**Course--Bcom Prog Section--- B/C, IV Semester Subject--- English Language**

**Teacher’s Name---Dr. Prerana Sinha. Week-30th March-3rd April, 2020.**

*FEATURE WRITING*

What is Feature Writing?

Feature article is an important part of newspaper just like news, advertisement, editorials etc.

A feature article provides some colour to the otherwise factual style of reporting in the news story, whereas a Re[ort will focus on the 5Ws, (what, where, when, whom, whose).

Feature article will give an interesting account of the incidents. It has that human interest angle that appeals to our sensibilities.

Managing a Feature writing therefore can be challenging since the newspapers have already fulfilled the purpose of giving the fresh day to day information to its readers whose morning cup of tea is incomplete without it.

Who are then the audience of Feature articles?

The avid readers are the ones looking forward to interesting account that adds flavour to the usual news, interesting angle that gives the writer’s perspective in a language which is his own. Linguistic creativity of the writer will have a fan following; you can see examples of writers like Jag Suraiya, Bacchi Karkariya on the left side column of ‘Times of India’ editorial page. It is generally light hearted and titillating too. However, some feature articles can be somber or serious too; it depends on the subject the writer takes up.

He can exercise greater freedom of length and space in writing the feature article. And imagination of course plays a major role in making the writer sought after and popular.

Go through the **following** **links** to understand Feature Article

1.www.thefreedictionary.com/feature+article

2.www.collinsdictionary.com//feature article

3.www.morrisjournalismacademy.com/how-to-write

4.penandthepad.com/what-is-a-feature-article.in

5.hubpages.com/literature/feature-article