

A top-down view of a desk with a laptop, a succulent, a coffee cup, a pen, and a notebook. The text "FEATURE" is in a large, bold, black sans-serif font, and "writing" is in a smaller, white, outlined script font. The background is a light-colored, textured surface.

FEATURE writing

What is it?

the craft of telling
TRUE, INTERESTING stories
about **REAL, INTERESTING** topics
using **GOOD WRITING** skills and
SOUND JOURNALISTIC principles

It is...

- Sometimes referred to as soft news
- Longer and in depth than a news story
 - covers issues in greater depth
- Can be an ongoing story from a different angle
- Can be personal, colorful, and opinionated, but without deviating from the facts
- Fresh and presented in different angles
- Organized - requires strong focus
- Not really easier to write :P

It is not...

- Opinion writing
 - has a personal tone
- Fiction
 - facts
- Poetry
 - can incorporate
- Fluffy
 - simple is the new in
- Self-indulgent
 - others can relate
- Just anything
 - relevant and timely

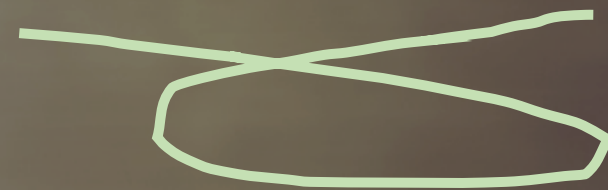
	News Story	Feature
Content	Recent or breaking news	Any issue: could be news-related or human interest
Intro	Summarises the story in a nutshell	Often has a human focus or tells an anecdote
Sources and Angle	Can, but doesn't always, contain more than one source and angle	Always contains a variety of sources and angles
Structure	Inverted pyramid	More flexible: can take linear or a non-linear structure/ include story-telling. Conclusion is important

NEWS

**most
important**

FEATURE

**most
important**



Goal

to **explore** a range of issues,
opinions, experiences, and ideas

to **grab** the
reader's attention instantly,

to **hold** that attention

and **captivate** the reader
to read until the end

Value

- Complement hard news
- Connects with people on a human level
- Dig deeper into issues
- Incorporates more emotions

Qualities

of a Good feature story

- **Well-researched and well-written**
- **Informs and educates**
- **Entertains**
- **Have authority**
- **Fairness** – present viewpoints
- **Not fluffy** – use simple words
- **Use literary devices** – metaphor, symbolism, foreshadowing, personification

Qualities

of a Good feature writer

- Inquisitive
- Eager to learn
- Sympathetic towards others' feelings
- Keen observer
- Capable of seeing beneath the surface of any ordinary person, place or event

Sources

A hand holding a quill pen is writing on a document. In the background, there is an ink bottle and a quill holder. The scene is dimly lit, with the focus on the hand and the pen.

- Experience
- Observation
- Reading materials – newspaper, books, magazines
- Special events – anniversaries, holidays, fiestas
- Advertisements
- Speeches and commentaries
- Movies
- Travel
- Tourist spots
- Fads and latest trends
- Interview
- Casual conversation

Types

1. HUMAN INTEREST

- Involves people, their troubles, failures and successes.
- It deserves attention only because of some humorous, tragic, odd, or sensational angle that appeals to the reader
- Can my reader relate?

2. PERSONALITY SKETCH

- Semi-biographical account of a newsworthy person, successful people or celebrities

3. HISTORICAL

- it narrates the evolution of something place, origin, celebration and others

4. ANALYTICAL

- Dissects social problems, trends, current issues

5. SEASONAL

- Anything about the time of the year
- presents new angles of an old theme, fresh insights of information



Types

6. TRAVELOGUE

- Describes a place and the kind of people the writer met during his travel

7. ENTERTAINMENT

- Wit and humor, unusual topic, writing style and kind of language used.

8. NEWS FEATURE

- takes material from a recent event, focus less on the information, more on the meaning of the incident.

9. INFORMATIVE

- Deal with social facts presented in a non-technical language. More on the human-interest element

10. INTERPRETATIVE

- Instructs, informs or gives the background of social, economic, political and other problems of everyday life



Types

11. HOW TO FEATURE

- explain a process on how a certain product or service is made or rendered

12. PERSONAL EXPERIENCE

- Deals with unusual experience usually written in first person

13. UNUSAL FEATURE

- paranormal beings like witches, ghosts and the like

14. INTERVIEW FEATURE

- form of question and answer with a little introduction

15. SCIENCE & TECHNOLOGY

16. SPORTS



structure

LEAD

BODY

Increasing interest
and tension

CONCLUSION

Connects back to the lead

CREATING THE TITLE

Tips

- Choose a theme or angle which you know very well
- Limit your article to a specific topic
- Hook the reader
- Highlight the main idea of the story
- Use important keywords

CREATING THE LEAD

- Catchy!
 - Strike and shock the reader
 - Arouse curiosity
 - Stir imagination
- Sets the tone of the whole story
- Unusual statement to draw the reader into the story
- Can invite the reader to take a stand if presenting a controversial topic
- Have important background information

