

English B

Text Type: Feature Article

“Feature articles are not just dry facts, they provide information from unique angles.”

TEXT TYPE: FEATURE ARTICLE

Subject Matter

1. Analysis and opinion on current issues
2. Profiles of, or interviews with well known-people
3. Humorous reflections
4. Personal experience or anecdotes
5. Background information on local, national or international events
6. Human interest stories

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 and Heading

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 or **angle** 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.
- 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.

Body of the 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 semi-formal 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.
- 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 personalizes the topic.

EXAMPLES: *Read the attached "Young, black and unemployed: the tragedy of the 44%"*

*First, **scan** the article for unknown words, **highlight** them, and use your dictionary to **check** meanings.*

1. Identify and describe the angle presented in the article.
2. Re-read the purpose of headlines in the notes above. Critically comment on the effectiveness of the headline .
3. Create an alternative eye catching headlines for the article. Make sure that the headline is relevant.
4. Look at the list of different kinds of subject matter above. What category is this article in?
5. Look at the discussion of the purposes of an introduction in the notes above. What do you feel is the writer's main purpose in this article.
6. What kind of **components** does the writer include in the body of her article to expand on her main topic? Refer to the notes above before answering.
7. What technique does the writer use to conclude? Comment on the meaning of the last sentence.
8. Look at the list of language techniques used by feature article writers. List three language techniques used by the writer and quote brief examples.