**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.

**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.

**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.

 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.

 Opinions and quotes from authorities and experts.

 Anecdotes and stories.

**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.

 Emotive language is used to evoke a personal response in the reader.

 The use of direct quotes personalises the topic.