



# ARTICLE WRITING



## GOALS

Learners will be able to-

1. Understand the importance of article writing in civic engagement.
2. Express their ideas with clarity.
3. Compose articles using appropriate style, structure and voice.

## LEARNING OBJECTIVES

- ◆ Differentiate between the various types of articles.
- ◆ Identify the target audience and the purpose of writing.
- ◆ Identify the main issue.
- ◆ Locate, organize and integrate relevant data from various sources.
- ◆ Systematically organize their ideas and write coherently.
- ◆ Write articles using correct format and style.
- ◆ Provide suitable titles to attract the attention of the readers.
- ◆ Use anecdotes, quotations and examples to make their writing more interesting.



## INTRODUCTION

An article is a piece of writing mainly intended to be published in a newspaper, magazine or journal, and has a wide audience. Article writing is the process of creating a non-fiction text about topics that can vary from very serious to the ordinary. They can discuss areas such as current issues or topics of general interest such as health, politics, entertainment, environmental concerns, etc. Since it is written for a wide audience, it is essential that the language used is interesting, yet simple, and includes stories, anecdotes and facts to keep the readers engaged. The language used in an article can be formal or informal depending on the target audience, but it must be less formal than a report.

### What can an article do?

Unlike a report, an article can do much more than simply report an event or state facts.

- It can offer suggestions and advice.
- It can provide information on various topics/subjects.

- It can bring about a comparison.
- It can describe a location, person, object, technology, etc.
- It can simply amuse and bring a smile on the readers face.
- It can enable readers to think, hence it can influence.
- It can offer opinions, arguments/counter arguments.

### Format of an Article

An article is usually considered part of informal writings. There are no rules or techniques to abide by while writing articles, yet an organized structure is preferred. Hence, a basic outline of the format needs to be studied.

**Heading/Title:** Eye- catching; illustrating the central theme

**By Line:** Writer's name (to be mentioned under the title towards the right)

**Introduction:** Establish the context. Draw the readers' attention using anecdotes, startling facts, statistics, rhetorical questions or quotations.

**Body: 2-3 paragraphs** detailing the various aspects of the topic i.e. merits, demerits, causes, consequences, effects, advantages, disadvantages.

**Conclusion:** A formal and logical end to the above written content; a summary of all that has been included in the article. One may conclude with a final opinion, recommendation or a comment expressing a hope, a warning, an appeal or a call for action.

### Points to Remember

- The topics should be unique and of relevance.
- Know the target audience.
- Identify the aim of writing the article- to advise, inform, entertain, compare, describe, etc.
- The title should be short and eye- catching.
- Begin with a striking opening sentence which gets the readers interested in the topic.
- The writer must have enough to say; choose your ideas beforehand.
- Be true to what you write, make assertions and go by them throughout the article.
- Keep the article brief; unnecessary repetitions and irrelevant information makes it boring.
- Break the article into paragraphs; it acts as a breather.
- Pay attention to the choice of voice and tense.
- Conclude logically.

### Steps in Article writing

Like reports, articles too need to be well written to hold the readers' attention. The stages of article writing are discussed below.

#### Step 1 : Identify the target audience

Before you begin writing, it is important to consider who the intended readers are. Are they a specific group such as students or businessmen, or adults in general?

### Step 2: Identify the purpose of writing

Identify the aim of the article. Is your aim to advise, suggest, inform, compare and contrast, describe, etc.?

Step 1 and Step 2 are the deciding factors in the layout of your article, its style, language and level of formality.

#### Example:

If the topic for the article is 'Careers in Commerce', then the target audience will be students of Commerce. The article would be an informative one detailing the various careers that a commerce student can choose from, colleges / universities, eligibility, and selection process. The tone must be formal and the language easy and straightforward. If the article is meant for doctors then technical jargon related to the field of medicine can be used.

