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Section outline Writing skills text types The purpose of an article is often to inform and persuade the reader. Articles give the reader information about a certain topic, bringing together and discussing different perspectives to provide a balanced argument which lets the reader make up their own mind about the topic. Articles can also be used to persuade the reader that a certain viewpoint is correct. For example, articles in newspapers or magazines might express a particular viewpoint or perspective; this may be positive or negative depending on the topic. The ways you use language and organise your ideas when writing an article will depend on the audience and the purpose you are writing for. Tips for writing an article Language think about the audience that the article is for when writing an article, you do not usually know your readers personally and so you will need to think about their likely interests and experience before you write how you expect, or want, your audience to react remember that the tone of most articles should be semi-formal, so before deciding on your tone imagine your article being read out loud and how that might sound to your reader. For example, an article reviewing a film may be humorous, even sarcastic, but that would not work well for more serious readers or topics the purpose for the article is the purpose, or reason, for writing your article to persuade your readers to agree with you or to invite your readers to think about different points of view and decide for themselves? For example, do you need to sound reliable and well informed, or choose words that strongly convey a particular emotion? how to keep your readers interest imagine how boring it would be for your reader if you used the same kind of sentences and simple repetitive vocabulary all the way through your article. Try to include a range of grammatical structures and relevant vocabulary to make sure that your reader wants to keep reading. Organisation Plan a route through your article before you start writing it the structure of an article is usually in three parts. For example: An introduction engage your readers interest and introduce your argument or the main points of the topic to be discussed. A middle develop relevant and interesting points about the topic to interest and/or convince your readers to think about a particular perspective. An end draw your points together and leave your reader with a clear impression of the argument you want them to believe or the viewpoints you would like them to consider.

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