Types of Feature Articles

- **Human Interest**: story that discusses a person, or people, or a companion animal in an emotional way. It presents people and their problems, concerns, or achievements in a way that brings about interest, sympathy or motivation in the reader or viewer.

- **Profile**: This feature type focuses on a specific individual’s character or lifestyle. This type is intended to help the reader feel like they’ve gotten a window into someone’s life. Often, these features are written about celebrities or other public figures.

- **Instructional**: How-to feature articles teach readers how to do something. Oftentimes, the writer will write about their own journey to learn a task, such as how to make a wedding cake.

- **Historical**: Features that honor historical events or developments are quite common. They are also useful in juxtaposing the past and the present, helping to root the reader in a shared history.

- **Seasonal**: Some features are perfect for writing about in certain times of year, such as the beginning of summer vacation or at the winter holidays.

- **Behind the Scenes**: These features give readers insight into an unusual process, issue or event. It can introduce them to something that is typically not open to the public or publicized.
Your Feature Article:

Title & Headline.

- Grabs the reader’s attention and persuades them to read the article.

Introduction:

- **Write a hook to open your story.** Your first paragraph is your chance to hook your reader and draw them into your story. If the opening paragraph is dry or difficult to follow, you will lose your reader and they won’t continue on to the rest of your story.
  - Start with an interesting fact, a quote, or an anecdote (story)

Second Paragraph. While your lead might draw people in, your second paragraph (and subsequent paragraphs) need to start explaining the reason for the story. Why are we reading this story? What is important about it?

- 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 article's tone.
- Create a relationship between the writer and the reader.
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.

Tips:

- Keep your opinion out of the article. A feature article is a piece that conveys information and detail about a person or phenomenon. It is not an opportunity for you to give your opinion on a topic. Rather, your personality is conveyed through your writing style.
- Do some research on your topic.
- Create an outline for your article - to give yourself the direction you want to go.
- Proofread your article
- Ask yourself the questions: Is it interesting? Do I hook the reader? Do I keep the reader reading? Am I missing any important details? Will my audience be confused after reading this? Does this article fit with the overall theme of my magazine?