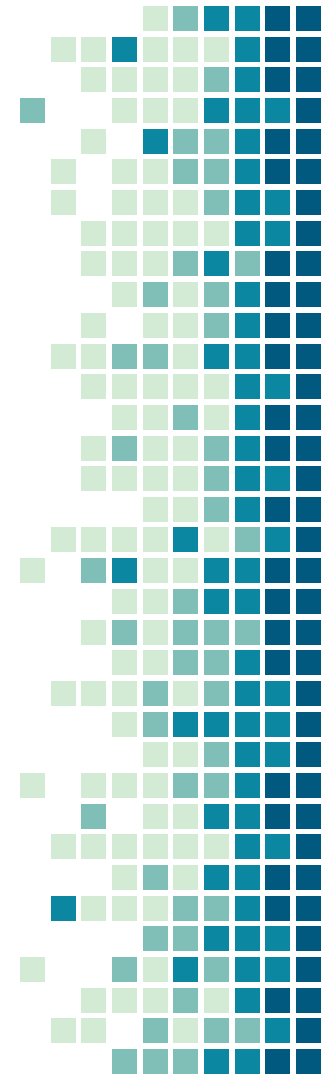




## FEATURE WRITING (continued...)

### QUALITIES OF A FEATURE STORY

- Feature stories are descriptive and full of detail.
- Feature stories generally have a strong narrative line.
- Feature stories have a strong lead that grabs readers and makes them want to read on.
- Feature stories often depend on interviews.
- Feature stories include quotations from the person(s) involved.



- Feature stories combine facts and opinion, with a focus on the human interest side of the story. While they can report news, the news content is not of primary importance.
- Feature stories both educate and entertain. They can include colorful detail as well as humor.
- Feature stories contain the voice of the writer.
- Feature stories can be organized in a variety of ways (i.e., chronologically, narrative fashion).
- Feature stories often put the “meat” on the “skeletal bones” of a news story

