

CMN240 Feature Writing

School: School of Business and Creative Industries

2026 Trimester 2

UniSC Sunshine Coast

**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 unisc.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.

5.5. Microcredential Information

Not applicable

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 12 | 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 | | | | | | | | | | | | | | | | | | | |
| AUTHORSHIP STATEMENT: | | | | | | | | | | | | | | | | | | | | |
| FORMAT: | Professional/industry format. | | | | | | | | | | | | | | | | | | | |
| CRITERIA: | <table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <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> </tbody> </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 | |
| AUTHORSHIP STATEMENT: | | |
| FORMAT: | Professional/industry format. | |
| CRITERIA: | 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 |
| GENERIC SKILLS: | Communication, Problem solving, Organisation, Information literacy | |

All - Assessment Task 3a: Portfolio A

| | | |
|------------------------------|---|---|
| GOAL: | 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. The portfolio will contain written tasks, images and analysis that demonstrate an understanding of the module themes and the relevant graduate attributes. The tasks required are explored and practiced in workshops. | |
| PRODUCT: | Artefact - Creative, and Written Piece | |
| AUTHORSHIP STATEMENT: | | |
| 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 | | | | | | | | | | | | | | | |
| AUTHORSHIP STATEMENT: | | | | | | | | | | | | | | | | |
| FORMAT: | Professional/industry format | | | | | | | | | | | | | | | |
| CRITERIA: | <table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Correct completion of set task</td><td>1 4</td></tr><tr><td>2</td><td>Standard of writing and quality of journal content</td><td>4</td></tr><tr><td>3</td><td>Appropriate topic choice, tone and angle for tasks</td><td>1 2</td></tr><tr><td>4</td><td>adherence to rules of spelling, grammar, punctuation and style</td><td>1 4</td></tr></tbody></table> | 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 |
| 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. 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>

10.5. 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.

10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)