

## Feature and Magazine Writing

A Feature story provides a reader with the **flavor of an event** or **the nature of a person**, not just the facts of what happened or to whom it happened. It carries its **reader beyond the events** and leads him to an understanding of them.

Feature writing is **vivid, sensational writing** which appeals to the emotion of the readers.

Feature gives readers **an insight into the story**. Ex- How a young girl feels when suddenly, she realizes she has been selected as Miss India or Miss Universe, it is telling a reader more about a flood than just the fact that 86 lakh people are affected by the flood in Bihar.

Feature is an **in-depth and factual write up** on a topical issue which seeks to give comprehensive information in a more captivating and relaxed style than the straight news.

Feature writing is an attempt to report, inform, enlighten, educate or persuade in a relaxed way. Whether it is a serious news or just an article, what feature articles or writings seek to achieve is to pass the message across to the divergent or specific readers in a more expansive, illustrative, sensational, descriptive or dramatic way. This is achieved through feature writing devices like quotes, specific details, personality, interesting writing etc.

A feature can appear either in a newspaper or in a magazine. It is important to let you know that there is no difference between the feature you find in a newspaper and the one

you find in a magazine. In fact , most magazine features are essentially like newspaper features. Yet, there are some silent and sensitive differences between magazine writing and newspaper writing.

Differences:-

**Specialization:** A magazine appeals to a special community of readers; men, students, fashion designers, sport enthusiasts, Hindu, Muslims e.t.c, while a newspaper appeals to a cross section, whose only common interest is their geographic location in the same city. A feature writer should however know this to avoid lack of focus. Because if you are writing for a magazine that has children as the readers and your language could not meet their needs, then you have not achieved much.

**Thoroughness:** Another major difference is the thorough nature of the magazine article. Many newspaper articles are thorough; but a writer cannot wait for events to climax or to terminate, he reports whatever happens up to the newspaper deadline. A magazine comes out monthly; there is time to get thorough coverage. Magazines encourage good writing. Not that newspaper don't but two things militate against good writing in newspapers, and they are the speed with which a writer must put together his story and the limited amount of space the newspaper can devote to each topic. In spite of that, many newspaper stories are extremely well written. Magazines have deadline that encourage good writing. There's a month between issues. Magazine stories run longer, in general, than those in newspapers. They are long enough to include everything that belongs in the story and there is enough time to decide what to omit.

*To do section:*

*Q. Do you think a feature in a magazine is the same as a feature in a newspaper? Justify your claims in two paragraphs.*

References:

Okoye, I. (2006) Feature Writing; Theory and Practice (2nd ed) Lagos. Malthouse Press Limited.