



SYLLABUS

Class – B.A. (HONS.) MASS COMMUNICATION

V Semester

Subject – Feature Writing

Unit-I	Definition of a feature. Features vis-a-vis fiction and Literature. Types of features: Descriptive, Historical, personality
Unit-II	Distinction between a featurised news story and a feature article. Search for topics and material that can sell.
Unit-III	Titles, Leads and Slant in features. Planning a feature Importance of Human Interest in Features.
Unit-IV	Basic principles and do's of reviewing books, Films, stage plays and TV programmes.
Unit-V	Concept of photo feature Scope and approach to free lancing for newspapers and magazines.



UNIT I

DEFINITION: Feature is a story that is longer than a standard news story and written in a different style. Features can vary widely, so you can have a news-feature or an arts feature. Although the term feature implies softer news, a feature is often defined by its length and style, which differs from a straight-up news story. Features also often appear in magazines though newspapers and websites also run features. The middle section of a magazine is also where you usually find the features; this section is known as the feature well. In writing a feature, one has to depend on the eye and the ear, sentiments, feelings, emotions and observation. The difference between news writing and feature writing lies in approach rather than in subject matter.

Feature vis-à-vis fiction and literature:

Fiction is the form of any work that deals, in part or in whole, with information or events that are not real, but rather, imaginary and theoretical—that is, invented by the author. Although fiction describes a major branch of literary work, it may also refer to theatrical, cinematic, or musical work. Fiction contrasts with non-fiction, which deals exclusively with factual (or, at least, assumed factual) events, descriptions, observations etc.

Literature: literature is the art of written work. The word literature literally means: "things made from letters". Literature is commonly classified as having two major forms—fiction and non-fiction—and two major techniques—poetry and prose.

Literature may consist of texts based on factual information (journalistic or non-fiction), a category that may also include polemical works, biography, and reflective essays, or it may consist of texts based on imagination (such as fiction, poetry, or drama). Literature written in poetry emphasizes the aesthetic and rhythmic qualities of language—such as sound, symbolism, and meter—to evoke meanings in addition to, or in place of, ordinary meanings, while literature written in prose applies ordinary grammatical structure and the natural flow of speech. Literature can also be classified according to historical periods, genres, and political influences. While the concept of genre has broadened over the centuries, in general, a genre consists of artistic works that fall within a certain central theme; examples of genre include romance, mystery, crime, fantasy, erotica, and adventure, among others.

Important historical periods in English literature include Old English, Middle English, the Renaissance, the Elizabethan era of the 16th century (which includes the Shakespearean era), the 17th Century Restoration period, the 18th century Age of Enlightenment, the Romanticism of the early 19th century, the later 19th Century Victorian, and 20th Century Modernism and Post-modernism. Important intellectual movements that have influenced the study of literature include feminism, post-colonialism, psychoanalysis, post-structuralism, post-modernism, romanticism, and Marxism.

Feature Writing Techniques:

While writing a feature one should try to write a striking introduction which may arouse the reader's curiosity and interest. How to end a feature is as important as how to begin it. Sometimes the technique of short story writing may be successfully employed to write a feature.

Figurative language helps recreate scenes or sensations. It is how a writer tells the story. Devices include:



B.A. (HONS.) Mass Communication V Semester

Sub. – Feature Writing

- **Metaphor** -- An implied comparison between two unlike things. It is a word or phrase applied to an object or action to which it is not literally applicable. Metaphors are used in poetry, literature & anytime someone wants to add some color to their language.
Eg.: 1) Love is a battlefield.
2) You are a firework.
3) The test was murder.
- **Simile** -- A stated comparison between two unlike things. A simile is a figure of speech that compares two different things in an interesting way. This comparison is usually used to make the description more emphatic or vivid.
Eg.: 1) She is like a rose.
2) As black as a coal.
3) As busy as a bee.
4) As brave as a lion.
- **Personification**-- Giving life-like characteristics to something lifeless. It can also be said as representation of an abstract quality in human form.
- **Hyperbole** -- Emphasizing something by deliberately overstating or understating it. Good feature stories contain anecdotes, description, attributive verbs and direct.

