



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
2023/2024 First Semester Examination

Course Title: Feature Writing

Course Code: MAS 205

Course Unit: 2 units

Duration: 2 hours

Instruction: Answer question one and any other two.

1. (a) Write a full portrait feature with appropriate title and examples on a trending issue with societal consequences. Your topic must not be on corruption (15 marks)

(b) Compare and contrast the major characteristics and portraits of feature writing. (15 marks)

Total (30 marks)
2. Explain the following hallmarks of good features:
 - AIDA Concept
 - Drama and Linguistic flourish the instruments of delivery.
 - "People with something in Common"
 - Features are Universal
 - Features are laden with the hallmark of a fiction, and gripping touch of suspense.
3. Write a purposeful feature on VALENTINE which transcends the practice of gift exchange and romantic value associated with its literary meaning. Your answer should be based on hallmark of good features (20 marks)
4. (a) Discuss five major types of LEAD. (10 marks)

(b) Why are good leads relevant to a good feature? (10 marks)

Total (20 marks)
5. (a) Do a feature on a trending news story that has analytical interpretation. (10 marks)

(b) What are the five major differences between a feature, straight and reportorial news. (10 marks)

Total (20 marks)