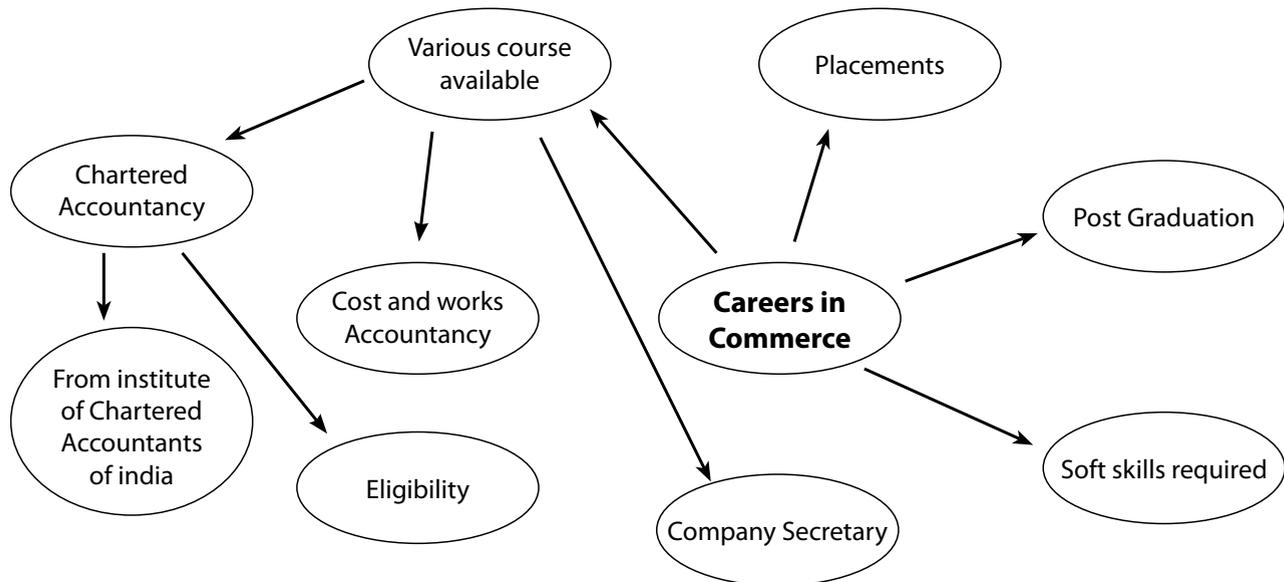
### Step 3: Collect and select information