TYPES OF FEATURE: Journalists disagree about whether all features entertain and inform. Most agree that feature can be categorized into these general types, each with a special purpose:

1. **News feature:** a story that offers a human-interest view on a hard news event.
2. **Informative feature:** a story that present practical on interesting information.
3. **Personality profile:** a story that reveals the personality of someone through incidents, anecdotes, and quote (not through a list of accomplishments, favorite things, or biographical facts)
4. **Human interest feature:** The best-known kind of feature story is the human-interest story that discusses issues through the experiences of another. A short piece (about 100 words), told in a unique or clever way, that concentrates on an unusual and emotionally appealing subject (person, place, object, or animal)
5. **Historical feature:** A story is about an interesting aspect of a historical subject, gathered from research and interviews. These features commemorate important dates in history or turning points in our social, political and cultural development. They offer a useful just a position of then and now. Historical features take the reader back to revisit an event and issues surrounding it. A variation is this date in history short feature, which reminds people of significant events on a particular date.
6. **Personal- accomplishment feature:** a story that focuses on an individual who accomplished something amazing or who has over –come a particular life struggle.
7. **Shared –experience feature:** a story that shares information gained from the writer’s firsthand experience in doing something.
8. **Hoe-to feature:** a story that explains how to do something.
9. **Profiles:** A very common type of feature is the profile that reveals an individual’s character and lifestyle. The profile exposes different facets of the subject so readers will feel they know the person.



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B.A. (HONS.) Mass Communication V Semester

Sub. - Feature Writing

10. Seasonal Themes: Stories about holidays and the change of seasons address matters at specific times of a year. For instance, they cover life milestones, social, political and cultural cycles, and business cycles.

11. Behind the Scenes: Inside views of unusual occupations, issues, and events give readers a feeling of penetrating the inner circle or being a mouse in a corner. Readers like feeling privy to unusual details and well kept secrets about procedures or activities they might not ordinarily be exposed to or allowed to participate in.

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UNIT-II

DISTINCTION BETWEEN A FEATURISED NEWS STORY ANF FEATURISED ARTICLES

Feature stories are human-interest articles that focus on particular people, places and events.

- Feature stories are journalistic, researched, descriptive, colorful, thoughtful, reflective, thorough writing about original ideas.
- Feature stories cover topics in depth, going further than mere hard news coverage by amplifying and explaining the most interesting and important elements of a situation or occurrence.
- Feature stories are popular content elements of newspapers, magazines, blogs, websites, newsletters, television broadcasts and other mass media.
- A feature story is not meant to report the latest breaking news, but rather an in-depth look at a subject.
- Feature articles range from the news feature that provides sidebar background to a current event hard news story, to a relatively timeless story that has natural human interest.
- Features generally are longer than hard-news articles because the feature penetrates deeper into its subject, expanding on the details rather than trying to concentrate on a few important key points.
- In hard news stories, often referred to as *inverted pyramid* style, the reporter makes the point, sets the tone, and frames the issue in the first paragraph or two.
- In a feature story, on the other hand, the writer has the time and space to develop the theme, but sometimes postpones the main point until the end. The whole story does not have to be encapsulated in the lead.

Non-fiction stories

Feature stories are journalistic reports. They are not opinion essays or editorials. They should not be confused with creative writing or works of fiction.

- The writer's opinions and attitudes are not important to the story.
- The writer keeps herself or himself out of the story.
- Writing in the third person helps maintain the necessary distance.

Telling stories

Hard news stories report very timely events that have just occurred. Feature stories, on the other hand, are *soft news* because they are not as timely, not as swiftly reported. Feature writers have the extra time to complete background research, interviews and observation for their stories.

Here are some suggestions for polishing feature writing skills and developing an eye for feature story ideas.

- Feature stories give readers information in a pleasing, entertaining format that highlights an issue by describing the people, places, events and ideas that shape it.
- Feature stories are really more like nonfiction short stories than hard news stories.



B.A. (HONS.) Mass Communication V Semester

Sub. – Feature Writing

- While there should be a *news peg* for the existence of a story at a particular time, the immediacy of the event is secondary in a feature story. In fact, sometimes there is no immediate event.
- The power of a feature story lies in its ability to amplify the focus on an issue through first-rate storytelling, irony, humor, human appeal, atmosphere and colorful details.
- Features have a clear beginning, middle and end and are longer than hard-news stories.

Gathering data

Journalists use three tools to gather information for stories: observation, interview and background research.

