



**NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRA MURAL STUDIES
RESEARCH, EVALUATION & MEDIA DEPARTMENT
DIPLOMA IN MASS COMMUNICATION
2022/2023 ACADEMIC YEAR**

**MAC 0305 – Feature Writing – Year 3
First Semester Final Examination Paper**

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January 2023

Marks: 50

Time: 3 hrs.
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Instructions:

- Read all questions carefully before you answer.
- **In Section A, answer question 1 and 2. In Section B, answer any three (3) questions.**
- Number your answers exactly the same way they appear on the question paper.
- Please ensure that you proof-read all your answers.
- Marks will be deducted for untidy and/or illegible handwriting and grammar mistakes.
- Each question must be answered on a separate page.

SECTION A – Answer question 1 and 2.

Question 1

Discuss the differences between a feature story and a news story. [10]

Question 2

- A. Why is it important to choose a topic for a feature story? [2]
- B. Why is it necessary to gather all the information you need? [2]
- C. Why should one be clear about the type of story you are working on? [2]
- D. Why is it important to be clear on the angle you are exploring? [2]
- E. Why is it important to have a sense of who the readers will be? [2]

SECTION B – Answer any three (3) questions.

Question 3

Discuss ways/techniques of identifying and deciding on a feature story.
From which sources may feature article ideas come from, and why? [10]

Question 4

What does a theme refer to? Please state the importance of having a theme in a feature story. Further discuss the factors that are important to consider in ensuring that the chosen theme is appropriate. [10]

Question 5

Identify and discuss the types of feature story introductions/leads. [10]

Question 5

In relation to the **body** section of a feature story, discuss the application of the “rule of three”. What are the key issues that should be in the **end** part of a feature story? [10]

Question 6

Discuss the role of creative writing and choosing an appropriate angle in a feature story. [10]

Question 7

Discuss points and flaws to remember when writing a feature article.

[10]

Question 8

Identify and discuss **four** (4) types of common feature stories.

[10]