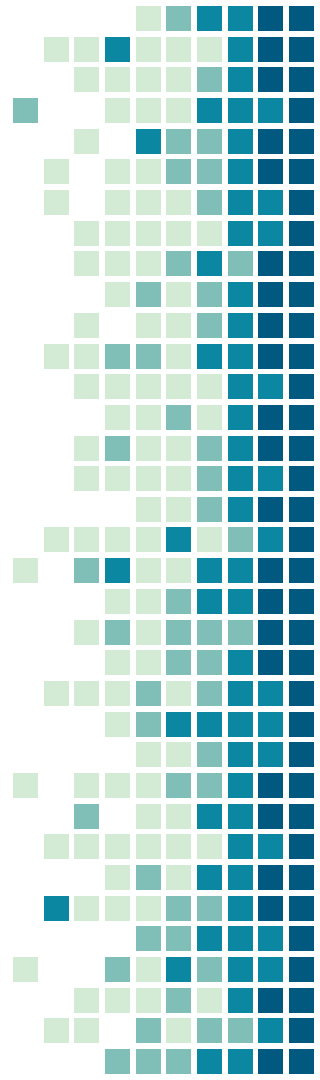


TOPIC II –WRITING FEATURE

In this topic we will discuss the following in depth:-

- Characteristics of good feature writer
- Writing feature lead
- Some types of feature leads

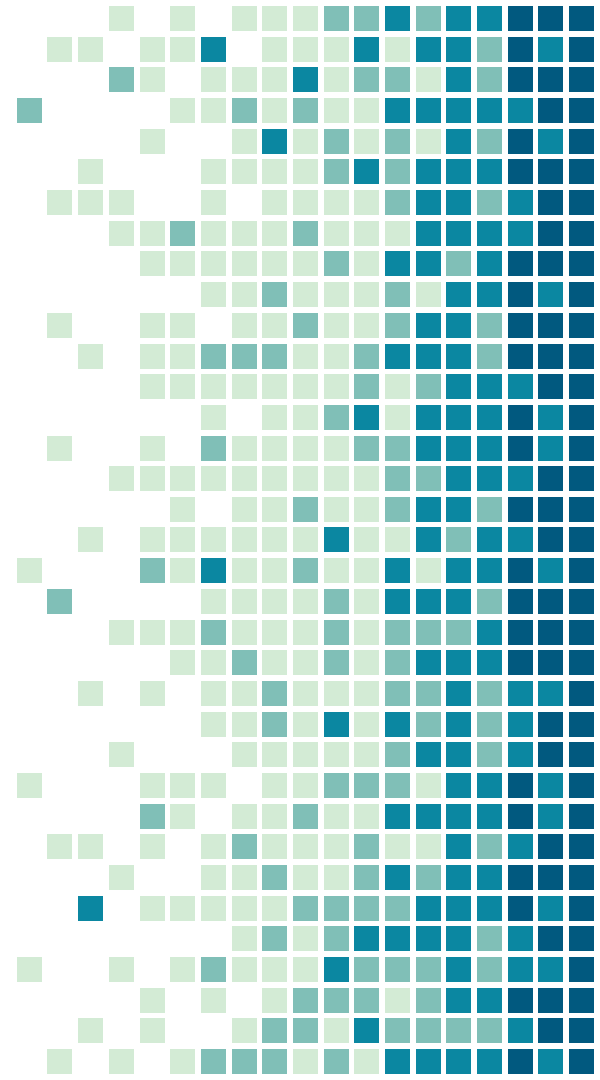


The characteristics of good feature writer



Must be:

- Open-minded
- Skeptical (Doubtful)
- Persistence(determination)
- Versatility (Adaptively)
- Self –confidence



The characteristics of good feature writer

➤ Must have:-

- i. An interest in people - all people, and what happens to them. If you have a genuine interest in what they have to say, their motivations, and a desire to tell their stories honestly, you should do well.
- ii. An ability to inspire confidence and make people feel at ease when you want to extract information from them
- iii. Fluency in the operational language; a working knowledge in other languages is an added asset. Learn to write well - read as much as you can, discover turns of phrase that you enjoy, writers you
- iv. Willingness to respect confidences, consider requests and keep promises
- v. Desire to do more than is assigned
- vi. A realization that every story usually has more than one side and willingness to withhold judgment until all facts are known; be skeptical
- vii. Broad interest
- viii. A nose for news

Writing feature leads

Lead is the first sentence/paragraph in news story

- Feature leads unfold more slowly as they are generally used for follow-ups and hold able stories and events.
- In feature writing the peg is on what is most interesting.
- An effective feature lead beckons, invites, informs, attracts and entices the reader to read on.
- One way of writing feature leads is to start with the **macro** and move to the **micro** point, or the other way round, or even a combination.