After completing these, the writer brings the story to life through colorful description, meaningful anecdotes and significant quotes.

- These elements are obtained when interviewing and observing by jotting down everything encountered – smells, noises, colors, textures, emotions, details seen and heard in the surroundings.
- The journalist keeps an open mind while interviewing subjects and researching sources.
- The writer avoids steering the story or imposing personal ideas on the sources.
- The writer avoids deciding on the theme of the story until sufficient information has been gathered to show a direction or point of view.

Story format

The information in a feature is organized differently from hard news stories. Sometimes a writer uses several paragraphs of copy at the outset to engage the reader before getting on with the main elements of the story.

After the title and opening paragraph grab a reader, narrative hooks are used to persuade the reader to continue reading. These hooks are attractive story elements such as action, mystery, drama or appealing characters intended to pull the reader forward through the story. They are complex narratives that come to life through colorful description, meaningful anecdotes and significant quotes.

- In hard news stories, the reporter makes the point, sets the tone, and frames the issue in the first paragraph or two.
- In feature stories, the whole story does not have to be encapsulated in an inverted pyramid lead. The writer can develop the storyline in a variety of ways and choose to postpone the main point until later in the copy or even the end.
- A writer can choose to tell the story out of order to engage the reader's interest.
- A story could begin with a dramatic moment and, once the reader is curious, the story could flash back to the history needed to understand it.
- A story-within-a-story could be used with a narrator in the outer story telling the inner story to satisfy the curiosity of readers.
- A storyline could alert readers that the story began in a way that seemed ordinary, but they must follow it to understand what happened eventually.
- As with any news reporting, feature stories are subject to the journalistic standards of accuracy, fairness and precision. The quality of a story is judged on its content, organization and mechanics.
- Features writers use *The Associated Press Stylebook* for correct journalistic style.



How long are these articles?

- Newspaper features often are 500 to 2500 words in length.
- Magazine features usually are 500 to 5,000 words.
- Features on websites and blogs generally range from 250–2500 words, but hard drive space is relatively inexpensive so the length could vary dramatically through the use of non-linear hyperlinking of content.
- Any medium might use a shorter or longer story than usual, depending on its perceived value.
- Attention spans seem to grow ever shorter so brevity is valued. More than ever, all writing today needs to be clear and concise.

Illustrations

Every story is illustrated, usually with one or more photographs, but the art can be drawings, paintings, sketches, video or machinima, colorful graphs and charts, or other creative expressions depending on the medium for which the feature is packaged for dissemination.

Is this just for print journalists?

As newspapers and other print media face stiffer competition today from Internet news media, more feature stories are published because they can be more engaging to read. Wire services, such as the Associated Press and Reuters, which once distributed mostly hard news, now send feature stories to members.

Public relations professionals frequently write feature articles. For instance, a company newsletter story profiling employees voluntarily helping the local community could benefit employees and their families as well as the firm's stockholders. Or a profile of a corporate CEO could be released to media when the firm makes news.

Broadcast journalists use human interest stories, profiles, historical pieces, seasonal packages, behind the scenes revelations and even how-to descriptions. These can be seen and heard everywhere in television and radio news.

A typical television news package includes an edited set of video clips for a story narrated by a reporter following a written script. Unlike a magazine article, for example, the TV feature story also will have audio, video, graphics and video effects. A news anchor with an over-the-shoulder graphic will be seen reading a lead-in introduction before the package is aired and concluding the story with additional information called a tag.

SEARCH FOR TOPICS AND MATERIAL THAT CAN SELL

People: These articles are among the most common and popular to write and read. You could write about someone with an interesting hobby, job or business; someone who is active in the community who is retiring or moving away; a unique child, senior citizen, or disabled person; an artist; or a famous person who has some link to your area. For example, you could write about an antique car collector, costume designer, or a glassblower.

Events: These features are about public gatherings, such as festivals, exhibits, concerts, or shows. You could even preview them, interviewing the people involved in organizing them. You could also write about uncommon happenings, such as the birth of a second set of twins to a mother.

Lifestyle: You could write about people who live in houseboats or log cabins. You could also write about people who operate successful home businesses.

Seasonal: You could write holiday features, such as how a certain ethnic group celebrates a major holiday. Other ideas are: fashion, food, and sports, pertaining to the current season.



