

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SOCIAL SCIENCES & HUMANITIES
DEPARTMENT OF COMMUNICATION SCIENCE
Programme: Bachelor of Communication Science Hons. Degree
(HBCom.Sc)

NOV 2024

HJ 210: Feature and magazine writing DURATION: **THREE HOURS**

INSTRUCTIONS TO CANDIDATES:

- Answer **Three (3)** questions ONLY.
- All questions carry equal marks (100)
- Errors in grammar, punctuation and spellings will be penalized
- Credit will be given for clear, well organized and coherent answers

Questions

1. Examine what you consider to be the critical five steps that one should follow when organising and writing a feature story. (100)
2. Writing profile feature demands a necessary interview with the person of interest. (Anonymous). Discuss. (100)
3. Choose any FOUR of the following terms and comment on their significance in feature writing.
 - a) Visual Imagery
 - b) Aural imagery
 - c) Tactile imagery
 - d) Gustatory imagery
 - e) Organic imagery
 - f) Kinaesthetic imagery (100)
4. Evaluate the concept of directness in feature content treatment. (100)
5. To what extent is research significant in developing a feature story? (100)

End of Paper