



## DAR ES SALAAM SCHOOL OF JOURNALISM

MODULE NAME: Feature Writing

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DEPARTMENT : JOURNALISM

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OUR MOTTOR: MEDIA FOR DEMOCRACY



# TOPIC 1: FEATURE WRITING

## (continued...)

### ➤ What is Feature”?

1. A feature story is a creative, sometimes subjective article designed primarily to entertain and to inform readers of an event, a situation or an aspect of life.

2. A feature story is any piece of writing that falls between the cut-and-dried news story on the one hand, and the wholly fictionalized story or opinionated essay the other hand.

It is the product of factual reporting which are added story elements of imaginative writing and interpretation

Features can be in-depth studies. can be for fun. The subject can be anything: places- a community, a farm, a business, topics-education, science, economy, religion, philosophy; events-parades, programmes, concerts; people-well known or unknown animals, etc.

## CHARACTERISTICS OF FEATURE



Tet us see some characteristics of feature story

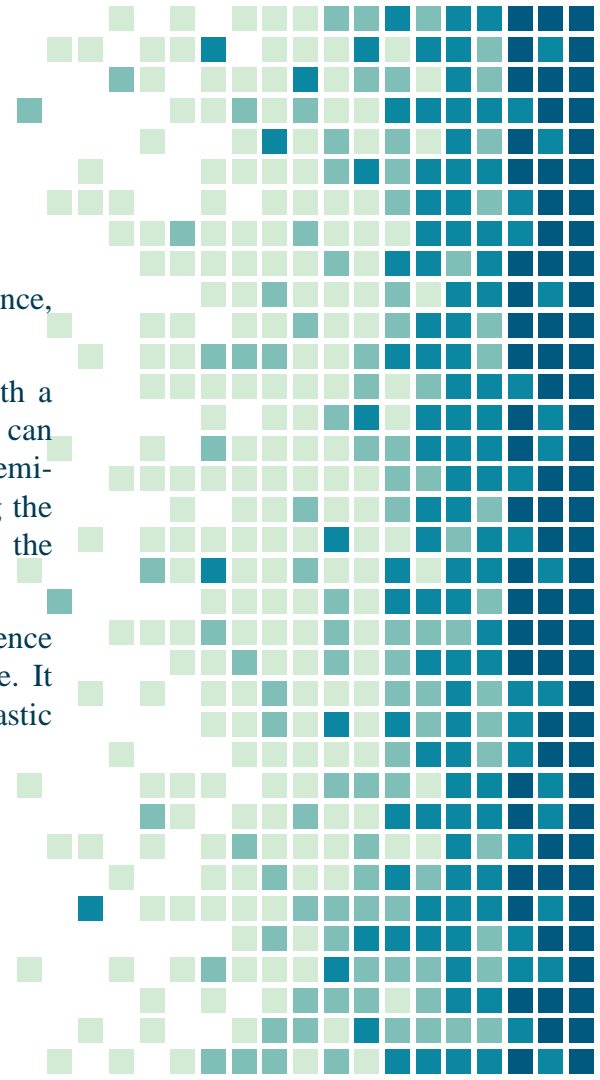
- 1.They may inform, instruct and advise, but their primary purpose is to entertain the readers.
- 2.They apply all principles of effective writing to achieve unity, coherence (logic), and emphasis.
- 3.Focus more on people, places and ideas
4. Concerned more with telling readers “so what?”
- 5 .More flexible structure
6. More details, anecdotes, quotations, descriptions and analysis
- 7.Focus more on entertaining or engaging the emotions



## TOPIC ONE CONT.....

### ➤ Types of feature story

- 1. Personal Experience Feature-** this type tells of an unusual experience, either the writer's or someone else's.
- 2. News Feature** -story has its basis upon timely news happening with a human-interest angle is called a news feature Often a news happening can be made much more interesting or newsworthy by writing it in a semi-feature sort of thing.
- 3. Personality Sketches.** It is very popular among the readers as everybody wants to know about other people. Facts about the person are obtained from his friends, teachers, relatives and associates.
- 4. Human Interest Feature Story.** This type is written under the influence of entertaining and sad incidents that are reported in the daily routine. It usually develops from an ordinary incident or situation but due to fantastic style and create the emotions to reader.



# Topic One (continued...)

## ➤ Types Cont

**5 Historical Feature.** though It is deal with events or personalities of the past, have interest for present day readers because the facts these features give:

- are timely.
- are unique.
- throw new light on an old story.
- debunk wrong popular beliefs.
- promote speculation (thought) and imagery among the readers

**6. Interpretative Feature.** Interpretative features inform, instruct and throw light on the background of certain problems. The following topics are usually discussed under the heading or interpretative feature.

- Social problems
- Economic problems
- Political problems
- Problems of everyday life

Types Continued...

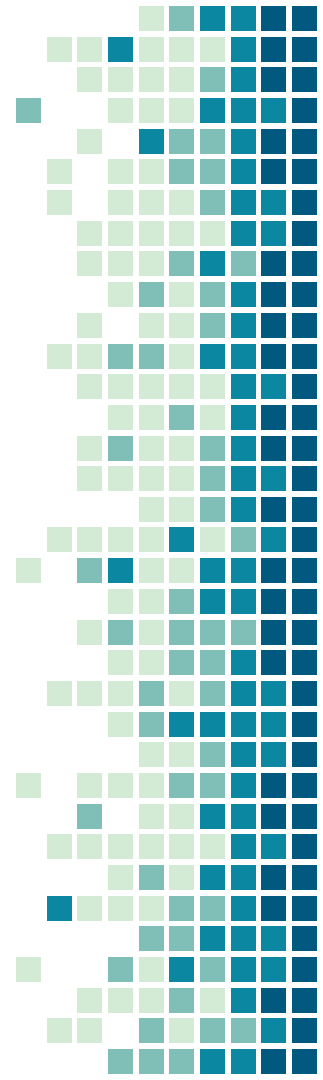
## 7. The Obituary Feature Article

An obituary feature is an article writing that notifies people about the death of someone and details information about the funeral. It also provides background information, including date of birth, location of birth, education, job, legacy, and a meaningful summary of a person's life

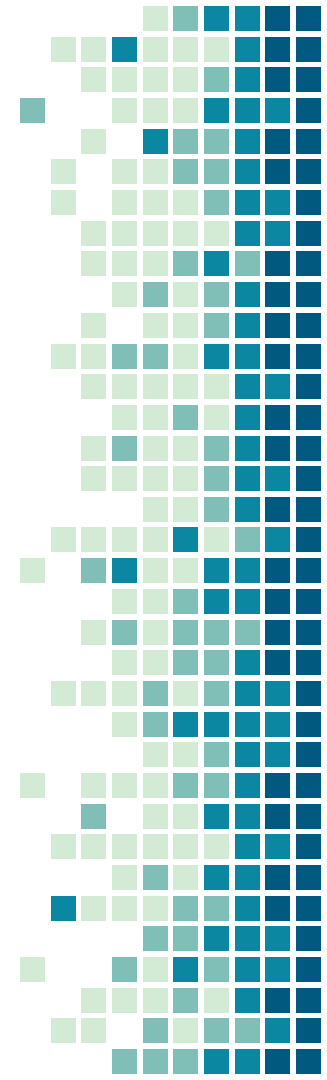
## Conclusion

The feature articles in journalism explain and disseminate factual information regarding people, place, processes, history, expertise, experience, and so on. It is a great platform to educate people about unknown phenomena. People are getting beneficial both personal and corporate perspectives with feature articles. Therefore, It has a strong impact on society by imparting knowledge and entertainment.





Any Question?





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