

Advanced Feature Writing

This course is aimed at journalists who have feature writing experience but want to take their features to the next level, create more engaging features and develop a distinctive style.

How to take your features to the next level

- Advanced doesn't always mean more complex
- Creating the right tone, using the right language
- Paying attention to pace and rhythm by creating a narrative
- Planning a good feature: techniques and approaches
- Selecting the right structure

Focus on style as well as content

- Style: the elusive heart of quality writing
- Writing great intros: pulling in the reader
- Classic intros
- Writing in scenes: building the narrative
- Ending well: delivering the promise
- Creating your own style
- How much of 'you' goes into a feature?

Rising to the challenges

- Handling information-heavy features
- Blending facts and opinions
- Using box-outs and info panels effectively
- Bringing complex information alive
- Finding the right quotes and using them effectively

Finding new ways into familiar subjects

- How to keep things fresh
- Looking at a familiar topic with new eyes
- New angles for tired topics

Troubleshooting when your feature gets bogged down

- Is there a vital quote, interview, factual element or passage of description missing?
- How to work out what's wrong
- Have you forgotten the reader?

One day course with a half-day follow-up workshop(s) with individual students or the whole group

© David Worsfold, Worsfold Media Services, 2013