

Writing for the Modern Media: How to write feature articles

Start date	18 April 2021	Time	10:00 – 16:45
Venue	Madingley Hall Madingley Cambridge		
Tutor	Tony Padman	Course code	2021NDX233

Director of Academic Centres Dr Corinne Boz
For further information on this course, please contact The Creative Writing Team
creativewriting@ice.cam.ac.uk or 01223 761 278

To book See: www.ice.cam.ac.uk or telephone 01223 746 262

Tutor biography

Tony Padman studied journalism at the University of London and then undertook a series of short courses in advanced news and feature writing, media law and interviewing skills. He began his journalism career in 2000 writing for The London Evening Standard and then spent five years as a reporter and feature writer on his local newspaper, The Ham&High covering the boroughs of Camden and Westminster. He now writes news and features for a broad range of national newspapers and magazines. He took his teaching qualification in 2008 and then returned to the University of London – this time as a sessional journalism lecturer to first year students.

Course programme Sunday

With over 25,000 newspapers, magazines and online publications, there's never been a better time to begin writing feature articles. Whether it's a story from your life experience, work or hobby, there are feature stories everywhere and pages to fill. This introductory course will show you the basics of what makes a good feature article, from the idea to interviewing, writing and editing your feature.

09:30	Terrace bar open for pre-course tea/coffee
10:00 – 11:15	How news differs from features and the market for each
11:15	Coffee
11:45 – 13:00	Different types of features and specialist features
13:00	Lunch
14:00 – 15:15	How to conduct an interview for features
15:15	Tea
15:30 – 16:45	How to structure, write and edit your feature
16:45	End of the Day

This course is offered in conjunction with Writing for the Modern Media: How to write news articles taking place on Saturday 6 June 2020.

Course syllabus

Aims:

- To understand the different types of writing for features
- How news differs from features
- How to interview people for features
- To develop a set of skills required to structure, write and edit features

Content:

Have you read feature articles in newspapers, magazines and newsletters and wished that you could write like that - and get paid to do it? You will discover the basic skills needed to write features from a professional Fleet Street journalist. This highly practical beginners' course will explore how a feature progresses from the idea to commissioning, interviewing, writing, editing and getting it published.

With over 26,000 magazines and 1,000 newspapers published in Britain every year, there's never been a better time to begin writing about people – everyone has a story of interest to others, or perhaps your work, interests and experiences.

We'll practice interviewing skills to discover the do's and don'ts in order to get the best out of our subjects; what makes a good feature – and what doesn't; what you want to write about; where to find ideas; and how news and features differ from each other.

This course will give you a much greater understanding of how publications operate and how to write features. By the end of the course you will be more familiar with the newspaper and magazine industry; be able to use new skills to enable you to write feature articles and have more confidence in your writing.

Presentation of the course:

This is a highly practical course with plenty of group work. There will be classroom discussions, articles, which will show you how the story progressed from idea to publication, and feedback on your writing. In addition, there will be short films showing how newspapers are produced today using the latest technology and the method used 50 years ago before computers.

As a result of the course, within the constraints of the time available, students should be able to:

- Distinguish between news and feature articles
- Write a short feature
- Develop and have confidence in their interviewing technique
- Understand the skills required to write feature articles

Reading and resources list

Listed below are a number of texts that might be of interest for future reference, but do not need to be bought (or consulted) for the course.

Author	Title	Publisher and date
Rusbridger, Alan	<i>Breaking News and the Remaking of Journalism</i>	Cannongate Books, 2018
Friedlander, Edward	<i>Feature Writing: The Pursuit of Excellence</i>	Pearson, 2017
Marr, Andrew	<i>My Trade</i>	MacMillan, 2004
Levinson, Ellie	<i>Creativity and Feature Writing</i>	Routledge 2015
Tanner, Steven	<i>Feature Writing</i>	Oxford Univ Press, 2017

Additional information

Venue

Details of how to find Madingley Hall can be found on our website:
<http://www.ice.cam.ac.uk/who-we-are/how-to-find-the-institute>

Refreshments

Tea and coffee and lunch will be provided. If you have any specific dietary requirements or allergies and have not already advised us, please inform our Admissions Team on ice.admissions@ice.cam.ac.uk or +44 (0)1223 746262.

Note Students of the Institute of Continuing Education are entitled to 20% discount on books published by Cambridge University Press (CUP) which are purchased at the Press bookshop, 1 Trinity Street, Cambridge (Mon-Sat 9am – 5:30pm, Sun 11am – 5pm). A letter or email confirming acceptance on to a current Institute course should be taken as evidence of enrolment.

Information correct as of: 21 November 2019