Feature Article 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 a number of important functions. An effective headline:

- Grabs the reader's attention and persuades them to read the article.
- Highlights the main idea of the article.
- Includes keywords (for online articles).

Feature 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.

I can't write about my topic the way anyone else would; I need to put my own spin on it.

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.
- 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.

...A spin that grabs my readers so they connect with what I am writing.

**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.
• In humorous articles, exaggeration and generalization are used to heighten humor.
• 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.

**Don't Forget**

- Research & inform.
- Write well.
- Entertain.
- Be Authoritative.
- Be insightful.