



**COURSE NAME:** Feature and Magazine Writing

**COURSE NUMBER:** COM\*223

**CATALOG DESCRIPTION:** Review of basic information gathering, interviewing, and news writing techniques. Instruction and practice in feature reporting and writing, including in-depth and investigative features, opinion pieces, reviews, creative non-fiction, and writing for the online media. Assignments are completed using computers. This course satisfies the computer literacy requirement of the college, but it may not be used to satisfy the English requirement.

**Prerequisite:** COM\*222 or Permission of Instructor

**General Education Competencies Satisfied:**

**HCC General Education Requirement Designated Competency Attribute Code(s):**

None

**Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:**

None

**Embedded Competency(ies):**

None

**Discipline-Specific Attribute Code(s):**

None

**Course objectives:**

**General Education Goals and Outcomes:**

None

**Course Specific:**

1. Review the characteristics of effective news writing.
2. Identify and apply the characteristics of effective public relations writing and

- specify how this type of writing draws on news writing skills.
3. Analyze, compare, and contrast the different types of feature writing for newspapers, magazines, and online media outlets.
  4. Use a variety of credible sources to write an in-depth feature story.
  5. Identify various types of reviews, editorials, and opinion pieces.
  6. Write a persuasive review and editorial.
  7. Explain and apply some of the basic conventions of online journalism.
  8. Identify and analyze some of the alternatives to mainstream journalism, including advocacy or community journalism and new, "gonzo," literary journalism, or creative non-fiction.
  9. Write creative non-fiction.

## **COURSE CONTENT:**

### Introduction

- Review of news style
- Review of newsgathering techniques
- Review of news writing
- Review of interviewing techniques

### Public Relations Writing

- Applying news writing skills to public relations
- Defining public relations, distinguishing p.r. from news writing and advertising.
- Structure and conventions of press releases
- Developing a media kit
- Developing a feature package.

### In-Depth and Feature Writing

- Understanding how features differ from news stories
- Magazine versus Newspaper Writing
- Basic Types of Feature Writing (may include service journalism, backgrounders, investigative pieces, in-depth profiles)
- Feature Story Structures
- Storytelling Techniques
- Developing a focus for a feature
- Researching markets for features
- Gearing a feature toward a particular market

### Online Journalism

- Understanding conventions of online journalism
- Writing for the online media

### Opinion Writing

- Developing topics for opinion writing
- Understanding conventions of editorials and op-eds
- Developing an argument for an editorial or op-ed
- Understanding the conventions of reviews

Developing a persuasive review

Creative Non-Fiction

Types of Creative Non-Fiction

Analyzing Conventions of Creative Non-Fiction

Generating Topics for Creative Non-Fiction

Writing Creative Non-Fiction