Types of feature Leads

The following are the some types of leads

Narrative-This puts the reader into the story and draws him through it

The technique is to create a situation and skillfully let the reader become the protagonist, ether by leaving a vacuum which the reader mentally fills or by allowing her to identify with a person in the midst of the action.

It is especially effective in telling adventure stories.

Descriptive-This conjures a mental picture of the subject or place for the reader.

While applicable to many types of features, this type of lead is a favourite for many reporters in writing profiles.

It puts a few meters way in a position to see, hear and smell.

The reporter here focuses on one element of the subject that best illustrates the subject or site.

Quotation-A good quotation makes an interesting lead, but it must be significant and not out of context.

If you fail to explain under what circumstances a quotation is made, the story will be out of context.



Types of feature Leads cont.....

Question-This lead used to challenge the reader's knowledge or curiosity and serves best when a problem with reader is the root of the story

The question should have direct relevance to the reader –

Shocker or punch-Uses a blunt, explosive statement to summarize the most newsworthy aspect

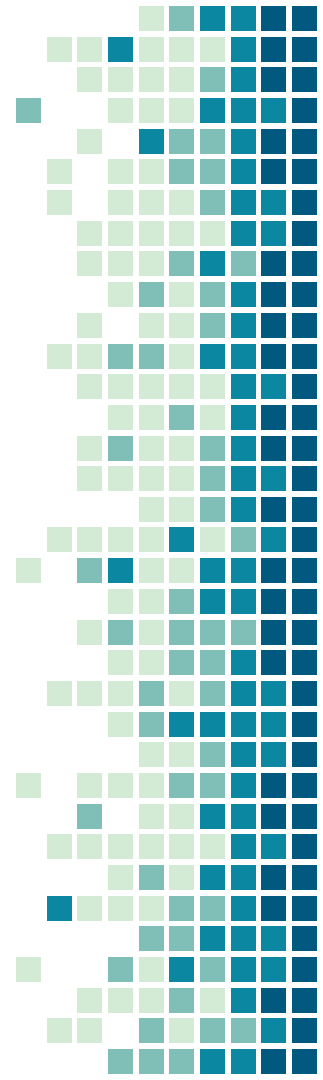
Example Mohammad Gaddafi is dead

Contrast and comparison-You compare extremes – the big with the little, the comedy with the tragedy, age with youth, rich and poor.

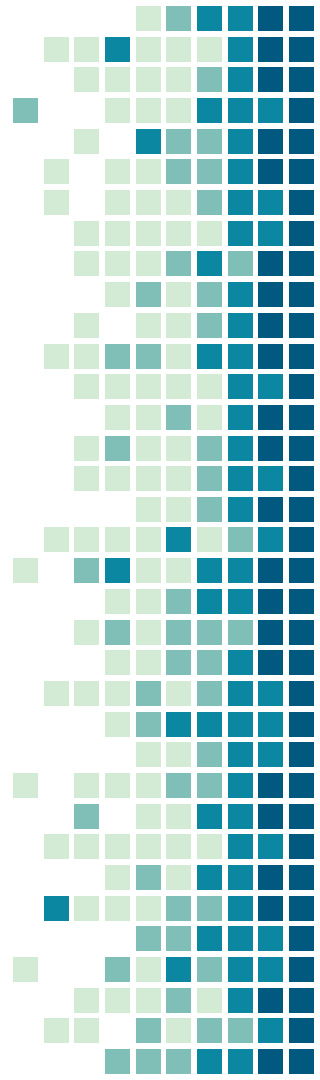
But ensure that such comparison is applicable to the story or event

Anecdotal-Uses an event to represent the universal experience

Saying of the wise- this type of lead used to draw tension to the read as due to think of the significance of the wise saying



Any Question?



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