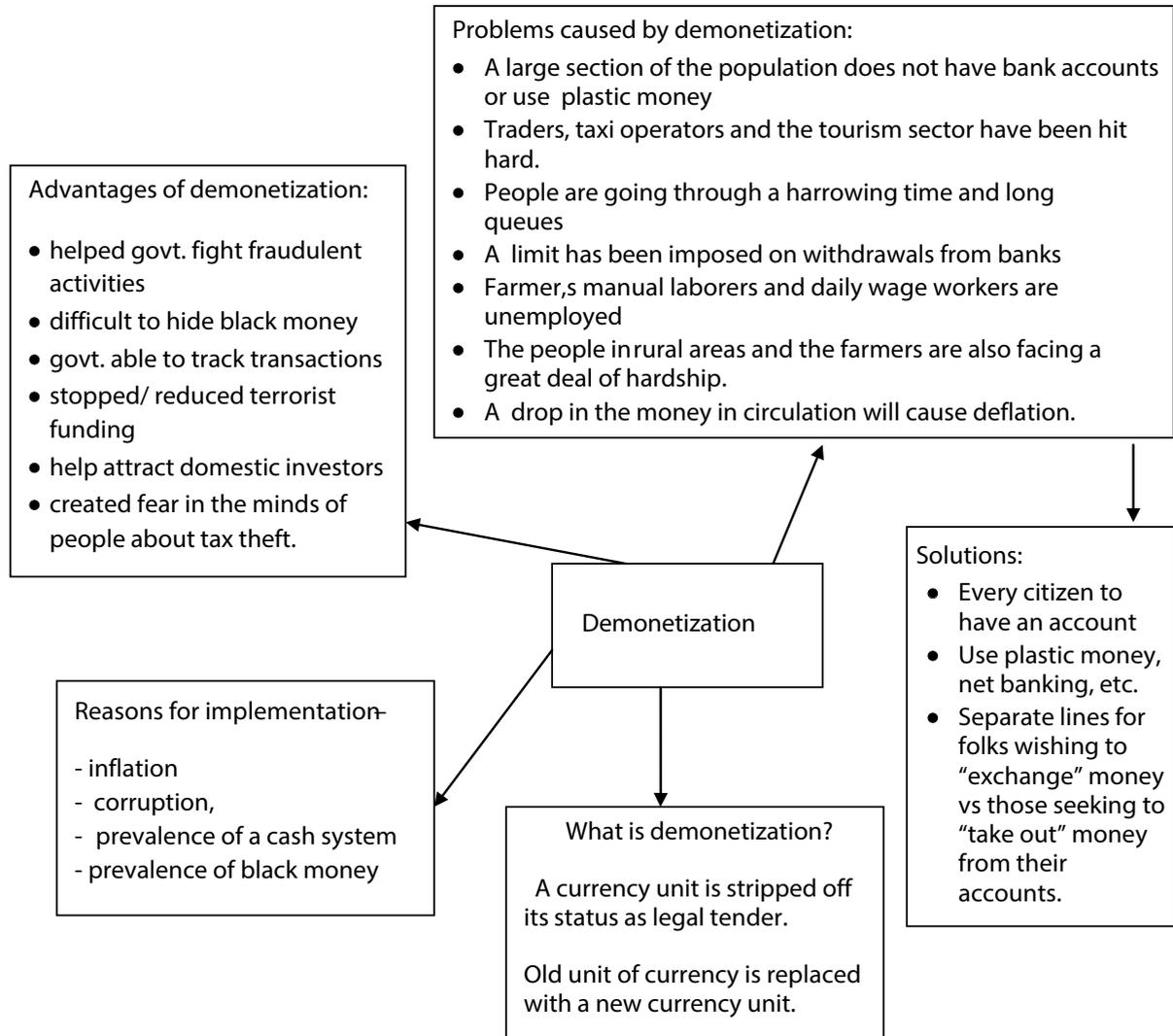
The third step is to collect information that is available on the selected topic. You may use various sources such as books, interviews, etc. Read through them and select relevant information. It is important to ensure that the information you have collected is authentic and reliable.

### Step 4: Organise the information sequentially and logically

Once the information has been gathered and selected, you must organise it so that it follows a logical order. You can make use of mind maps and flow –charts to organise the content.

#### Example:





### Step 5: Write the article

Once you have determined the information you are going to use and organized your ideas, write the article. The article could be formal, semi-formal or informal, depending on your intended audience.

First, give your article a title that catches the attention of the reader. Then begin writing the article with a striking opening sentence which addresses the readers and gets them interested in the topic. Remember to present a strong argument for your ideas supporting it with evidences or elaboration. Your attempt must be to develop your ideas as much as you can to make them interesting and substantial. Finally, conclude with your strongest point.

Use vocabulary and descriptive language appropriate for the article. Linking words and expressions, and a variety of vocabulary will only improve your work and make it more interesting. Use passive voice, humor, rhetorical questions to provide a specific effect.

**Do not talk about yourself.** You are writing for the general public, not a close circle of friends. Your opinions are only interesting to other people if you can make them amusing, justify them or explain them.

## Sample Articles

### Article 1

#### ***The colour green: corporate conscience or fashion statement?***

*by Brendon Craigie*

Hot wire has conducted a major audit looking at the greening of corporate communications and its potential influence on consumer purchasing habits across Europe.

They researched five sectors (retail, banking & finance, manufacturing and automotive, utilities and technology & telecoms) in five countries (the UK, France, Germany, Spain and Italy) looking at how frequently companies use green issues in their external communications vehicles. In this instance press releases were selected as the representative communications tool. We coupled this with pan-European consumer research that identified how green issues affect the purchasing decisions of consumers in the same sectors and countries.

