 Marks)

Section B

Question 2

Examine the feature in **Annexure A** and discuss how narrative structure, style and tone contribute to its merit for publication. **(20 Marks)**

Question 3

Examine the news article in **Annexure B**. Discuss how you would turn it into a background feature, outlining the issues you will include in your feature and sources you will interview and the research background you will include. **(20 Marks)**

Question 4

Discuss how feature writing can contribute to public knowledge, understanding and debate on pertinent issues. Give examples of features you have read. **(20 Marks)**

Question 5

You have been appointed features editor for a Bulawayo-based weekly. Discuss the strategies you will use to ensure that your newspaper publishes high quality features every week.

(20 Marks)

Question 6

Examine Annexure C.
   a. Discuss the merits and demerits of using this writing style. **(10 Marks)**
   b. What steps would you take to ensure that you have a successful write up of an interview? **(10 Marks)**