

CMN240 Feature Writing

School: School of Business and Creative Industries

2025 | Semester 2

UniSC Sunshine Coast
UniSC Moreton Bay

**BLENDED
LEARNING**

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, unless your program has specified a mandatory onsite requirement.

Please go to usc.edu.au 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
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

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

1.4. Mature Content

Adult themes

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	Delivery multiple kinds of stories in tight timeframes	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 [UniSC 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 basic concepts, applications and knowledge of news gathering, writing and delivery.

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

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 6	Online Assignment Submission with plagiarism check
All	2	Written Piece	Individual	35%	1000 words	Week 10	Online Assignment Submission with plagiarism check
All	3a	Artefact - Creative, and Written Piece	Individual	20%	500 words	Week 8	Online Submission
All	3b	Artefact - Creative, and Written Piece	Individual	20%	500 words	Week 13	Online Assignment Submission with plagiarism check

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.																			
CRITERIA:	<table> <tr> <th>No.</th><th></th><th>Learning Outcome assessed</th></tr> <tr> <td>1</td><td>Appropriateness, quality and structure of story (including justifier);</td><td>1</td></tr> <tr> <td>2</td><td>use of feature writing devices;</td><td>2</td></tr> <tr> <td>3</td><td>quality of information sources;</td><td>3 4</td></tr> <tr> <td>4</td><td>use of quotes and attribution;</td><td>3</td></tr> <tr> <td>5</td><td>spelling, punctuation, style and grammar</td><td>4</td></tr> </table>	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;	3 4	4	use of quotes and attribution;	3	5	spelling, punctuation, style and grammar	4	
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;	3 4																		
4	use of quotes and attribution;	3																		
5	spelling, punctuation, style and grammar	4																		
GENERIC SKILLS:	Communication, Organisation, Information literacy																			

All - Assessment Task 2: Issues-based feature

GOAL:	To research and write a feature on an issue on a provided theme 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.																			
CRITERIA:	<table> <tr> <th>No.</th><th></th><th>Learning Outcome assessed</th></tr> <tr> <td>1</td><td>Appropriateness, quality and structure of story (including justifier);</td><td>1</td></tr> <tr> <td>2</td><td>use of feature writing devices;</td><td>2</td></tr> <tr> <td>3</td><td>quality of information sources;</td><td>4</td></tr> <tr> <td>4</td><td>spelling, punctuation, style and grammar</td><td>3</td></tr> <tr> <td>5</td><td>use of quotes and attribution;</td><td>4</td></tr> </table>	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	
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4	spelling, punctuation, style and grammar	3																		
5	use of quotes and attribution;	4																		
GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy																			

All - Assessment Task 3a: Portfolio A

GOAL:	<p>To complete set tasks as outlined. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation: Sustainable, future-focussed careers. The following Program Competency will be assessed: PC4.1 Demonstrates capacity and competence in the application of journalism-discipline specific knowledge to a range of feature styles. PC4.2. Exhibits self-learning and effective time-management, recognising the value of strong portfolio task submissions to future professional endeavours. PC4.3 Demonstrates adaptability and diversity of writing skills and applications, combining critical thinking and ethical practice across the portfolio of work.</p> <p>The portfolio will contain written tasks, images and analysis that demonstrate an understanding of the module themes and the relevant graduate attributes.</p> <p>The tasks required are explored and practiced in workshops.</p>		
PRODUCT:	Artefact - Creative, and Written Piece		
FORMAT:	Professional/industry format.		
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
GENERIC SKILLS:	Communication, Organisation, Applying technologies, Information literacy		

All - Assessment Task 3b: Portfolio B

GOAL:	<p>To complete set tasks as outlined. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation: Sustainable, future-focussed careers. The following Program Competency will be assessed: PC4.1 Demonstrates capacity and competence in the application of journalism-discipline specific knowledge to a range of feature styles. PC4.2. Exhibits self-learning and effective time-management, recognising the value of strong portfolio task submissions to future professional endeavours. PC4.3 Demonstrates adaptability and diversity of writing skills and applications, combining critical thinking and ethical practice across the portfolio of work.</p> <p>The portfolio will contain written tasks, images and analysis that demonstrate an understanding of the module themes and the relevant graduate attributes.</p> <p>The tasks required are explored and practiced in workshops.</p>		
PRODUCT:	Artefact - Creative, and Written Piece		
FORMAT:	Professional/industry format		
CRITERIA:	No.	Learning Outcome assessed	
	1	Correct completion of set task	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
GENERIC SKILLS:	Communication, Organisation, Applying technologies, Information literacy		

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. 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 Canvas 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 Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

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

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. 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.

10.6. 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.

10.7. 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.

10.8. 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
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

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

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au