

Writing an Article

What is an article?

An article is usually written for a magazine or newspaper. It is usually semi-formal and similar to a direct conversation with the reader.

What is the purpose?

To inform and engage the reader with a topic that they are probably interested in.

Title	Use language in the question or invent your own, relevant title. (Think: 'clickbait').
Introduce the topic	<p>Involve the reader by addressing them directly. You could ask a rhetorical question.</p> <ul style="list-style-type: none"> ▪ Just imagine... ▪ Have you ever...? ▪ How would you feel if ...? ▪ Are you one of those people who ...? ▪ If the answer is ..., you should.... ▪ What would life be like if... <p>Remember: this is <u>not</u> an essay. In an essay we usually state the content of the text in the introduction. This should not be done in an article. Why? Because the purpose is to engage the reader and to encourage them to read more.</p>
Develop the topic and ideas	<p>You can use subheadings to divide ideas and make the article easier to read.</p> <ul style="list-style-type: none"> ▪ Let's start with ... ▪ Another advantage of ... ▪ On top of that, ... ▪ ... ▪ I was absolutely ... ▪ More importantly, ... ▪ Not surprisingly, ... ▪ The ... was worryingly ... ▪ It was the most amazing ... <p>Include your opinion and, if suitable for the context, humour.</p> <p>You can also include quotes "...” and examples.</p> <p>If you ask questions, limit them to one per paragraph.</p> <ul style="list-style-type: none"> ▪ Have you ever? ▪ What do you think about? ▪ Are you one of those people who thinks that? ▪ What would life be like if? ▪ Will the future bring us ?
Summary	<ul style="list-style-type: none"> ▪ So, now that you know more about... ▪ In the end... ▪ All in all... ▪ After that... who knows? We'll see, but... <p>You could end with a question addressed to the reader or you could state your opinion after having given the information within the article. Is your opinion the same as when you started writing, or has it changed?</p>