

ARTICLE WRITING

Presentation 1

What is an article:

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

What should it do?

- describe an experience, event, person or place
- present an opinion or balanced argument
- compare and contrast
- provide information
- offer suggestions
- offer advice

TYPES OF ARTICLES

- MAGAZINE ARTICLES
- NEWSPAPER ARTICLES

REMEMBER/ CONSIDER

- 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 general?
- what is the aim of the article – to advise, suggest, inform, compare and contrast, describe, etc.?

FORMAT OF AN ARTICLE

Heading

By Line

Body

Paragraph 1

Paragraph 2

Paragraph 3

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 attention.
- the main body of two to five paragraphs in which the topic is further developed in detail.
- the conclusion - summarising the topic or a final opinion, recommendation or comment.

How to make your article lively?

- Addressing the reader directly

I will look at this issue - Let us have look

- Direct questions

More and more people attend University – Why are more and more attending Universities?

- Quotations

4 Read the extracts and say what kind of article each is taken from. What kind of publication might each appear in? Finally, think of an appropriate title for each.

A

The Hightree Leisure Centre is proud to announce the recent opening of its new extension, specialising exclusively in health and fitness facilities for senior citizens — the Roxbury Annexe. Not only will our more mature customers find that the Roxbury Annexe is designed for those who may be frustrated by structural hindrances such as steps and heavy doors, but they will also be able to take part in a wide range of activities geared purely towards their needs.



B



Checking out the prices of new computers can be a pretty terrifying experience for the first-time buyer. Fortunately, there is another, less painful option. Due to the fact that 'serious' computer operators regularly upgrade their machines, there is a thriving second-hand industry which,

for us less fashion-conscious individuals, makes investing in a computer far less taxing on our bank accounts. However, before making your purchase, there are a number of things worth taking into account.

C

When you think of the west coast of the United States, images of muscular surfers and glamorous Hollywood stars lolling on private beaches probably come to mind. However, the glorious Oregon coast is something altogether different. A combination of dramatic, rugged shoreline and miles of deserted, sandy beaches open to all makes the Oregon coast a unique experience.



D



In a society where governments seem more and more impersonal, and power seems to be in the hands of an elitist minority of decision-makers, how much influence does the average voter really have? The obvious answer may seem to be little or none, but I am firmly of the opinion that the voice of the voters still carries a great deal of weight as far as governmental decisions are concerned. Moreover, there are a number of facts to support this opinion.

END OF
PRESENTATION 1