

Writing a feature article

Most newspapers are made up of a mixture of news and feature articles. News articles inform the reader about current events and focus on the facts by answering the: who, when, where, why and how?



Feature articles are designed to entertain, where writers talk about subjects close to their heart. Feature articles are not usually set out in the same way as news articles. Feature articles focus on the writer's opinion i.e. how do they feel about what they are writing about and why? They are usually more persuasive, because their purpose is to influence the reader and get them to agree with the writer. Feature articles use a range of styles: sometimes serious and sometimes humorous. This usually depends on the individual writer's personal style and also on the subject matter.

Task

Which of the following techniques would be appropriate for feature articles? Decide which techniques would be useful and tick the box. Explain why or why not in the final column.

Technique	Used in feature articles?	Why/why not?
alliteration	✓	A technique that is useful for all writing styles and can be used for humorous effect or to create dramatic impact.
rhyme	X	This technique is more appropriate for poetry because it highlights a song-like quality.
rhetorical questions		
exaggeration		

Writing a feature article

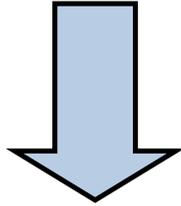
humour		
counter-argument		
triplets		
anecdotes		
statistics and facts		
opinion/expert opinion		
emotive language		
metaphors/similes		

Task - planning your feature article

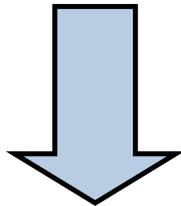
<p>What is your purpose?</p>	
<p>Who is your audience?</p>	
<p>Are you writing for a tabloid or broadsheet?</p>	
<p>What is your writing style? Think about how formal you need to be and consider your vocabulary choices carefully. Short sentences are great for dramatic effect, whereas longer sentences are good for building a point and adding detail.</p>	

Task - writing your feature article

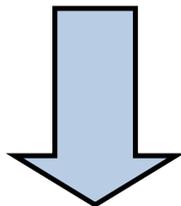
Introduce the subject you're talking about. Make it clear how you feel about it. Try to use techniques to engage and interest the reader, such as rhetorical questions or clever imagery.



Develop your ideas by adding points about why you feel that way about the subject. Use techniques like counter-argument and statistics to be particularly persuasive. Depending on the newspaper, articles vary in length - decide on how many points you need to fully clarify your opinion.



Conclude your article by summarising how you feel and outline any key points you've made. Your ending should be memorable and give impact, as you want your reader to go away agreeing with you and thinking about what you've said.



And finally ... Your grammar, punctuation and spelling are extremely important. Newspapers would have editors employed to check people's work and guarantee a high standard. It is easy to make mistakes as you write, so make sure you read through your work very carefully and if possible, get someone to check it for you.