Trends of the Decade: Why not write about men and women entering certain fields that were traditionally limited to a certain gender? You could also write about new types of businesses that are becoming popular.

Anachronisms: What about businesses that are becoming extinct? For example, I recently read a feature article about the only person left in my area who repairs typewriters.

Interesting Places to Visit/Travel to: These articles could be about local or regional towns or even organizations, such as the local historical society. Or, they could be more general features about foreign countries that are becoming popular to tourists.

Informational: These could be about services offered to the public by the government and by social service agencies, such as food banks.

How-to: These cover a range of topics, such as self-help: improving your physical and emotional health, and staying fit. They could also deal with home improvements, such as interior decorating. Or, they could be about car maintenance for particular seasons of the year.

First Person Experience: The most effective features of this kind are the ones where the writer has participated in some different or unusual activity or job, and shared his/her perspectives. Do you know someone who owns a farm? Be a farmer for a day and then report on it.



Unit-III

PLANNING A FEATURE

Writing Process:

1. Story Ideas: Feature story ideas come from everywhere -- from your editor, personal observation, conversations overheard in the dining facility, etc. Once you have a story idea, decide exactly what focus you want to emphasize. Your focus is the angle you want for the story.
2. Remember your audience -- who you're writing for when writing features. Collecting the information. Always do background research for your story, if possible. You must have a clear idea of your subject before you set the interview.
3. Plan your questions: Always collect more information than you need. It's better than not enough. Capture the emotion. People want to know how your subject feels about why he/she does something. Use all your senses. See, hear, smell, touch, taste. Make notes of how people move, dress, speak, etc. Observe. Train yourself to notice everything.

Write the story

- Use descriptive verbs and nouns instead of adverbs and adjectives.
- Use only the best quotes. The quotes must SAY or SHOW something.
- Be specific in description. Create a detailed picture the reader can SEE.

Revise and rewrite: Write the story, and then polish it. Test your story by asking "What is this story about?" Your lead and focus transition should answer that question.

1. **Time factor** – this is one of the major differences between a news story and a feature. A news story is time-dependent. There is always the need for new stories to be written as quickly as possible after an event occurs. Feature stories, however are not as time-dependent as news stories. Let us take a look at an example. For instance, if the sitting President of a country suddenly suffers from a heart attack and is flown to hospital the news should be reported instantly – maybe within minutes or seconds. So you see that news stories are heavily time-dependent. Features on the other hand are not as time-dependent as news stories. For example, a story talking about the life of the oldest man in the world is not time sensitive and since it contains no urgent content it can be written within several weeks or months.
2. **Writing style** – the writing styles between a news story and a feature differ a little bit. News stories go straight to the point. News stories use simple and very effective words to deliver the facts quickly. But feature stories have a creative structure. They are colorful and flowery.
3. **The length** - a news story is shorter than a feature story. A news story can vary from just a couple of sentences to about 600 words, but a feature story can be longer than 2000 words – especially in magazines.
4. **The lead** – the lead of a feature does not give the news instead it gets the reader interested in reading the rest of the story. News story leads sell the story. They tell what the news is about and tell all the most important details about the news.
5. **The ending** – a news story can end anywhere after the most important things have been mentioned, but a feature story has to be ended in specific manner. Features have to end in such a way that the reader feels satisfied for having kept on reading. The feature ending is more like a reward to the reader.

Rather than these planning we should keep in mind the following points that can help to make a good feature

Direct access –

For some Feature topic it is compulsory to visit the places to get the right facts and figures it is known as direct access of the sources for features.



Direct dialogue -

This point says about the direct dialogue with those people who are related to the topic of the feature. Interview discussion is helpful for getting information.

Books

Books are helpful to get the proper facts and figures and even it increases the vocabulary. It helps the feature writer to give proper references.

References

References can be in the form of notes, reports and documents, cuttings of the news papers can be used for the feature writing.

TITLES, LEADS AND SLANTS IN FEATURES

A feature resembles a news story in some respects but differs from some others. Just like a news story a feature has three main components. After a perfect title it consists of three main elements that is lead or intro, body and conclusion. The title of the feature should be very attractive and should be capable to attract the readers. According to the feature title can be symbolic, significant and can be straight forward. Fresh, imaginary titles always get attention and to compel the readers read the feature.

