



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**  
**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**

**2019\_1 EXAM**

**COURSE CODE: JLS724**

**COURSE TITLE: FEATURE WRITING**

**UNIT: 3**

**TIME: 3 HOURS**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS**

1. a. What is feature writing? **(3½ marks)**  
b. Discuss succinctly the following types of feature stories – personality profile, travelogue, human interest features and expose. **(14 marks)**
2. a. What is feature side bar? **(3½ marks)**  
b. Discuss exhaustively four functions of features. **(14 marks)**
3. As a good feature writer, X-ray the following characteristics of feature articles:
  - i. cannot be scooped
  - ii. rigorous selection of topics
  - iii. delayed and more complete
  - iv. stylish and in-depth information on topical issues. **(17½ marks)**
4. The importance of feature story ideas cannot be overemphasised in writing good features. Discuss in-details the following ways of getting good feature story ideas:
  - i. through the editor
  - ii. odd occupation angle
  - iii. sociological approach
  - iv. inspiration and topical issues. **(17½ marks)**
5. (a) Highlight the difference between feature side bar and feature series. **(3½ marks)**  
(b) Discuss personal columns focusing on personal, official, general and global issues. **(14 marks)**
6. With appropriate examples, critically analyse different styles for features as discussed in your study material. **(17½ marks)**