Contrary to popular opinion, companies across Europe do not greenwash their communications wholesale. The Hotwire study has found that across all the sectors green appeared as a theme relatively infrequently - in only 7.5%-17% of companies' external communications. French companies use green issues the most at 17% while German companies are least likely at 7.5%. These are interesting findings - with Germany very much an international leader in terms of energy efficiency we put it more down to regional 'style' than the reality of the companies' initiatives. However, while it is good to see that companies are not opting for a cheap greenwash across the board, it is also interesting to note that they are not in synch with consumer interest for green products and services. While companies communicate about green issues relatively infrequently the consumer interest in all things green is very high. When asked to score their interest in 'green' between 1 and 10 (10 being the highest) European consumers scored on average between 6.3 (Germany) and 8 (France). Consumers in Spain, the UK and Italy scored 7, 7.2 and 7.7 respectively. In other words, consumer interest is very high but in terms of corporate communications, companies are not doing much to satisfy the interest.

The technology & telecoms sector is an interesting sector in terms of how it currently communicates around green, and what influences the buying decision when purchasing technology products and services. The UK is the only country that communicates in any volume (22% of technology companies' external communications) about 'green'. At 5 out of 10, the consumer research indicates that 'green' is not a very compelling driver for British consumers in the technology space, however there is some interest and UK-based companies are doing a few things to garner that interest. In the rest of Europe PR professionals in the technology space have huge opportunities. While consumer interest is pretty high at between 5.5 and 6.1, the companies' corporate communications efforts have so far ignored the green agenda. In France only 7% of external communications by technology companies include the green theme, in Germany 1%, Spain 2.9% and in Italy 0%. There are some big openings for being the green champion in the technology & telecoms industries in France, Germany, Spain and Italy.

*(Source: <http://www.reusablearticles.com>)*

### Article 2

#### ***The Health Problems of Tattoos***

*by Paul Silver*

Tattoos have been around for thousands of years, but they have always had their health problems. The main potential problem with getting a tattoo is infection.

The tattooing process involves pushing pigment far down into the dermis of the skin with a needle. With modern stainless steel and sterilisation machines, this is much easier to keep clean and problem-free than

the original tattooing method of rubbing ash in to wounds, but problems can still occur. If a tattooing needle is not completely and totally clean when it pierces your skin, it can deposit germs deep in to the skin along with the pigment it is delivering.

A major problem with infection from unclean tattooing is it can infect the recipient with Hepatitis B. In turn, hepatitis can cause inflammation of the liver, which is painful to start with, and if left to develop can become chronic and cause long-term damage and even death.

Initial symptoms of a Hepatitis infection can last for up to two weeks, and include a raised temperature, headache, and lack of energy. After this, jaundice can develop, and then potentially anorexia, nausea, vomiting and diarrhoea. If left untreated you will probably then experience upper abdominal pain, a tender, enlarged liver and enlarged lymph glands in your neck.

By this point, the pain and other symptoms should have taken you to the doctors. They will need to carry out blood tests to confirm which strain of Hepatitis you have contracted (there are five types, A-E.) If you have developed a bad infection, you may need hospital care to recover, mainly so doctors can spot if you have the early stages of acute liver failure.

Up to 95% of adults with a Hepatitis B infection will recover fully, but the rest may develop life-long chronic Hepatitis, especially if they already have immunodeficiency problems before they get the infection.

Infection can be prevented by good living conditions, and Hepatitis B can be prevented with a vaccination, which many tattooists will have as a preventative measure as they do not wish to catch Hepatitis B from their customers, some of who may carry it unknowingly.

When you receive a tattoo, be confident that the tattooist's equipment is properly sterilised, that they have been checked out by the local health department, and that you're confident that they are clean. No responsible tattooist will mind showing you how they ensure their equipment is clean and safe. When the tattoo is healing, make sure you keep the tender area clean, and that you do not expose yourself to possible infection through poor hygiene or living conditions.

After receiving your tattoo, if you run a temperature, get headaches or a sudden lack of energy to do anything, get in touch with your doctor straight away. It is much better for it to be diagnosed as not being a problem than to risk having a Hepatitis infection and not having it treated as early as possible.

Instead of getting a permanent tattoo, you could get a temporary one. They are available in a wide range of designs, from star tattoos to tribal styles, and don't carry any risk of infection.

