Analysing Feature Articles

When analyzing a feature article the following points must be considered:

- What is the *purpose* of the article? What is the writer trying to say? What is the writer’s intention?
- Has the purpose of the article been conveyed effectively? Is the writer’s intention clear? Do the techniques employed make for an interesting read?
- What *techniques* have been employed?
  - Layout – how has the article been set out on the page? What elements have been included? Is it visually appealing?
  - Pictures – have any pictures been included? Are the pictures relevant to the story? Do the pictures complement the story? Are the captions informative?
  - Heading – how has the heading been written? Is it striking? What font has been used? Does it have double meaning? Why has the writer decided to use this title?
  - Introduction – what kind of lead has been used? Does it grab attention straight away? Does it make the reader want to continue reading the article?
  - Side Stories – are there any ‘extra’ stories included in the layout of the article? Are they relevant to the topic? Do they contribute towards the writer’s intention?
  - Language – what style of writing has the writer adopted? Has the language been carefully selected? Is it in sync with the overall meaning of the article?

What effect does the article have on the reader? What is the reader’s response? Do you think this is what the writer intended?

When commenting on the response of the reader, justification should come in the form of an analysis of these elements.