Feature Articles

A feature article informs, entertains and persuades. But most articles will do all three to some degree.

Steps to Writing

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

The Structure

Headline
- interesting and catchy title to attract reader

Introductory paragraph
- the introduction contains a 'teaser' which supports the headline and aims to draw in the reader
- provides the necessary background information to understand the coming article
- may use an anecdote (a short personal story) to illustrate the issue and introduce the topic

Body
- statement of the issue supported by facts, expert quotes and personal comment
- anecdotes to illustrate points
- descriptive paragraphs to illustrate

Conclusion
- statement summarising the writer's perspective and attitude

General Language Features
● A personal tone is created through the use of informal, colloquial (slang) and first person narrative (I, me, my).
● Relevant jargon adds authenticity to the information and opinions.
● Anecdotes help to maintain reader interest.
● Facts validate the writer's viewpoints.
● Rhetorical questions help to involve the reader.
● Emotive words are used to create 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			
Bold clever headline →			Image with caption
Byline → ('by Your Name')			
First paragraph – main idea of the article presented →			←Column format
Body paragraphs expand on the first paragraph with examples to support the main idea→			←A mixture of facts and emotional content
'Tear out section' – a quote or piece of information taken from the article, usually in bigger font →			← Emotive or descriptive words. Jargon or technical words
Concluding paragraph What will or could happen next? Are readers encouraged to act in some way? →			← Quotes or comments by people involved or experts
			← Graphics (pictures or tables, etc) to add to the article's content