FEATURE WRITING

Feature Writing





A feature informs and entertains

A creative, sometimes subjective article about an event, situation, or aspect of life

Lives in newspapers, magazines, blogs, websites, newsletters, TV and broadcast

Features go deeper than news

Factual and researched

May or may not be timely

Longer than news stories, with topics covered in depth

No breaking news, no need for the inverted pyramid

Written to hook the reader



Many kinds of feature



Human interest stories



Personal experience features



Character sketches and profiles



Service or "how to" features



Historical features



Behind-the-scenes pieces



Seasonal and developmental features



Featurettes



Travel stories



Ideas are everywhere

- Personalities and commemorations
- Social and cultural subjects
- Science and technology
- History and psychological factors
- Investigative stories, policies, electronic topics

THE WRITING PROCESS

The writing process

Start by brainstorming for purpose and audience

01

Generate ideas freely

02

Decide why you are writing

03

Know who will read it



CHOOSE A THEME BY ASKING

“So what?”

A theme tells readers why the story matters to them.



The lead sets up the story

Often a set-up, not a news summary

Its job is to hook the reader

The body carries the story



Background information



A “thread” that connects the story



Accurate dialogue



The writer’s own voice

The ending wraps up and returns to the lead

Ending → Lead

Close the story, and often circle back to where it began.





Features work beyond print

Audio features

Video features

Same craft, different medium