



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_2 EXAMINATION

COURSE TITLE: FEATURE WRITING

COURSE CODE: JLS 724

CREDIT UNIT: 3

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS

- 1) a. Expatiate seven essential qualities plus an analytical and creative capability a good journalist must possess to successfully pursue his career as a feature writer or reporter.
b. What do you understand by special features? **(17.5 Marks)**
- 2) a. Outline five characteristics of a service column.
b. Explain what a paper gain from a service column. **(17.5 Marks)**
- 3) a. Establish the language of language of features.
b. Outline three things that should be avoided in the language of feature. **(17.5 Marks)**
- 4) a. Explain in detail four guidelines for feature lead writing.
b. Read and analyze the style used in writing the below feature story:

The Eye-Witness Description

At most encounters, she would either manage to nod her head or whisper reluctantly, few words in response to greetings from sympathizers. Yet, human traffic in and out of the Festac home of the late trumpeter, Zeal Onyia continued to increase by every passing Minute. Llike her children who were busy assisting relations and friends in the organization of the evening wake-keeping, Dr(mrs) Yinka Onyia, did not find receiving visitors a pleasant exercise.

Already House 15, C Close, 712 Road, Festac Town, residence of the Onyia family is wearing a new look, having been repainted recently. In this “Tribute”, the focus is on the widow of the late trumpeter. (Guardian, see unit 11, sample Ozohia Uhakheme. **(17.5 Marks)**)

- 5) a. Write a newspaper feature sidebar on an interesting feature story.
b. Highlight six characteristics of sidebar. **(17.5 Marks)**