**Peer Review Check-off**

First check their…

**Title & Headline**

The headline performs a number of important functions. An effective headline:

* Grabs the reader's attention and persuades them to read the article.
* Highlights the main idea of the article.
* Includes keywords (for online articles).

Make note if they do not have an original title/headline.

Then…

As you are reading your peer’s feature article, pay attention to each of these areas and write:

1-Strength in this area

2-Something that is missing or weak in this area.

* **Introduction**

The first paragraph outlines the subject or theme of the article, it may also:

* Provoke the reader's interest by making an unusual statement.
* Provide any necessary background information.
* Invite the reader to take sides by making a controversial statement.
* Heighten the drama of an event or incident to intensify its appeal.
* Establish the writer's tone.
* Create a relationship between the writer and the reader.

I can't write about my topic the way anyone else would, I need to put my own spin on it.

* **Details (The Main Article)**

The middle section consists of a number of paragraphs that expand the main topic of the article into subtopics. The usual components are:

* Subheadings.
* Facts and statistics which support the writer's opinion.
* Personal viewpoints.
* Opinions from authorities and experts.
* Quotes and interviews.
* Anecdotes and stories.
* Specific names, places and dates.
* Photographs, tables, diagrams and graphs.
* **Conclusion**

The concluding paragraph should leave a lasting impression by:

* Reminding the reader of the article's main idea
* Suggesting an appropriate course of action.
* Encouraging a change of attitude or opinion.

... A spin that grabs my readers so they connect with what I am writing.

* **Language of Feature Articles**
* A personal tone is created through the use of informal, colloquial (slang) and first person narrative.
* Relevant jargon adds authenticity to the information and opinions.
* Anecdotes help to maintain reader interest.
* Facts validate the writer's viewpoints.
* In humorous articles, exaggeration and generalisation are used to heighten humour.
* Rhetorical questions help to involve the reader.
* Emotive words are used to evoke a personal response in the reader.
* Effective use of imagery and description engage the reader's imagination.
* The use of direct quotes personalises the topic.
* **Don't Forget**

-Research & inform.
-Write well.
-Entertain.
-Be Authoritative.
-Be insightful.

Courtesy of <http://www.squidoo.com/feature-article#module32608402>