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Paper:4:The Art of Editing

Topic:Role of Features

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The term 'feature' is most common among the newsmen, but one does not know what it exactly means. There is no consensus among journalists in regard to its scope, type, nomenclature and other related matters.

Mr. Brain Nicholas has described Features as the 'soul' of newspapers. A few important definitions are given below:

1: Feature story is not just recitation of facts, but rather an adroit presentation of facts and associated ideas so as to spotlight that which is significant, but not apparent to the casual observer.

2: A feature is similar to a news story in that it gives the readers facts in an interesting form and is adapted to rapid reading. But it goes beyond those facts by amplifying them with study, research and interviews and to instruct, guide or entertain the readers who know about the subject as well as those who do not.

3: It is a detailed presentation of some interesting subject in a popular form. It deals with the day's news, a timely or seasonal subject or any topic that appeals to a number of readers. Its purpose is to entertain, inform or to give practical guidance, i.e., to show to readers as to how to do something.

4: A feature is longer bits in newspapers---a piece of writing which explains, amplifies and interprets issues with study, research and interview.

5: Feature is the exploration of facts---the purpose is to guide, instruct or entertain.

Thus, Features have two important roles. They supplement news stories. Also, if the news is not of much importance, particularly from the point of view of national newspapers, the papers do not take notice or adequate notice of a particular item to get into its news columns.