Lead-

A feature writer has latitude in selecting his lead. The choice is indeed limitless. The lead may be in any of the following types or a combination of two or more of them

1 news summary lead - this is similar to the lead in a news story and should contain 5 W's; who, what, where, when, which, and how.

Short sentence lead- this consists of a single striking sentence like "art is born of humiliation".

Quotation leads- the saying of a renowned person, poet or a leader may be taken as lead like east is east and west is west.

Question lead: sometimes a question may provide a feature with an attractive lead like "does life emit art"

Contrast lead: conflicts and contrast many a times provide a feature with a lead that may bring forth the controversial nature of the feature.

Picture lead: this gives a vivid description of the feature or evokes the mood or feelings.

Humorous lead: the humorous lead sets the tone of a feature perfectly for the reader.

How lead work?

- It should create an image, send a verbal message and capture the reader's imagination.
- The tone should fit the mood of the story and supply the theme or angle.
- It should lead the reader into the story.

What makes a good lead?

- An anecdote that represents the universal truth.
- The description of a scene that helps to establish a tone or mood.
- A description of a subject: face, demeanor, posture.
- A powerful quote.
- A startling statement.
- The strength of any sentence is judged by its degree of improbability. "fall is here and that means the start of football season" tells the reader nothing.

The following lead is much better: "fall is here, a fact that head coach Bill Smith may view with some trepidation. Not only does he have to replace 14 seniors from 2-8 seasons, he must deal with the recent season-ending injury to returning quarterback Dave Jones."



Body

Feature writing is not very different from any other expository or narrative writing. The body of a feature is developed logically and smoothly in the same way as a news story. In the body the content should be developed the material should be presented with brevity and elegance avoiding superfluous words as well as clichés and maintain a high standard of writing.

Important points for writing body:

- It should be unified with all material relating to the theme. All unnecessary data should be omitted. Care should be taken to make certain that each sentence and paragraph adds to the impact of the narrative.
- The story is organized in a logical order. This does not necessarily mean chronological order. However, the reader should be able to follow the narrative of the story as action jumps back and forth from the past, the present and even the future.

Conclusion

The ending should give a sense of finality and resolution to the reader. It wraps up all loose ends and leaves the reader with a single, significant thought. It stands alone as the reader's final impression. The conclusion may be summing up of the contents of a feature, or a climax as in short story or a cutback or a flash back to the lead.



Unit IV

BASIC PRINCIPAL AND DO'S OF REVIEWING BOOKS, FILMS, STAGE PLAYS & TV PROGRAMS

Writing the Book Review: Book reviews generally include the following kinds of information; keep in mind, though, that you may need to include other information to explain your assessment of a book. Most reviews start off with a heading that includes all the bibliographic information about the book. If your assignment sheet does not indicate which form you should use, you can use the following:

Title.	publisher,
Author.	Date of publication.
Place of publication	Number of pages.

Like most pieces of writing, the review itself usually begins with an introduction that lets your readers know what the review will say. The first paragraph usually includes the author and title again, so your readers don't have to look up to find this information. You should also include a very brief overview of the contents of the book, the purpose or audience for the book, and your reaction and evaluation.

Characteristics of a good review:

The review should introduce the reader to the book's content and focus on the subject of the book being reviewed.

- Include an exposition of how the book fits into the current thinking on the subject (e.g., a novel approach, an introduction, a magisterial review, the finest book on the subject ever written, etc.).
- Avoid repeating its table of contents; rather, give the reader some idea of the author's thesis and how he or she develops it.
- If the book is an edited collection of essays, or chapters by different individuals, give some idea of the overall theme and content, but be free to focus on specific chapters you consider particularly significant or worthwhile.
- Inform the reader about what is happening in the area of academic activity the book addresses; what the state of knowledge is in the subject; and how this new book adds, changes, or breaks new ground in our knowledge of this subject.
- The review should be fair to the author.
- Tell readers why the author took many months to write the book, who the intended audience is, and how the author handles his or her material.
- Convey the content of the book, not chapter by chapter so much as the entire book.
- Add flavor to the review by including pungent or revealing quotations from the book or notable facts or findings.
- Be specific. Give details. Try not to be too abstract or vague (e.g., avoid writing "interesting observations," "lots of arresting data "or" a strange view of campus design" unless you complement this with specific examples).
- You should submerge your own opinions or reaction.
- Write the review about the book and its contribution to the subject, not about the reviewer's feelings on having read the book.
- Do not tell the author what book you feel he or she should have written.
- The reviewer's appraisal is valuable, but this should be quite secondary.

