

III. Characteristics of a Feature Article (Pangilinan, 1988)

1. Variety of subject matter, tone, form, and style
2. Usually more entertaining more often than it informs, instructs or advises.
3. Factual and requires reporting ; well-organized
4. The writer strived to give the reader first-hand sensation.
5. Has no fixed length
6. May or may not be timely

IV. Other Characteristics of a Feature Article

1. Has variety of subject matter
2. Variety of tone as it may be light / serious
3. Has a variety of form & style
4. Should always be factual & accurate as any journalistic writing
5. A well-organized form of writing & observes the principles of effective writing such as unity, variety, & coherence