

How To Write Feature Articles

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INTRODUCTION: THE ART OF THE FEATURE STORY

Feature articles represent one of the most engaging and versatile forms of journalistic writing. Unlike hard news stories that deliver facts in a straightforward manner, feature articles dive deeper, exploring the human element, the context, and the narrative behind the headline. If you have ever wondered **how to write feature articles** that captivate readers from the first sentence and hold their attention until the very last word, you are in the right place. This guide will walk you through every essential step, from generating story ideas to polishing your final draft, ensuring that your feature writing stands out in a crowded media landscape.

Mastering the craft of feature writing opens doors across multiple platforms. Whether you aim to contribute to magazines, newspapers, online publications, or corporate blogs, the ability to weave a compelling narrative around factual reporting is an invaluable skill. Feature articles allow you to explore topics with greater depth, incorporate vivid descriptions, and connect with your audience on an emotional level. They are the stories that people remember, share, and discuss long after they have finished reading.

WHAT EXACTLY IS A FEATURE ARTICLE?

Before diving into the mechanics of **how to write feature articles**, it is crucial to understand what distinguishes a feature article from other forms of writing. A feature article is a piece of non-fiction writing that goes beyond the surface-level reporting of news. It provides in-depth coverage of a subject, often incorporating narrative techniques, descriptive language, and a strong authorial voice. Feature articles are typically longer than standard news reports and focus on a specific angle, personality, trend, or issue.

Key Characteristics of a Feature Article

- **In-depth exploration:** Feature articles examine a topic from multiple angles, providing context and background information that a hard news piece would not have room to include.
- **Narrative structure:** While news articles follow the inverted pyramid, features often use a narrative arc with a beginning, middle, and end. This structure draws readers in and keeps them engaged.
- **Human interest:** Most feature articles centre on people, their experiences, and the emotions connected to the subject matter. The human element is what makes features relatable and memorable.
- **Descriptive language:** Feature writers use sensory details, vivid imagery, and figurative

language to create a rich reading experience. The goal is to show, not just tell.

- **Strong lead and conclusion:** The opening of a feature article must hook the reader immediately, while the conclusion should provide a satisfying sense of closure or reflection.

Understanding these core characteristics will guide you as you learn **how to write feature articles** that resonate with your target audience. Every feature article, regardless of its subject matter, should aim to inform, entertain, and inspire readers in equal measure.

STEP 1: FINDING AND REFINING YOUR TOPIC

The foundation of any great feature article is a compelling topic. However, finding a topic is only the beginning. You must also refine it into a focused angle that will sustain the reader's interest throughout the piece. When you are learning **how to write feature articles**, topic selection is one of the most critical skills to develop.

Brainstorming Ideas

Start by considering what interests you personally. Your enthusiasm for a subject will shine through in your writing and help you maintain momentum during the research and drafting phases. Look at current events, local issues, cultural trends, or untold stories within your community. Read widely across different publications to see what kinds of feature articles are being published and identify gaps that you could fill.

Narrowing Your Focus

A common mistake among new feature writers is attempting to cover too much ground. A broad topic like "climate change" or "education reform" is far too expansive for a single feature article. Instead, narrow your focus to a specific aspect, such as how a particular community is adapting to rising sea levels, or the challenges faced by teachers in underfunded rural schools. The best feature articles zoom in on a single story and use it to illuminate a larger issue.

Ask yourself these questions as you refine your topic: Is this story relevant to my target audience? Does it have a human element that will evoke emotion? Can I access the sources and information I need to tell this story thoroughly? Answering these questions honestly will help you select a topic that is both manageable and impactful.

STEP 2: CONDUCTING THOROUGH RESEARCH

Once you have a clear topic and angle, the next phase of **how to write feature articles**