Film review, stage plays and TV programme: A review should include:

An introduction

Facts and background information concerning the film, such as the title the name of the artists or actors and actresses the name of the director the type of place where the story in the film happens (i.e . the setting)

A main body

Usually make up of 2 paragraphs:

1. describing the main features of the plot (or summary of the story in the film)



2. general comments and opinions on
3. the acting
4. the music
5. the photography
6. the colour / animation (if it is a cartoon)
7. the setting
8. the costumes
9. special effects (e.g. sci-fi movies)

A conclusion: Include a recommendation and reasons why you recommend the film. Reviews are normally found in newspapers, magazines or as part of a letter. The style used depends on the intended reader.

Therefore, it can be semi-formal or formal. Present tenses are normally used. A variety of adjectives are used to make the review more interesting to readers. Formal film reviews should see a frequent use of passive voice. In a formal review, there should be no short forms of words.

Useful Language: vocabulary / phrases / expressions/Background

- - The film is set in ...
- - This fascinating film is...
- - This film originates from a novel named ...
- - The film is directed by...
- - The film is based on a novel / a real life story of a...
- - This is a comedy / horror film / love story / cartoon / science fiction movie / war film / Kung Fu film /an action film/ a thriller / a spy movie /

General comments and opinions:

- - It is rather confusing / long / slow / boring
- - The cast is excellent / weak / awful / unconvincing
- - The script/ story is dull / clever / exciting
- - It has a tragic / surprising / dramatic ending
- - It does not come across as true / convincing
- - The music / sound effect is dull / rich
- - It is a catchy tune as backing music
- - The theme song is powerful / weak / satisfying
- - The colour in the photography is natural / spectacular / dull / dark and frightening
- - The acting is true to life / powerful / natural

Useful recommendations:

- - Don't miss it!
- - It is well worth seeing!
- - It will change the way you see (e.g. young people) after watching this film.
- - It is bound to be a box-office hit.
- - I highly / thoroughly / strongly recommend it.
- - It is highly entertaining.
- - It is certainly at the top of my list of good movies.
- - Fans of ... will no doubt be thrilled with this.
- - It's a must!
- - I would not recommend this because...
- - Wait until it comes out on video.
- - It's a boring movie. Don't bother with this one.
- - Only watch this film if you have plenty of time to spare. Sample sentences



- - 'Star Wars' has got spectacular special effects.
- - It is worth watching for the dramatic scenery / acting of ... alone.
- - Thanks to the special effects, the action is totally believable.
- - The film has such a tragic ending that you will leave the cinema in tears.
- - Most of the film is rather boring, but it did have an interesting twist in the end.
- - 'Elizabeth' is a film based on the life of Queen Elizabeth I.
- - The film 'Gladiator' has a large cast and spectacular costumes.
- - The film is worth seeing. It will touch the hearts of many.



UNIT-V Meaning of Freelancing

Freelancer

In the news papers and magazines some writers in write various type article, review feature on all kind of topics .though they are not on the regular payrolls of these news papers and magazines .they are known as freelancer writers they practices free lance journalism. In general freelancer journalists are the journalists who are not attached with any news papers and magazine.

Most magazine are dependent on these freelancer for making these publication interesting and for meeting the reading needs of all kind of readers.

News papers have to employ reporters and sub editors because they have to bring out their issue every day. As periodicals and magazines come out according to their issue every day. As periodicals and magazine come out according to their respective periodicity –daily, weekly fortnight or monthly many of them do not need many full time journalists. Therefore they depend upon freelancer to a very large measure.

They are frequently keep in touch with these magazine and do assignment as per their need.ith a view of meeting their need ,freelancer have to complete these assignment as per the schedule of the publication.

Origin of freelancing

It is believed to go back to 16th century when freelancers were associated it military life. A lancer or the person who wielded swords was free and his allegiance was limited to a particular assignment for which he was hired. From the 16th to 18th century several such freelancers came to India from Europe to train the armies of Tipu Sultan and Marathas and the Nawabs of Bengal. They even fought for their armies but never found them lacking. That is what a freelancer writer has to be.

