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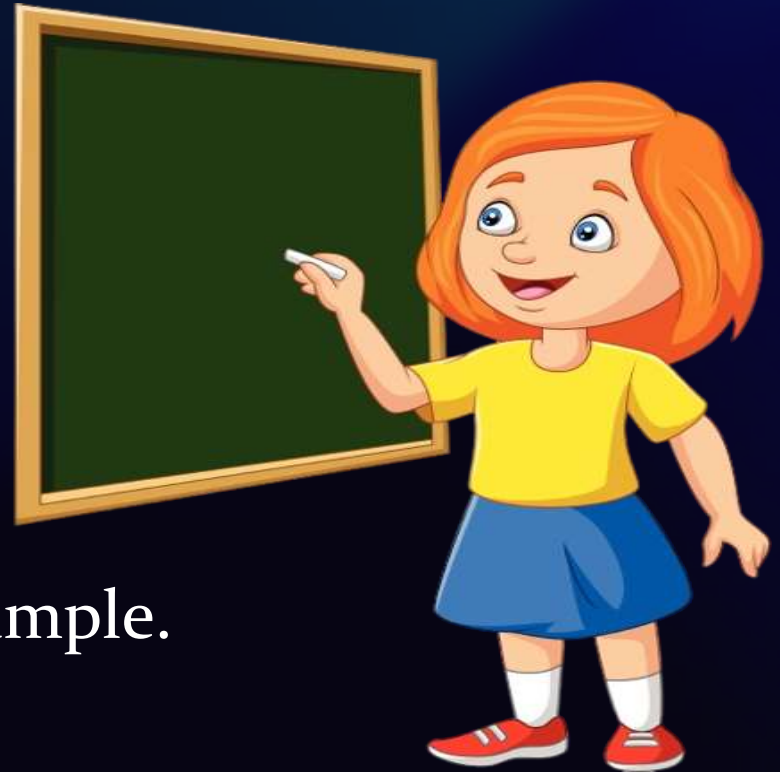
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RIMC ARTICLE WRITING

»»» FOR JUNE 2024 »»»
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THE ART OF ARTICLE WRITING

- What is an Article?
- Format of Article Writing.
- Important Tips to write Good Article.
- Article Writing Format with Example.





WHAT IS
AN
ARTICLE?

WHAT IS AN ARTICLE ?

- An article is a piece of writing, written for a large audience. The main motive behind writing an article is that it should be published in either newspapers or magazines or journals so as to make some difference to the world.





FORMAT OF ARTICLE WRITING

FORMAT OF ARTICLE WRITING

① — **Heading (Title of the Article)**

② — **Byline (Writer's Name)**

③ — **Body (Main Part of the Article)**

- Paragraph 1 (Introductory paragraph)
- Paragraph 2 (Descriptive paragraph)
- Paragraph 3 – Any additional information (if required)
- Paragraph 4 – Conclusion (Ending part of the article)



FORMAT OF ARTICLE WRITING

HEADING BYLINE

BODY

Paragraph 1

Paragraph 2

Paragraph 3

Paragraph 4

FORMAT OF ARTICLE WRITING

1

Heading (Title of the Article)

- The article's heading must be catchy and engaging.
- It should provide a gist (सार/ निष्कर्ष) of the central theme of the topic in not more than 5-6 words.
- Make sure the heading does not have any spelling mistakes or grammar errors.
- Do not use unnecessary punctuation marks in the title.
- The heading carries 1 mark in article writing.



FORMAT OF ARTICLE WRITING

2

Byline (Writer's Name)

- In simple terms, Byline indicates the name of the person who is writing the article.
- Usually, the name of the person is given in the question paper only. If the person's name is not provided in the article, then do not write your name. **Write XYZ OR ABC.**
- **Note:** Candidates are not supposed to mention their personal details while attempting the answers to the exam.



FORMAT OF ARTICLE WRITING

3

Body (Main Part of the Article)

- The body is the main part of the article, which carries more weightage (**Value or importance**).
- Generally, the body of the article consists of at least three to four paragraphs.



FORMAT OF ARTICLE WRITING

3

Body (Main Part of the Article)

The pointers below provide more details on how & what to write in the body paragraphs:

Paragraph 1: Paragraph 1 is the introduction paragraph.

- In the introduction write 2-3 lines. What is the **theme or topic** all about & why it is important for us to understand.
- **A few facts or quotations** can be given here to catch the reader's attention & arouse their interest.
- Keep the language simple.



3 — Body (Main Part of the Article)

Paragraphs 2 & 3: In this paragraph explain in detail what is the topic all about. You can use three techniques to shape your body as per the theme of the article.

