

## ENGLISH CORE E-Lesson for B. A. (Prog.) Sem. II

### FEATURE ARTICLE

Feature article is written to entertain the readers with information and knowledge which interests them. A feature article not only deals with facts but presents them from a different view point. The writer of a feature article should have knowledge of the language in which the article is to be written. It is the verbal imagination of the writer, the choice of words and the way she/ he writes the article, which add variety to it.

<b>News Story</b>	<b>Feature Article</b>
i. It should as lengthy as the news story demands.	There is no limit to the length of the article.
ii. There is a standard format or structure.	There is no standard format or structure.
iii. It presents facts.	It not deals with facts but presents them from a different view point.
iv. The writer does not have too much freedom and flexibility to write the news as she/ he wants.	The writer has a lot of freedom and flexibility to write the article as she/ he wants.
v. The writer does not use imagination in the presentation of facts.	The writer uses imagination not in the creation of facts but the way they are to be presented.
vi. It has two main parts—the lead and the body.	It has three parts—the lead, the body and the conclusion.
vii. The writer does not need to conclude as she/ he cannot give personal views and opinions.	The writer has to give a conclusion as she/ he presents the facts from her/ his point of view.
viii. The Climax of the news story is in the lead— where the five W (who, what, when, where, why) and One H (how) questions are answered.	The Climax can be anywhere in the story.
ix. The highlights of the story are given in the beginning.	The writer does not follow any such rule where the highlights have to be given in the beginning.

### Various types of Leads

Leads are the introductory lines of a feature article. It is important because if the lead is not written well, the feature article will not be read.

- Lead should be concise (to the point), sharp and interesting.
- Lead should be direct, clear and orderly.
- The details in the lead should be self-explanatory and the readers do not need to read the rest of the paragraphs to understand the lead.

### Parts of a feature article

- Title (in the centre of the page)
- Name of the writer below the title in the centre

- Body/ subject matter
- Lead sentence in the beginning
- Different point in every paragraph
- Conclusion