

## ENG 475: Popular Periodical Writing

Popular Periodical Writing is designed to introduce you to popular periodical (magazine) feature writing by building on what you have learned about rhetoric so far and applying that to magazine feature writing which depends on a firm foundation of rhetorical concerns including purpose, audience, situation, style, arrangement, delivery, and content as well as ethical, logical, and emotional appeals. Feature articles are articles that go beyond a single time-oriented event that may have storytelling elements such as action, drama and movement, that may involve multiple sources and viewpoints, and that involve the writer's own presence in the telling. Feature writing may include profiles and narratives, how-to and service articles, informative and trend articles. The information they contain can be anecdotal and the style in which they are written is sometimes so lively that it becomes as important as their content. Such stories often have a strong point of view in that the writer does not strive for "objectivity" – or its appearance – but makes clear directly or indirectly that he or she is giving his or her very personal opinion of the facts or events described.