(Source: <http://www.reusablearticles.com>)

### Article 3

#### ***Genius has gender? Only in our minds***

When Cambridge University advised its examiners to avoid words like 'genius' and 'brilliant' because they exclude women, many of us rolled our eyes and dismissed it as political correctness gone wild. But close your eyes – what's the first image that comes to your mind when you hear the word genius? Is it Albert Einstein? Stephen Hawking or Srinivasa Ramanujan, perhaps? Shakespeare or Premchand? Steve Jobs? Whether you're female or male, odds are your mind sees a man.

These associations affect our perceptions of others, which in turn affects their self-image and choices. Gender gap in the sciences, for instance, can be partly explained by the notion that these areas call for 'genius' or raw natural ability, which many women don't feel confident they possess. Reasons for that lack of confidence are also cultural; in the US a depressing piece of research found that even six-year-olds were

likely to think of only boys as 'brilliant'. When professors are rated, it's men who're described as stars and visionaries, and the same qualities are overlooked or disparaged in women. Think of the routine putdown 'hysterical', which literally means a disorder caused by the womb.

The idea of a lone genius is a Romantic myth; hard work, collaboration and luck have as much to do with accomplishment as ability, and none of these traits are sexual characteristics. Thinking harder about how we fling around words like flair and brilliance might foster a better intellectual climate, all around.

(Source: <http://blogs.timesofindia.indiatimes.com>)

## SUMMARY

This section on article writing deals with the nuances of how and what about an article. With an easy explanation provided, the topic becomes fun to read and understand. As aspiring corporate officials, students would be required to express their thoughts and put them on paper, about day to day affairs, company strategies, political events etc. Various examples, practice exercises will help students develop an insight and hence write better.



## EXERCISES

### Q1) Read the following articles and provide a suitable title.

#### Article 1

Stocks related to the consumption theme have taken a severe beating ever since the Prime Minister announced the demonetisation of Rs 500 and Rs 1,000 notes on 8 November. The Nifty India Consumption Index has shrunk 11.4%. Some stocks have slipped up to 21%. The fear that the demonetisation drive would put a leash on high-ticket spending by consumers has spooked sentiments. While the current outlook is bleak, analysts say this sell-off provides a good opportunity for investors to enter certain stocks, as the consumption story remains on a solid footing.

The sell-off in the consumer basket is backed by reason. Consumer sentiment soured after the government sucked out liquidity from the system by removing Rs 500 and Rs 1,000 notes from circulation. People face an uphill task managing their liquidity position with the limited stock of lower denomination notes in circulation and difficulty in transacting with the new Rs 2,000 notes.

For most, the focus in the near future will be on preserving cash and planned discretionary spending will be put on the backburner. In the near term, discretionary spending and sectors reliant on the cash economy will be affected. The rural segment, where most transactions are in cash, will take the biggest hit. This will dent large-ticket sales of two wheelers, passenger vehicles and consumer durables. "Rural and semi-urban markets can see a significant cut in discretionary spend.

#### Article 2

BENGALURU: Real estate brokers in Karnataka, hit by slowdown and demonetisation, fear that the new draft state Real Estate Regulator Act (RERA) will make their business unviable, with some even apprehending the prospect of a closure. The government expects an agency to pay a proposed registration fee of Rs 5 lakh in the city and Rs 2.5 lakh in rural areas in the new state RERA rule. Currently, 80% are individual agents while just 20% work with agencies in the city.

The registration fee set by the regulatory authority in Gujarat and Uttar Pradesh is Rs 10,000, which is much more affordable in the light of the relatively lower income levels of real estate agents. "The agents work for a mere two percent commission on the consideration value. The high cost of operations and the long

gestation period in real estate transactions diminish the real returns. Given this, it is unviable to expect a real estate agent to pay Rs 5 lakh as registration fee," said Farook Mahmood, CMD, Silverline Group, a real estate developer and a broking company.

The Bangalore Realtors Association of India (BRA-I) has expressed its reservations on the proposed rules,-the first being registration fees, and the other is the issue of penalties for default by developers.

"Such measures will be a setback for the trade," said Ayub Khan, owner, APEX Estates & Properties, a real estate brokerage firm in Bengaluru.

**Q2) Write articles on the following topics in about 500 words.**

- 1) Card payment on a high after demonetization
- 2) Mumbai : No longer India's economic capital
- 3) Unemployment: an obstacle in the country's economic growth
- 4) Phishing

## ANSWERS

**Q1. Provide a suitable title for the given articles.**

**Article 1**

Consumption Stocks Offer Good Buying Opportunity Post Demonetisation

**Article 2**

Major Problems Faced By Real Estate Brokers

Or

Real Estate Brokers Hit By High Agency Fees

**Q2. Write articles on the following topics.**

*Given below are points that will be helpful in writing the articles*

**1) Card payment on a high after demonetization.**

- On Nov. 8, 2016 – govt. announced discontinuation of Rs. 500 and Rs. 1000 notes
- The move forced people to use options such as Internet banking, mobile banking, credit and debit cards, mobile wallets and other prepaid payment instruments.
- Digital transactions have grown by 400 to 1000%
- This figure does not include transactions done through Master and Visa cards
- People to be educated about digital payments through websites and television
- Increased transactions on e- wallet.
- Volume of transactions using Rupay card has increased from 3.85 lakh per day to 16 lakh per day.
- These digital transactions will ensure money comes into the system.

- All transactions/ money will be accountable. They will generate tax, thus developing the country's economy.
- The government will develop better welfare plans when money will be deposited in banks.

## 2) Mumbai : No longer India's economic capital

- Mumbai preserves the charm of an open dynamic urban space, owing to preferential decision-making on investment, Delhi appears to have been surging ahead of Mumbai.
- Mumbai has ceded its position as economic capital of India to Delhi
- The Oxford Economics forecast for 2030 shows that Delhi is predicted to be at the 11th spot, Mumbai will be 14th
- Delhi has outpaced Mumbai post-liberalisation, in physical infrastructure and social infrastructure.
- Since Delhi is the capital, businesses want to be closer to it for clearances.
- The availability of infrastructural facilities affects the cost thus attracting the businesses.
- High cost of land and labour in Mumbai is unfavourable to business and does not offer suitable inducements to attract investment—domestic and foreign.

## 3) Unemployment: an obstacle in the country's economic growth

- The world economy is facing 2 major challenges - unemployment and poverty.
- Financial crisis caused by unemployment leads to an overall purchasing power resulting in poverty followed by an increasing burden of debt.
- In India, the problems of underemployment, unemployment and poverty have always been the main hindrances to economic development.
- Another colossal problem is the large population.
- A critical aspect is the regional disparity.
- Mass migration from rural to urban regions is adding to the problems of unemployment and poverty.
- Economic reforms, changes in the industrial policy and better utilization of available resources will reduce the problem.
- The government must initiate long term measures for poverty alleviation.

## 4) Phishing

What is phishing?

- Phishing is a cybercrime in which a target or targets are contacted by email, telephone or text message by someone posing as a lawful organization to tempt individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords. The information is then used to access important accounts and can result in identity theft and financial loss.
- Tactics Used for Phishing

- **Deception Phishing** - Sending out a mass email and trying to convince users to click the link in the message.
- **Tab-Nabbing** - Seeking to impersonate popular websites that have been left unattended for some time, and trying to convince users to re-enter their credentials.
- **Malware Based Phishing** - Aimed at small and medium -sized businesses (SMBs). Inserting malware onto a user's computer (by email attachment, download, etc.) in order to gain information and exploit vulnerabilities.
- **Key Loggers and Screen Loggers** are a type of malware that can record a user's keystrokes and activities – sometimes even your entire display
- **Search engine phishing** - Phishers create websites with "offers" and have them indexed methodically within popular search engines.

#### **How to prevent phishing attacks?**

- Use spam filters. Generally, the filters assess the origin of the message, the software used to send the message, and the appearance of the message to decide if it's spam.
- Change browser setting. The settings of the browser should only allow reliable websites to open up.
- Change password on a regular basis. Those websites that require users to enter login information may be open to security attacks. Change passwords on a regular basis, and never use the same password for multiple accounts.
- Banks and financial organizations use monitoring systems to prevent phishing.
- Legal action can be taken against fake websites.
- Organizations should provide security awareness training to employees to recognize the risks.
- Changes in browsing habits are required to prevent phishing.