

What is an Article

- * It is a piece of writing usually intended for publication in a newspaper, magazine or journal.
- * It is written for a wide audience, so it is essential to attract and retain the readers' attention.
- * It may include amusing stories, reported speech and descriptions.
- * It can be formal or informal, depending on the target audience.
- * It should be written in an interesting or entertaining manner.
- * It should give opinions and thoughts, as well as facts.
- * It is in a less formal style than a report.

An Article should

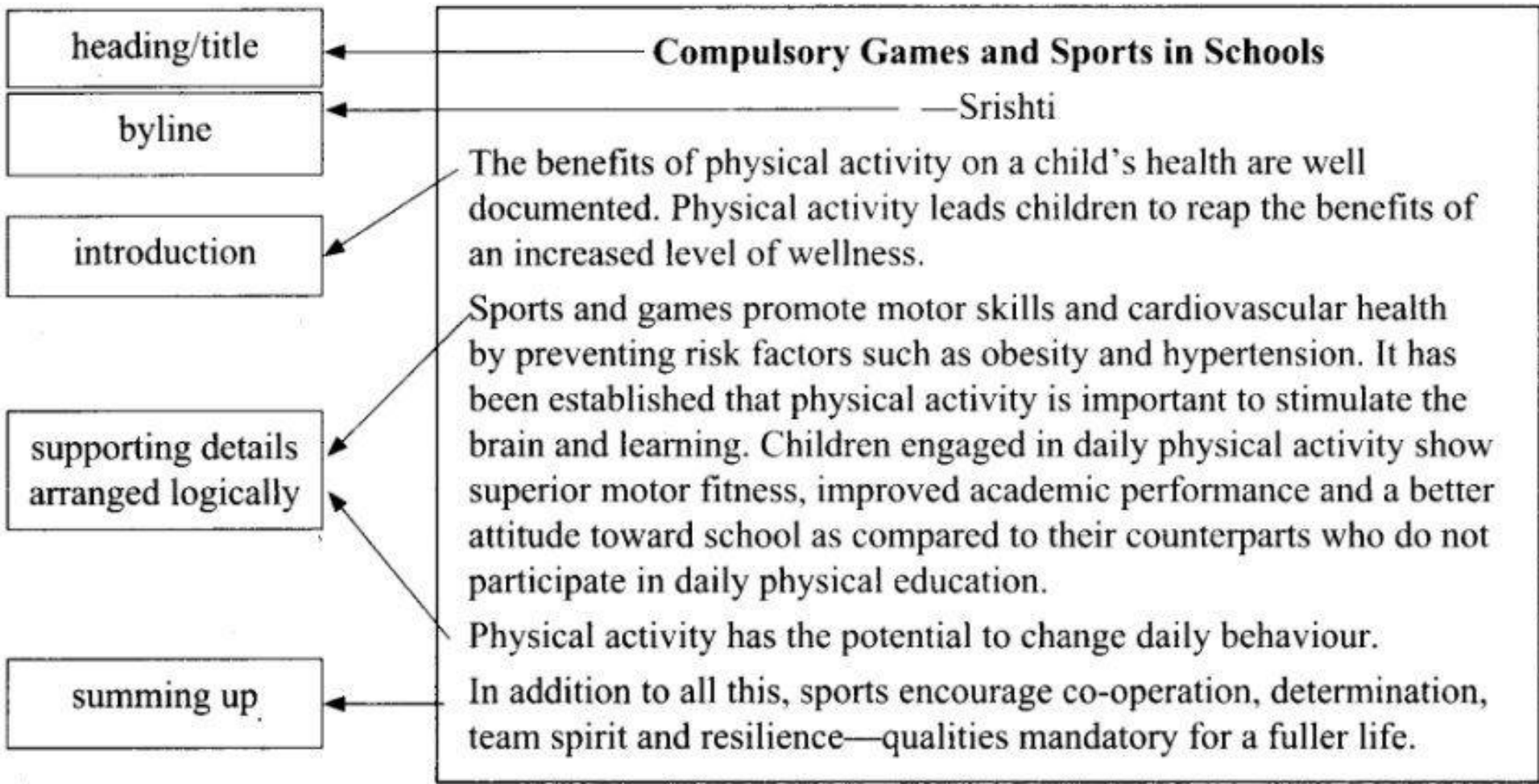
- * Describe an experience, event, person or place
- * Present an opinion or balanced argument
- * Compare and contrast
- * Provide information
- * Offer suggestions
- * Offer advice