- Advantage VS Disadvantage – For example – Online Shopping/ Coaching. Here you can write the advantage & disadvantage of Online shopping/ Coaching.
- Cause & Effect - For Example – Pollution . Here you can write the causes of pollution & what are the effects of it.
- Problem & Solution - For Example - Water Scarcity : Effective Water Management. Here you can write the many points on it.

FORMAT OF ARTICLE WRITING

3

Body (Main Part of the Article)

Paragraph 4 Conclusion

- It is important to conclude the article that you have started.
- The conclusion paragraph must be precise and should summarise the complete article describing the issues discussed and effective solutions that are taken.

[**Writer's opinion/comments + recommendations or solution
+ hope/call for action/warning**]





IMPORTANT
TIPS TO
WRITE GOOD
ARTICLE

IMPORTANT TIPS TO WRITE GOOD ARTICLE

1 The title must be eye-catching, clear & attractive.

2 The article has to get attention. Begin with an attention-grabbing opening sentence to get the readers interested.

3 Present a strong argument for your ideas supporting it with evidence or elaboration.

4 Use clear statements & link sentences with conjunctions like however, 'therefore, although', 'even though', 'in order to' etc.

5 Conclude with a strong and logical ending.

IMPORTANT TIPS TO WRITE GOOD ARTICLE

6 Avoid repetition of ideas.

7 Do not move away from your topic.

8 Introduce a new point at the beginning of each paragraph that follows to strengthen your ideas.

9 Follow the prescribed word limit.

10 Double check the grammar accuracy & spelling.





ARTICLE
WRITING
FORMAT WITH
AN EXAMPLE

ARTICLE WRITING FORMAT WITH AN EXAMPLE

Q - Advertisements have become a big business. They are promoted by celebrities drawn from various fields like films, sports, etc., leaving their influence on all people specially the young. Write an article in 150-200 words on 'The Impact of Advertisements on the younger generation'. You are Riya/ Raj.



ARTICLE WRITING FORMAT WITH AN EXAMPLE

Impact Of Advertisements On The Younger Generation- **Heading**

By Riya – **Byline**

Paragraph 1-The advertisement industry has a tremendous (भयानक) impact on the younger generation. As citizens of the modern world, advertisements have become a part of the daily lives of youngsters & they have got used to being bombarded with numerous advertisements over the course of their day.

Advertisement industry का युवा पीढ़ी पर जबरदस्त प्रभाव पड़ता है । As citizens of the modern world, विज्ञापन युवाओं के दैनिक जीवन का हिस्सा बन गए हैं और वे अपने दिन के दौरान अनगिनत विज्ञापनों से घिरे रहने के आदी हो गए हैं ।

Paragraph 2- Advertisements have become so common for them that they often do not even realize that they are hearing or viewing them. So they have a pervasive influence on the youth. In the ever-expanding world of consumerism & advertising, companies are constantly looking for new ways to sell their products to the youngsters by making their commercials & campaigns more memorable, to leave an impact on their minds.

Advertisements उनके लिए इतने Common हो गए हैं कि अक्सर उन्हें पता ही नहीं चलता कि वे उन्हें सुन या देख रहे हैं । इसलिए youth पर उनका प्रभाव Mass level पर है । उपभोक्तावाद और विज्ञापन की लगातार बढ़ती दुनिया में, कंपनियां अपने विज्ञापनों और अभियानों को और अधिक यादगार बनाकर, युवाओं के दिमाग पर प्रभाव छोड़ने के लिए अपने products को बेचने के लिए लगातार नए तरीके खोज रही हैं ।

The younger generation has become their prime target because they have more spending power than ever before & increased avenues at their disposal. Therefore companies spend enormous amounts of money to rope in popular film stars, cricketers, musicians etc. to endorse their products.

Youth उनका main target है क्योंकि उनके पास पहले से कहीं अधिक खर्च करने की क्षमता है और उनके पास अधिक अवसर हैं । इसलिए companies अपने उत्पाद का प्रचार करने के लिए प्रसिद्ध film stars, cricketers, musicians आदि पर बड़े पैमाने पर पैसे खर्च करती हैं ।

Paragraph 3 Conclusion - Advertisements help us to be aware about various products but we must monitor that they do not overpower us. Thus, it is the need of the hour that the younger generation is aware of their perspective , take conscious decisions and do not get influenced by deceptive externalities.

विज्ञापन हमें विभिन्न products के बारे में जागरूक होने में help करते हैं लेकिन हमें इस बात की निगरानी करनी चाहिए कि वे हम पर हावी न हो जाएं । इस प्रकार, यह समय की मांग है कि youth अपने दृष्टिकोण से अवगत हो, सचेत निर्णय ले और भ्रामक बाहरीताओं से प्रभावित न हो ।

THANK
YOU

