



**REPUBLIC OF KENYA**

**COMPETENCY BASED CURRICULUM**

**FOR**

**BROADCAST JOURNALISM**

**KNQF LEVEL 6**

**ISCED PROGRAMME CODE; 0321 654B**



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## FEATURE STORIES

**UNIT CODE:** ME/CU/BJ/CR/07/6/B

### Relationship to Occupational Standards

This unit addresses the unit of competency: Produce Feature Stories

**Duration of Unit:** 90 hours

### Unit Description

This unit specifies the competencies required to produce feature stories. It involves determining feature story ideas, determining feature article style, researching feature stories, interviewing for feature stories, writing feature story and marketing feature story.

### Summary of Learning Outcomes

1. Determine feature story ideas
2. Determine feature article style
3. Research feature stories
4. Interview for feature stories
5. Write feature story
6. Market feature story

### Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Determine feature story ideas	<ul style="list-style-type: none"><li>• Meaning of features</li><li>• Nature of feature stories</li><li>• Characteristics of features</li><li>• Sources of feature stories</li><li>• Qualities of a good feature writer</li><li>• Functions of features</li></ul>	<ul style="list-style-type: none"><li>• Observation</li><li>• Written tests</li><li>• Assignments</li><li>• Supervised exercises</li></ul>
2. Determine feature article style	<ul style="list-style-type: none"><li>• Types of feature stories</li><li>• Process of writing different feature</li><li>• Language of features</li><li>• Special features</li><li>• Broadcast features</li><li>• Newspaper features</li><li>• Editorial opinions</li><li>• Opinion columns</li><li>• Reviews</li></ul>	<ul style="list-style-type: none"><li>• Observation</li><li>• Written tests</li><li>• Assignments</li><li>• Supervised exercises</li></ul>

3. Research feature stories	<ul style="list-style-type: none"> <li>• Factors to consider when researching for features</li> <li>• Safety measures when conducting features research</li> <li>• Gathering information for features</li> <li>• Documenting data and information gathered</li> <li>• Topic selection</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> <li>• Supervised exercises</li> </ul>
4. Interview for feature stories	<ul style="list-style-type: none"> <li>• Relevance of interview</li> <li>• Types of feature interview</li> <li>• Location</li> <li>• Preparation for the interview</li> <li>• Structuring interview questions</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> <li>• Supervised exercises</li> </ul>
5. Write feature story	<ul style="list-style-type: none"> <li>• Structure of features</li> <li>• Styles for the intro</li> <li>• Guidelines for feature leads</li> <li>• Feature body and conclusion</li> <li>• Functions of a features sub-editor</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> <li>• Supervised exercises</li> <li>• </li> </ul>
6. Market feature story	<ul style="list-style-type: none"> <li>• Creating teasers, blurbs and first stand</li> <li>• Broadcast feature promotion clips</li> <li>• Print feature promotion ads</li> <li>• Talk shows</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> <li>• Supervised exercises</li> </ul>

### **Suggested Methods of Instruction**

- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

### **Recommended Resources**

- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders