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How To Write Special Feature Articles by Willard Grosvenor Bleyer

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This book is the result of twelve years' experience in teaching university students to write special feature articles for newspapers and popular magazines. By applying the methods outlined in the following pages, young men and women have been able to prepare articles that have been accepted by many newspaper and magazine editors. The success that these students have achieved leads the author to believe that others who desire to write special articles may be aided by the suggestions given in this book. Although innumerable books on short-story writing have been published, no attempt has hitherto been made to discuss in detail the writing of special feature articles. In the absence of any generally accepted method of approach to the subject, it has been necessary to work out a systematic classification of the various types of articles and of the different kinds of titles, beginnings, and similar details, as well as to supply names by which to identify them. A careful analysis of current practice in the writing of special feature stories and popular magazine articles is the basis of the methods presented. In this analysis an effort has been made to show the application of the principles of composition to the writing of articles. Examples taken from representative newspapers and magazines are freely used to illustrate the methods discussed. To encourage students to analyze typical articles, the second part of the book is devoted to a collection of newspaper and magazine articles of various types, with an outline for the analysis of them. Particular emphasis is placed on methods of popularizing such knowledge as is not available to the general reader. This has been done in the belief that it is important for the average person to know of the progress that is being made in every field of human endeavor, in order that he may, if possible, apply the results to his own affairs.

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