

Media Texts - Characteristics of Feature Articles

Byline

- journalist name

Lead paragraph

- most important details - the who, what, when, where

Body paragraphs

- blend facts with quotes and context

Supporting images

- adds detail, sensationalises

News National cooties scare

Heroic mobile librarian proves knowledge is more crucial than ever



Bertram Poppingstock

Problem solver

Recent claims that knowledge causes cooties have been slammed by the scientific community as nothing more than fear-mongering by corrupt media sources.

A special investigation by notable problem solver Bertram Poppingstock has proven that knowledge is more crucial than ever.



Bertram Poppingstock

No legitimate scientific study has shown any connection between one's IQ and their chance of getting cooties; in fact 95% of scientists argue that knowledge about disease prevention is crucial to public health issues worldwide.

"Knowledge is not a public health risk," said the World Health Committee during its most recent summit.

'Cooties is nothing more than a fictional childhood disease.'

Dr. Michael De Robbio

Pathologist Dr. Michael De Robbio is dismayed by Crank Corp's poor understanding and reporting on Cooties. 'Cooties is nothing more than a fictional childhood disease.'

Crank Corp's shoddy research and obvious bias is outrageous. Crank Corp CEO Ursula Von Crank is insulting our intelligence. The biggest issue we are facing today is the spread of lies.

What will Crank Corp try to scare us with next - the Boogeyman?

Headline

- captures reader interest
- may be sensationalised or use puns

Quotes

- from relevant people and sources

Pull quote

- taken from article

Punchy ending

JEAN-PS

- Content and tone suits the type of publication it is in
- Short paragraphs for easy reading and skimming
- Common paragraph structure:
 - point → example
 - → explanation
- Use language techniques such as:
 - evaluative and emotion language
 - economical expressions
 - buzzwords