

FEATURE STORIES

TVET CDACC UNIT CODE: ME/CU/BJ/CR/07/6/A

Relationship to Occupational Standards

This unit addresses the unit of competency: Produce Feature Stories

Duration of Unit: 90 hours

Unit Description

This unit specifies the competencies required to produce feature stories. It involves determining feature story ideas, determining feature article style, researching feature stories, interviewing for feature stories, writing feature story and marketing feature story.

Summary of Learning Outcomes

	Elements	Duration (Hrs)
1	Determine feature story ideas	9
2	Determine feature article style	7
3	Research feature stories	16
4	Interview for feature stories	16
5	Write feature story	27
6	Market feature story	15
	TOTAL	90

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Determine feature story ideas	1.1 Meaning of features 1.2 Nature of feature stories 1.3 Characteristics of features 1.4 Sources of feature stories 1.5 Qualities of a good feature writer 1.6 Functions of features	• Observation • Written tests • Assignments • Supervised exercises
2. Determine feature article style	2.1 Types of feature stories 2.2 Process of writing different feature 2.3 Language of features	• Observation • Written tests • Assignments

	2.4 Special features 2.5 Broadcast features 2.6 Newspaper features 2.7 Editorial opinions 2.8 Opinion columns 2.9 Reviews	Supervised exercises
3. Research feature stories	3.1 Factors to consider when researching for features 3.2 Safety measures when conducting features research 3.3 Gathering information for features 3.4 Documenting data and information gathered 3.5 Topic selection	- Observation - Written tests - Oral questioning - Assignments - Supervised exercises
4. Interview for feature stories	4.1 Relevance of interview 4.2 Types of feature interview 4.3 Location 4.4 Preparation for the interview 4.5 Structuring interview questions	- Observation - Written tests - Oral questioning - Assignments - Supervised exercises
5. Write feature story	5.1 Structure of features 5.2 Styles for the intro 5.3 Guidelines for feature leads 5.4 Feature body and conclusion 5.5 Functions of a features sub-editor	- Observation - Written tests - Oral questioning - Assignments - Supervised exercises
6. Market feature story	6.1 Creating teasers, blurbs and first stand 6.2 Broadcast feature promotion clips 6.3 Print feature promotion ads 6.4 Talk shows	- Observation - Written tests - Oral questioning - Assignments - Supervised exercises

Suggested Methods of Instruction

- Group discussions and presentation
- Demonstration by trainer

- Practical work by trainee
- Exercises

Recommended Resources

- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders