

# Feature writing training

## Training course outline

Provides a thorough grounding in all aspects of feature writing. On completion, you will have the knowledge and confidence to repeatedly produce high quality features.



### Course summary

This course focuses on:

- What makes a good feature and how to impress editors.
- The importance of style and structure.
- How to write headlines and proofread copy.

### Duration

Two days.

### Who should attend?

This course is ideal for anyone whose responsibilities include writing for the media, such as journalists, editorial assistants and press officers.

As well as developing and refining your journalistic talent, our journalism training courses offer invaluable hints and tips from a seasoned journalist and instructor who has built up a rich knowledge base from years of exposure to the front line of journalism.

### In-class or live online

You can attend in-person at our centres, or participate live online from your place of work or home.

To read about our approach to online training, see [armada.co.uk/liveonline](http://armada.co.uk/liveonline).

### General information

Courses are hosted by a seasoned journalist and instructor who has built up a rich knowledge base from years of exposure to the front line of journalism for both local and national newspapers.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

### Course materials and certificate

You'll receive:

- A comprehensive training guide and practice files.
- An e-certificate (PDF) confirming successful course completion.

### Method of delivery

Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

### After course support

Following training, you're entitled to 30 days' email support from your trainer.

### Further information

See [armada.co.uk/course/feature-writing](http://armada.co.uk/course/feature-writing).

### Course syllabus

See over.

Topics	Sub-topics
<b>Introduction</b>	The role of feature articles in newspapers and magazines
<b>Developing your ideas</b>	<p>What are editors and readers looking for in a feature article?</p> <p>What makes a good idea, where to find ideas, and how to refine them into sellable stories</p>
<b>Identifying opportunities</b>	<p>Analyse the characteristics of different markets, and appreciate their characteristics and subtle differences.</p> <p>Readership profiles</p> <p>How to adjust your ideas for different audiences, and sell the same idea several times over</p>
<b>Pitches made perfect</b>	<p>Learn how to write a successful pitch:</p> <ul style="list-style-type: none"> <li>• What to include and what to leave out</li> <li>• Following up your ideas with editors</li> <li>• Pitching by phone</li> </ul> <p>Spotting good ideas, exploring them, and turning them into successful pitches</p>
<b>The art of interviewing</b>	<p>The pros and cons of doing interviews on the phone, face-to-face and by e-mail</p> <p>Preparing for an interview, getting the most out of an interview, and dealing with difficult situations</p> <p>Tips for interviewing celebrities and reluctant interviewees</p>
<b>Headlines</b>	<p>What makes a good headline</p> <p>Learn to write good headlines using today's news stories, and use them in your own work</p> <p>Memorable headlines over the years, and what they teach us</p>

Topics	Sub-topics
<b>Structuring your work</b>	<p>The role and importance of structure in feature writing</p> <p>Different types of structure, things that help give structure to the reader, and exercises in structuring your work.</p> <p>Learn to write eye-catching introductions and memorable endings</p>
<b>Essentials of good English</b>	<p>The principles of good writing: what readers are looking for and what you should avoid</p> <p>The Plain English Campaign</p> <p>Exercises in writing good English, plus grammatical errors you should try and avoid</p>
<b>Developing your writing style</b>	<p>The ingredients of a good writing style</p> <p>What the experts think and what you should aim for</p> <p>Style guides</p> <p>Learn how to improve your own style, and write for different audiences</p>
<b>Essential law for journalists</b>	<p>An introduction to the main legal issues, with examples, and how they might affect you as a journalist:</p> <ul style="list-style-type: none"> <li>• Defamation</li> <li>• Copyright</li> <li>• Contempt of court</li> </ul> <p>The PCC's Code of Conduct</p>
<b>The writing process</b>	<p>The '6P' model:</p> <ul style="list-style-type: none"> <li>• Purpose</li> <li>• Preparation</li> <li>• Passion</li> <li>• Process</li> <li>• Polish</li> <li>• Presentation</li> </ul>