

How To Write A Great Feature Article

A Feature Article

Informs, Entertains & Persuades.

Purpose – The Mission of a Feature Article

Feature articles are detailed pieces of writing which explore a range of issues, opinions, experiences and ideas. The purpose of a feature article will vary depending on the media it is meant for. Feature articles should appeal to the particular audience the article is targeting. For example if a magazine was targeted at middle aged women, then the articles, advertising and pictures within that magazine would reflect their interest in lifestyle, career, money, health and relationships.

Steps To Writing A Feature Article

- Brainstorm ideas
- What's the purpose?
- Research the topic
- Grab the reader's attention
- Keep that attention
- Leave an impression

Structure

Like any form of writing a feature article follows a standard structure. While it may vary depending on your topic, a feature article should always include a headline, introduction, the main body and a concluding paragraph.

Title & Headline

The headline performs two important functions. An effective headline:

- Grabs the reader's attention and persuades them to read the article
- Highlights the main idea of the article.
- Includes keywords (for online articles).

Introduction

The first paragraph outlines the subject or theme of the article, it may also:

- Provoke the reader's interest by making an unusual statement.
- Provide any necessary background information.
- Invite the reader to take sides by making a controversial statement.
- Heighten the drama of an event or incident to intensify its appeal.
- Establish the writer's tone
- Create a relationship between the writer and the reader.

Details (The Main Article)

The middle section consists of a number of paragraphs that expand the main topic of the article into subtopics. The usual components are:

- Subheadings.
- Facts and statistics which support the writer's opinion.
- Personal viewpoints.
- Opinions from authorities and experts.
- Quotes and interviews.
- Anecdotes and stories.
- Specific names, places and dates.
- Photographs, tables, diagrams and graphs.

Conclusion

The concluding paragraph should leave a lasting impression by:

- Reminding the reader of the article's main idea
- Suggesting an appropriate course of action.
- Encouraging a change of attitude or opinion.

Language of Feature Articles

- A personal tone is created through the use of informal, colloquial (slang) and first person narrative.
- Relevant jargon adds authenticity to the information and opinions.
- Anecdotes help to maintain reader interest.
- Facts validate the writer's viewpoints.
- In humorous articles, exaggeration and generalisation are used to heighten humour.
- Rhetorical questions help to involve the reader.
- Emotive words are used to evoke a personal response in the reader.
- Effective use of imagery and description engage the reader's imagination.
- The use of direct quotes personalises the topic.

Newspaper Feature Article – Scaffold