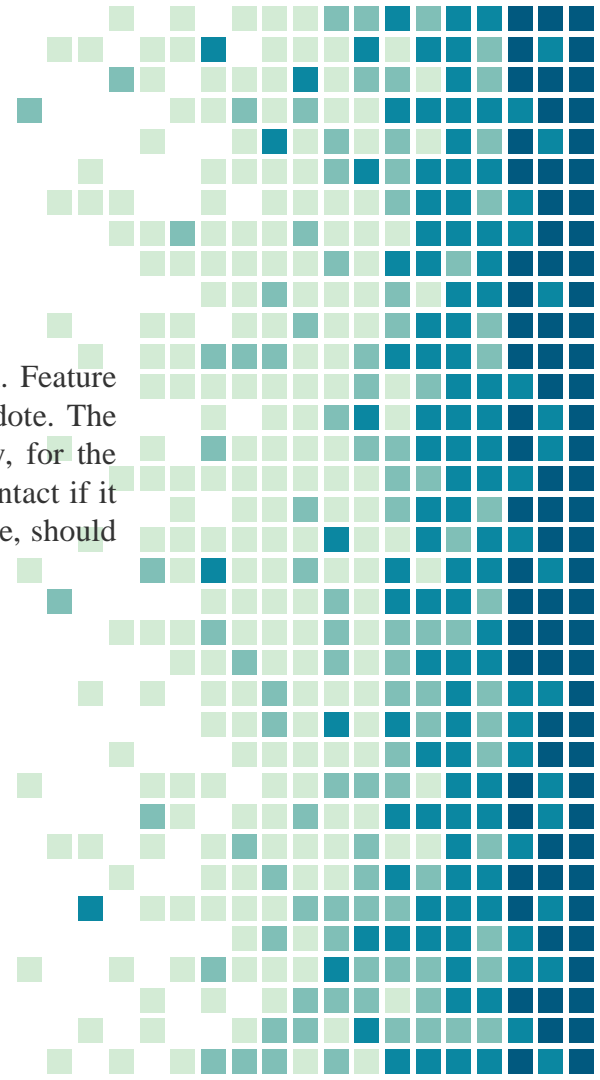


# FEATURE WRITING CONTINUE

## TECHNIQUES OF WRITING FEATURE STORY

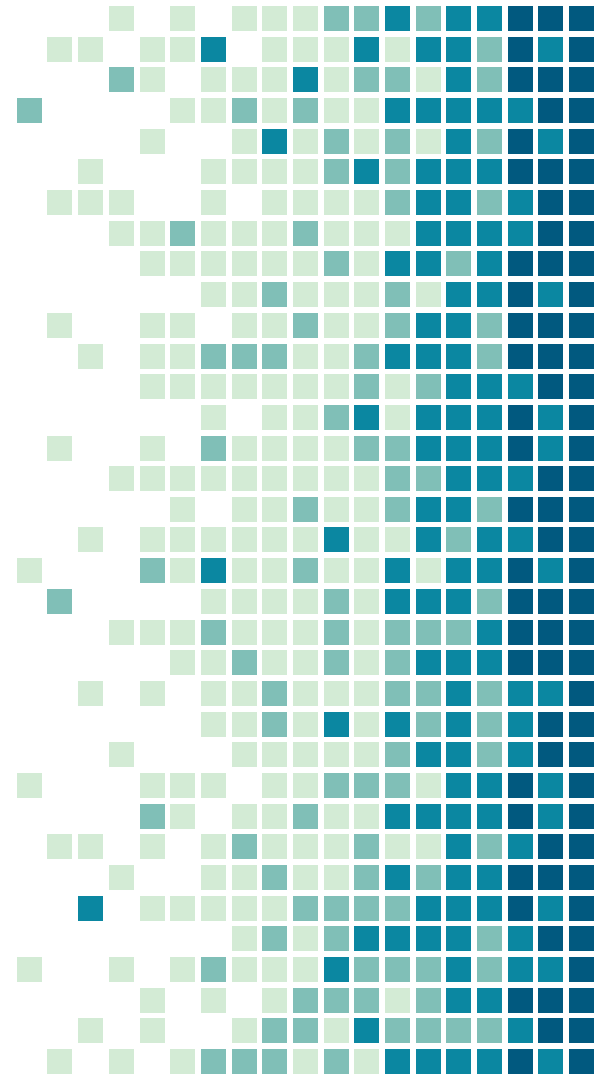
### Structure

A feature is seldom written in the traditional Inverted pyramid pattern. Feature may be written in a narrative fashion, much like a good joke or anecdote. The good feature requires as much organization as the straight news story, for the feature has to flow smoothly and parts of a feature story must be kept intact if it is to succeed. In the well-planned story, every paragraph, every sentence, should add to the total effect



## Leads

The lead much attract immediate attention and pull the reader into the story. Leads can vary in style and content. You can use description, narration, dialogue, question, unusual statement, call to action, comparison-contrast.



## Transition

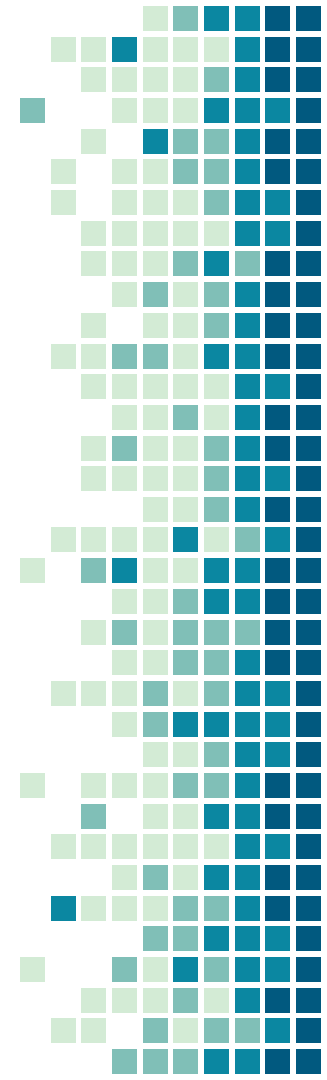
No matter how good the lead is, you need a solid transition into the body of the feature.

If you think of the lead as a lure to attract the audience, then the transition is the hook. It makes the reader want to continue. And it promises some kind of satisfaction or reward. The reward can be entertainment, information or self-awareness but has to be something of value to the reader



## **Body**

Sound knowledge of the subject, coupled with good writing skills, will let you take the reader through a variety of experiences. You should use the standard writing devices of crisp dialogue, documentable but vivid fact and detail, careful observation, suspense and if appropriate, plot.

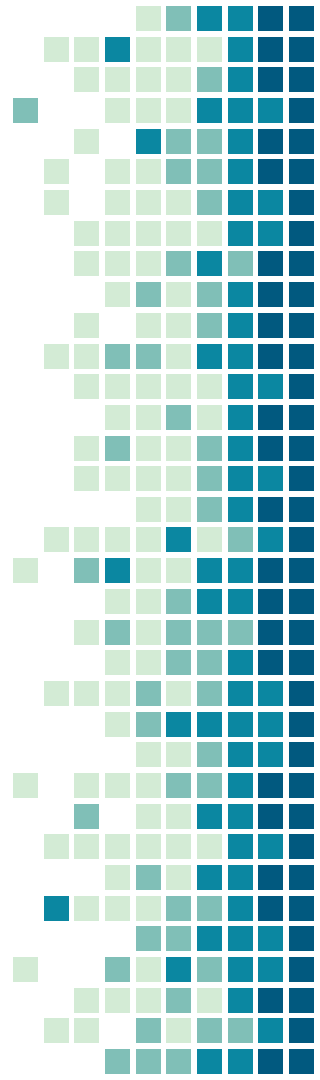


## Conclusions

The conclusion should give the reader a sense of satisfaction. You need to tie the conclusion to the lead so that the story has unity.