A realistic article should consist of

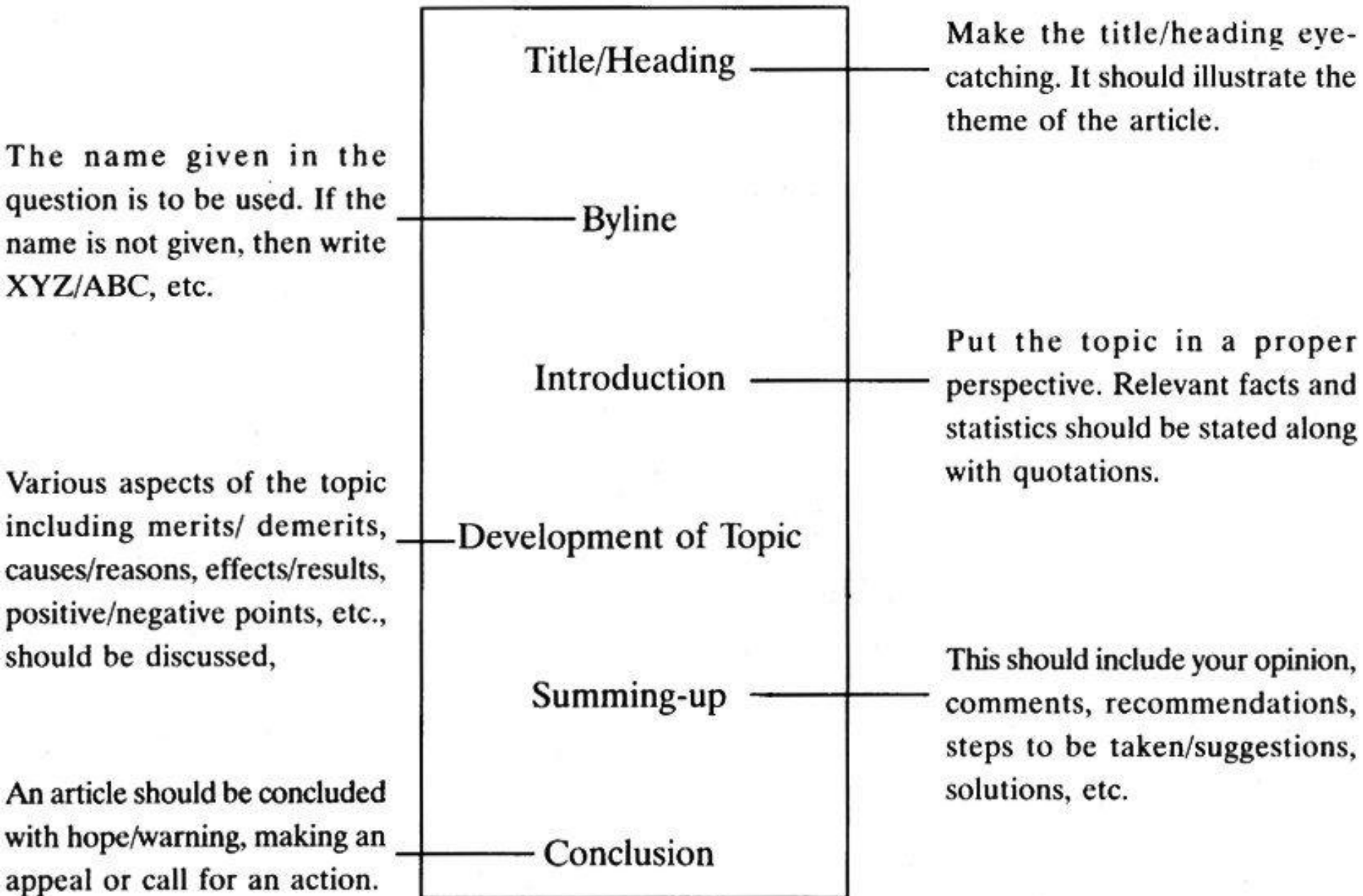
- * An eye-catching **title** which attracts the readers' attention and suggests the theme of the article. (Think about why you read a magazine or newspaper article recently - what made you read it?) Articles can also have subheadings before each paragraph.
- * An **introduction** which clearly defines the topic to be covered and keeps the reader's
- * The **main body** of two to five paragraphs in which the topic is further developed in detail.
- * The **conclusion**

Before you begin

- * **Where** is the article going to appear - in a newspaper or magazine?
- * **Who** are the intended readers - a specific group such as students or teenagers, or adults in
- * **What** is the aim of the article - to advise, suggest, inform, compare and contrast, describe, etc.?



Format



The Conclusion

- * A conclusion should tie everything together and sum up the article. There are many ways to conclude. A few are listed below:
 - * An anecdote or story that explains the point of the article.
 - * A return to some earlier statement that now means more than it did.
 - * Saving an explosive piece of information until the last paragraph.
 - * An unexpected twist.
 - * A 'call to action' or a recommendation.