Tips



Lead types

- **NARRATIVE LEAD** – allowing reader to relate with the character of the story
- **DESCRIPTIVE LEAD** – illustrates a mental picture of the subject
- **QUOTATION LEAD** – uttered by well-known people
- **QUESTION LEAD** – a thought-provoking question to capture interest and lead them to find the answer in the article
- **TEASER** – deceive the reader in a jesting manner to arouse his curiosity and gently lead into the story. Short and witty
- **PUNCH LEAD** - short, striking and one-sentence lead.
- **ASTONISHER LEAD** – uses an exclamatory sentence
- **ONE WORD LEAD** – uses a very significant word to capture interest
- **PARODY LEAD** – consists of a parody of a well-known quotation, song, poem, book or movie film title
- **BACKGROUND LEAD** – describes an event in which the background overshadows the individuals who participate in it (carnivals, festivals, dances and others)
- **FREAK LEAD** – uncommon or odd statements
- **CONTRAST LEAD** – point up opposites and extremes
- **STACCATO LEAD** – series of words or phrases punctuated by periods, commas or dashes

CREATING THE BODY

- Keep readers hooked
- It should have additional facts and statistics
- It can have opinions from authorities
- Include anecdote, dialogue, quotes and local color
- Use your 5 senses to describe
- It can have personal opinions
- Avoid being too wordy, simple words, shorter paragraphs
- Establish a voice – your personal style of writing

Tips



CREATING THE CONCLUSION

Tips

- It should remind the reader what the story is about
- It can suggest a course of action and/or change of attitude or views
- Come back to the lead
- “So what?”
- Surprising climax!



**Has the story been
done before?**

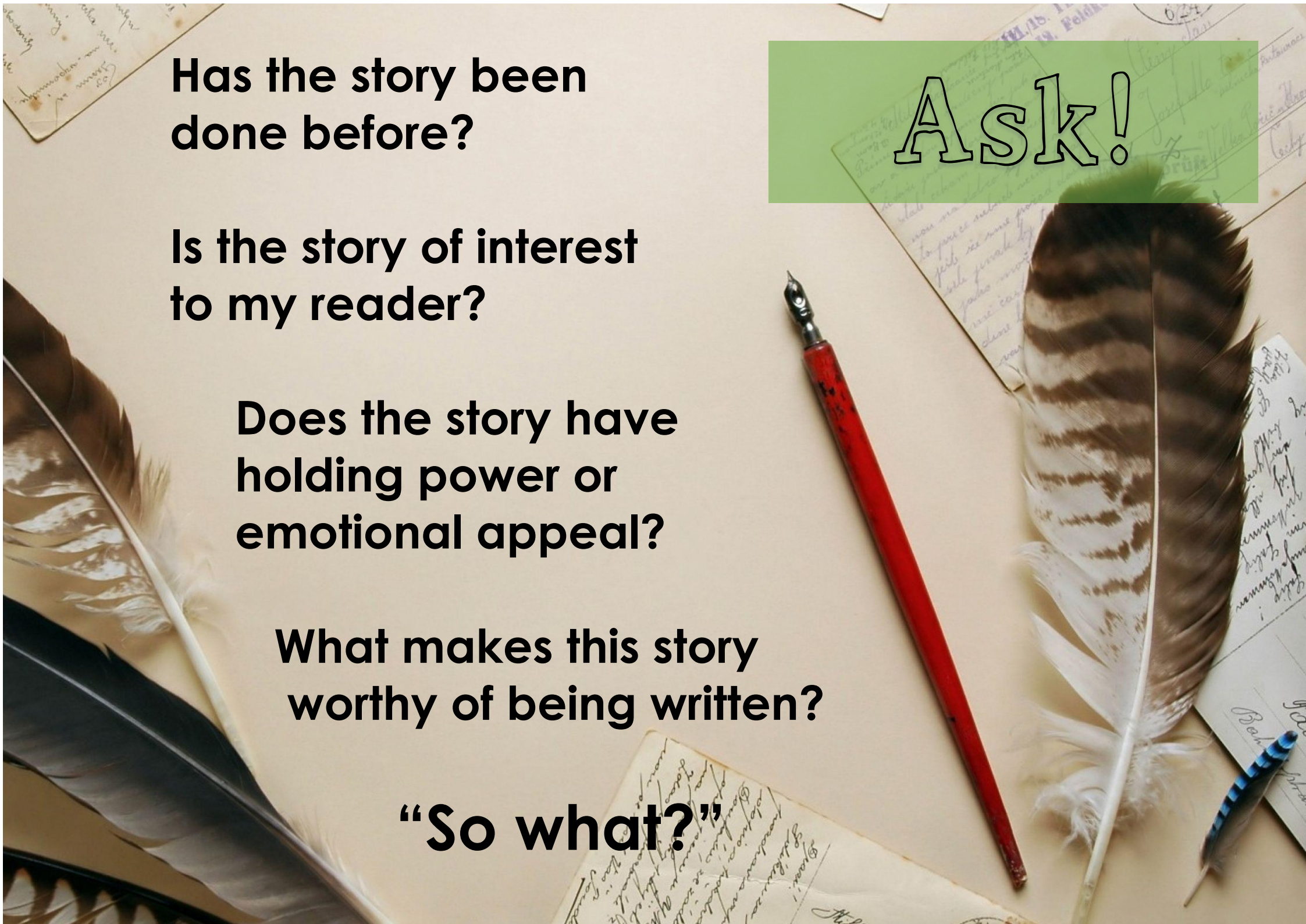
Ask!