Often you can do this\_ through a short, tight summary, occasionally, you can conclude with an anecdote or a quote that sums up the substance of the story.

With a narrative approach, you build toward a climax.

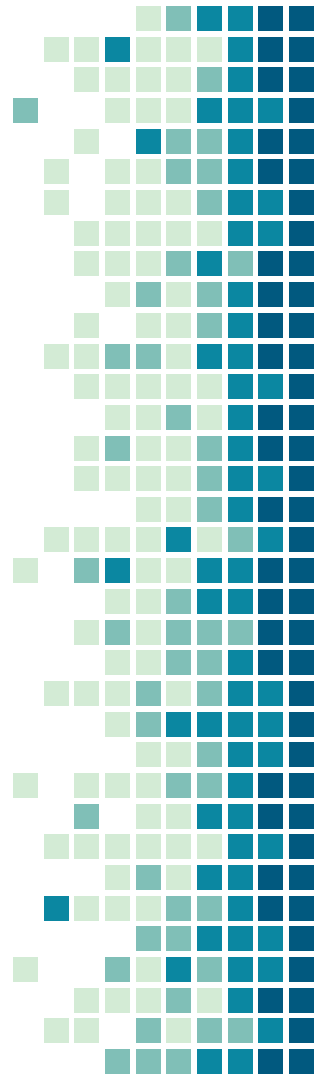


## Length

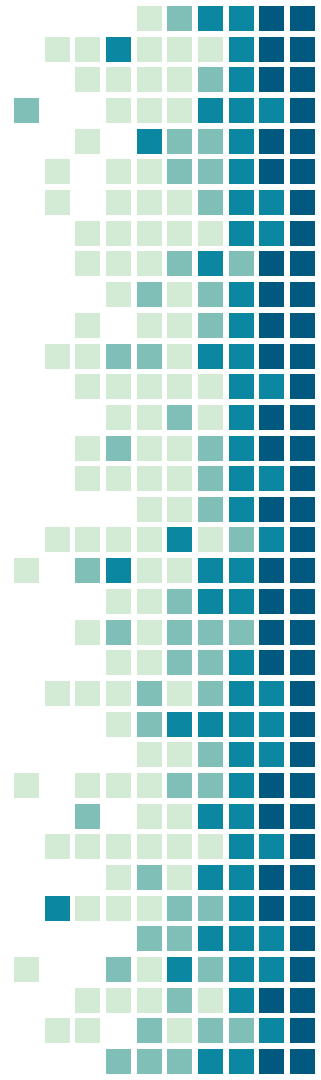
If a reporter asks how long a feature story should be, the editor may reply, “as long as you keep it interesting.”

Feature stories vary in length from two or three paragraphs to 15 or 20 triple-spaced sheets of copy.

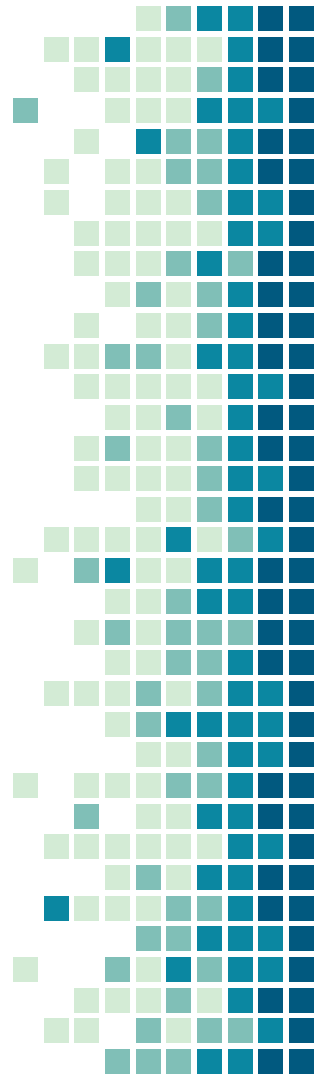
Readers' interest is the main yardstick by which they are judged. And editors are paid to accurately assess readers' interest.







Any Question?





Full name:JOHNSON SOAH

Department: JOURNALISM

Email Address: j.soah.dsj@uti.ac.tz

Phone number: 0735573294



CONTACT TUTOR IN CHARGE