

Feature Writing



Course outline

Course Tutor:

JEAN RAFFERTY

Jean Rafferty is an award-winning feature writer who has twice been nominated for the UK Press Awards, an unusual honour for a freelance. She has worked for a wide range of publications, both broadsheet and tabloid, from the Sunday Times Magazine and Guardian Weekend to the Daily Record and the Sunday People. She has won awards in varied fields such as travel and medical writing and is the author of two non-fiction books about sport. Her novel, *Myra, Beyond Saddleworth*, was published in June 2012. More information can be found on her website, www.jeanrafferty.com

Course Content:

This course is for anyone who would benefit from understanding the principles and actions behind successful features. It covers writing with style for professional publications and includes sessions on building a story, structure, interviewing and pitching. Every aspect of writing outstanding features will be covered, from understanding your audience, publication and subject, to research, writing and interview skills.

Programme

- Building a Feature:
- Finding ideas and making them work
- Structure:
- Thinking in advance about how to shape your material
- Interviewing:
- Being in control of the interviewing situation
- Pitching:
- How to present ideas and follow them up

What you should bring with you:

No requirements, however, you may wish to bring a notepad.

Qualifications:

No formal qualifications required.

Expected learning outcomes:

On completion, participants should have the ability to approach any subject and turn it into a readable feature. They will have the confidence to deal with varied situations and to conduct interviews in a professional and probing manner.