

COMM 2017 FEATURE WRITING

Credit Points 10

Legacy Code 102061

Coordinator Asha Chand ([https://directory.westernsydney.edu.au/search/name/Asha Chand/](https://directory.westernsydney.edu.au/search/name/Asha%20Chand/))

Description This subject takes students beyond event and reactionary reporting towards an understanding of the proactive process of exploration, interpretation and exposure in journalism. Students learn how to find, filter and file information in a dynamic and constantly changing environment. Given a lot more time to explore issues, students learn to add value to information while keeping the story current, to deadline and in the public sphere, while negotiating with the media industry to get their stories out into the public sphere. Students are encouraged to develop their unique writing styles while also focusing on social issues such as trauma, violence, mental health and wellbeing.

School Humanities & Comm Arts

Discipline Journalism

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Pre-requisite(s) COMM 1018

Equivalent Subjects LGYA 0585 - Journalism Feature Writing COMM 2023 - Magazine Journalism

Assumed Knowledge

News sense. An interest in telling a story. Basic journalism writing skills and keenness to develop an interest in social issues. Broad understanding of the role of journalism in society. Basic computer skills.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Generate original story ideas suitable for developing into feature stories
2. Undertake newsgathering, research, writing and editing applicable to feature stories
3. Apply interviewing and writing skills appropriate to the generation of feature-length stories.
4. Analyse writing feature stories and the mediums for publication.
5. Adapt writing to various styles while writing tight to deadline.
6. Target a specific audience/publication.
7. Market stories to different publications/audiences as this will add value to student learning
8. Apply teamwork skills through the editing process.

Subject Content

1. Looking behind the scenes of issues and events to formulate feature stories
2. Understanding the interview process a principal tool of journalism research and writing;

3. Ways of adding value to a story such as Computer Assisted Reporting (CAR), use of databases, documents and other secondary sources/writing styles
4. The development of a feature article targeting a specific audience/publication.
5. Editing and critically analysing news in circulation to advance understanding of audience needs
6. Tailoring writing to specific markets to help hone skills (such as marketing your idea/story, revamping the structure) required in a professional setting
7. Reflecting on the processes to build the foundation to an appreciation of the many responsibilities of journalism as a profession.
8. Submitting work for journalism competition to gauge opportunities outside the publishing arena.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Professional Task	1,000 - 1,200 Words	35	N	Individual	Y
Professional Task	300 Words	10	N	Individual	Y
Professional Task	1,200 - 1,500 words plus portfolio	55	N	Individual	Y

Teaching Periods

Autumn (2025)

Parramatta - Victoria Rd

On-site

Subject Contact Asha Chand ([https://directory.westernsydney.edu.au/search/name/Asha Chand/](https://directory.westernsydney.edu.au/search/name/Asha%20Chand/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2017_25-AUT_PS_1#subjects)

Sydney City Campus - Term 2 (2025)

Sydney City

On-site

Subject Contact Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2017_25-SC2_SC_1#subjects)