WHO CAN BE A FREELANCER WRITER?

Virtually anybody can be a freelance writer. Most freelance writer has other job. For becoming a freelancer you must have the grit, determination and willingness to work hard besides processing a good, but not necessarily high profile language. Many times the leading novelists, and the short story and article writer who contribute to magazine and editorial page are teachers, housewives, doctors, lawyers etc. can be the freelancer.

Scope and approach for freelancing for news papers and magazine:

Freelancing, in plain and simple terms, means –“work whenever you want and however you want!” Imagine the luxury of not having a boss whose sole ambition is to make your life as difficult as possible, not having to wake up to go to office at inhumanly early hours, not having to beg for a leave to go on that long awaited vacation with your family and at the same time being able to handle family, domestic responsibilities and the likes without loosing out on financial independence! Sounds like a dream come true, doesn't it? Well, thousands of people around the world live this dream and also make a living out of it and a large fraction of them are freelance writers.

Freelance writers from India are highly in demand all over the international circuit because of their reasonably good English writing skills and a willingness to work for peanuts (we'll get to that one later).

Although freelance writing has not yet gained popularity at par with mainstream journalism, it has definitely grown from writing a couple of hand written articles every now and then to a booming Internet business which is providing opportunities to many people in India who would otherwise have little else to do. Those who know their way around words may pick up a part-time writing gig for some extra



money or even give up a "regular" job to make a full-time career out of freelance writing. The opportunities are plentiful and there is enough work for all (thanks to the outsourcing fad).

This profession is extremely beneficial to women in particular who are educated, ambitious but smothered with domestic responsibilities and kids. Any individual with an aptitude for the language and original thinking can make a decent living from freelance writing jobs and this applies to a lot of physically challenged people who are denied job opportunities in a conventional work environment.

A freelance writer can adopt any genre of choice- he/she can explore areas in academic writing, creative writing, feature writing, copywriting, SEO, web content writing, editing/proofreading or even blogging! Most freelance writers associate themselves with Internet based companies and organizations that provide them with orders on subjects and topics they are well versed with. The writer then works on the article and submits it before a pre-specified deadline. A writer may choose to market himself/herself independently through a blog or a website and directly get in touch with clients. Although the rate of professional growth can be sky-rocketing at times, it can work the other way around too. Any work that lacks originality and structure can send the career graph plummeting to ground level. Therefore, consistency and sincerity are very crucial components in determining success as a writer.

Financial returns in this field are totally dependent on individual capabilities, quality of work and the time and dedication put into the same.

Though an academic background in English or Mass Communication/Journalism is beneficial, it is not absolutely necessary. There is an unbelievable variety of "writing courses" available online through distance learning but their credibility is highly questionable. I shall delve into greater detail regarding these sometime later.

Concept of Photo feature

A photo feature is also called a **photo essay**. As the name suggests it is a story or an Essay on a subject told using photographs. It can be done on anything that is Photographed, a place or person etc. You may have come across photo features in magazines on certain interesting issue. A photo feature is generally conceived at the desk of the editor of the magazine or Newspaper who will brief the photo editor about it. Photo feature is an important part of print media. In this types of feature only photos are capable to speak about the story they can be more than one. earlier 2 or 3 photos were used but now a days a good single photo is enough. There is very less words are used in photo feature because photo is enough to speak a lot. only caption is required. Dharmyug, weekly Hindustan were the news paper which started the trend of photo feature. in fact 'Amar chitra katha' was the full photo feature series.

Why photo feature

- In the present scenario the print media has to compete with electronic media so the importance of photo feature has raised.
- The Magazines and newspapers look beautiful with the presentation of photos.
- Some readers who don't have time always ask about the photo feature because so it is less time consuming.
- The photo feature has much credibility and authenticity with the related topic.
- Photo feature is also helpful for the illiterate people they can get the information by the picture only.
- It attracts the readers because now a days the quality and the technology of photography has developed a lot to make photos unique.
- Photos directly connect with the imagination of the readers if story is there so reader can get confused but there will be no chances of confusion with photo feature,



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B.A. (HONS.) Mass Communication V Semester

Sub. - Feature Writing

Topics for the photo feature

- Current news –international or national level
- Cover story for the magazine
- Nature or some special season like basant, rainy season
- Any accident
- Sports
- Celebrities picture
- Facial expression

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