

Feature Writing : Advanced

Course Description

This course is for those who have some feature writing experience but want to learn how to come up with better ideas, improve their writing style and make sure they execute their ideas in the best way.

This is a one day course designed for press officers, PR officers, contributors to in-house journals and working journalists who need to meet the highest standards of magazine and newspaper feature writing.

Pre-Course Requirements

You should have attended the Introduction to Feature Writing course at the LCMJ or have similar experience of feature writing.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	25-04-2018 at London Bridge 22-05-2018 at London Bridge 20-06-2018 at London Bridge 20-07-2018 at London Bridge 15-08-2018 at London Bridge 14-09-2018 at London Bridge 10-10-2018 at London Bridge
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	Not Applicable
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

Feature Writing : Advanced

Finding new ways into familiar subjects

- How to keep things fresh
- Putting a new twist on a topic
- Looking at a familiar topic with new eyes

Finding your voice as a feature writer

- A range of foolproof structures for any feature
- How to write a good intro
- Improving your feature writing style
- Introducing some of your own personality as a writer
- Putting just enough of yourself into what you write but not too much

Interviewing difficult subjects

- How to handle uncooperative or unintentionally unhelpful interviewees

How to avoid transcribing hours of recordings

- The feature isn't on your tape, it's in your head
- When to refer to your tape
- The correct use of recording
- When recording is useful and when it is essential

Writing a variety of reviews

- Mixing factual information and opinion
- Putting in the ground work

The features that win awards

- Tips and tricks for making your feature stand out from the crowd

Tips and tricks for when your feature gets bogged down

- Is there a vital quote, interview, factual element or passage of description missing?
- How to work out what's wrong

Questions and answers