

INDIAN SCHOOL AL WAADI AL KABIR

DEPT OF ENGLISH

CLASS XII

ARTICLE WRITING

An article is an expression of one's thought on an issue or a subject logically and coherently written in meaningful paragraphs.

◆ Points to Remember:

- Give a title that catches the attention of the reader.
- Begin with a striking opening sentence which addresses the readers and gets them interested in the topic.
- Present a strong argument for your ideas supporting it with evidence or elaboration.
- Use linking devices ('however', 'therefore', 'although', 'even though', 'in order to') to make the composition appear a whole.

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

- Develop your ideas as much as you can to make them interesting and substantial.
- Conclude with your strongest point.
- Use passive voice, humour, emotive language, rhetorical questions to provide a specific effect. Split-up of marks:

SAMPLE ARTICLE

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'. (Delhi 2010)

Answer:

Impact of Advertisements On The Younger Generation

-by Aneesh Kumar

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

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 and advertising, companies are constantly looking for new ways to sell their products to the youngsters by making their commercials and campaigns more memorable, to leave an impact on their minds. The younger generation has become their prime target because they have more spending power than ever before and 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.

This helps to ensure popularity and early brand loyalty. In the last decade many super brands have looked towards new and outrageous ways to capture young audiences through appealing campaigns as these youngsters are cognitively and psychologically quite defenceless against advertisements. Clearly, advertisements represent 'big business' and has a significant effect on young people who need to be educated about the effects of advertising, that is, media literacy. This will prove to be helpful in mitigating the harmful effects of advertising on youngsters.

PRACTICE QUESTIONS-

Question 1.

The present-day youth are greatly stressed due to cut-throat

competition and consumerist culture. Write an article in 150-200 words on the causes of the stress on the modern generation suggesting suitable solutions. (Delhi 2010)

Question 2.

As compared to the older generation the youth of today are greatly inclined to pursue adventurous activities either for money or for fun. There is a latest craze for joining reality shows, rafting, rock climbing, mountaineering etc. Write an article in 150-200 words on which life you would prefer—safe or adventurous. (All India 2010)

Question 3.

India is standing at the threshold of joining the developed nations but that is not possible till we achieve complete literacy in the country. The contribution of students may be very significant in achieving our goals. Write an article in 150-200 words on 'The Role of the Students in Removing Illiteracy'. (All India 2010)

Question 4.

Compulsory value-based education is the only remedy for inculcating values among the future citizens of the country. This will also help in the prevention of crime in the country. Write an article in 150-200 words on the need of compulsory value-based education. (All India 2010)

Question 5.

Increase in the number of vehicles causes pollution and traffic jams. Write an article in 150-200 words for 'The New Indian Express', Delhi, highlighting the urgent need to solve these man-made problems, giving suitable suggestions. You are Madhav/Madhuri. (Delhi 2015)