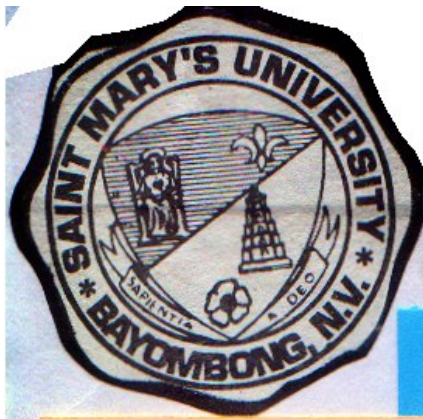
**Is the story of interest
to my reader?**

**Does the story have
holding power or
emotional appeal?**

**What makes this story
worthy of being written?**

“So what?”



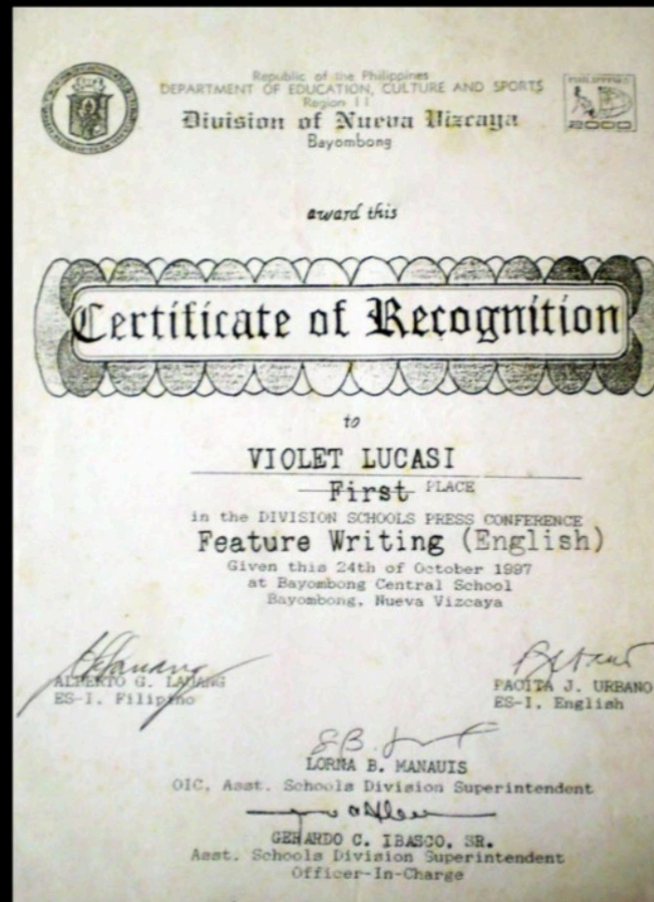


the little marian

Regional Press Conference



FEATURE WRITER DIVISION & REGIONAL SCHOOLS PRESS CONFERENCE (GRADE SCHOOL)

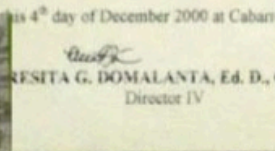
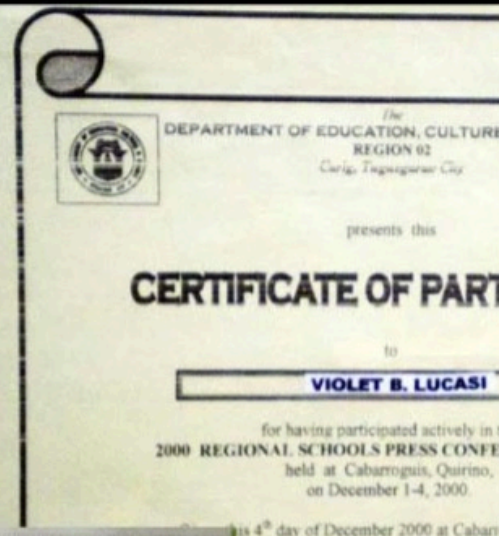


THE LITTLE MARIAN



SCHOOLS PRESS CONFERENCE

SCHOOL/DIVISION/REGIONAL 2000 - 2002



PALANCA AWARDEE (2009)

Philippine's "Pulitzer" - the most prestigious,
longest-running national literary awards





WRITING TOPIC:

SURVIVING THE PANDEMIC

*Stories of: Quarantine
Schooling at home
The Virus and related-issues
Frontliners
Government leaders*