



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 about 150 words on 'The Impact of Advertisements on the younger generation'.

Answer:

Impact Of Advertisements On The Younger Generation

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.

SOLVED QUESTION

The present-day youth are greatly stressed due to cut-throat competition and consumerist culture. Write an article in about 150 words on the causes of the stress on the modern generation suggesting suitable

solutions. (Delhi 2010)

Answer:

Causes Of Stress On The Modern Generation

- Meera Nair

The main cause of stress on the modern generation is the cut-throat competition and consumerist culture prevalent in our society. This always puts them under pressure of efficiency and productivity.

The modern environment is highly competitive and calls for relentless effort on the part of each youngster. To achieve the goals they have to devote all their time and capacity, without rest. So, they have no time to care even for their own selves. They have no time for relaxing or to pursue something of their own interest sounds like a luxury to them. The effects of this stress on the youth also visible in their physical being whereby they have increased pulses and a lot of tension in their muscles.

With increased professionalism and specialisation there seems no practical and suitable solution for this stress due to the competition. In this age of consumerism, it is not surprising that the youth of today are also constantly vying to outdo each other in acquiring material things. But now it is high time each one of us sat back in quiet introspection to contemplate where we are actually heading in this high-speed pace. Our health and well-being will have to be our primary concern for, as they say, “a healthy mind lies in a healthy body”. Let us stop living like robots. We are humans and have to behave likewise and not like machines which are our own creation.

PRACTICE QUESTIONS-

Question 1.

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 2015)

Question 2.

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 2018)

Question 3.

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 2017)

Answer:

Question 4.

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 2010)

Answer:

Question 5.

Corruption has become the order of the day. It has entered all walks of

life. Write an article for your school magazine in 150-200 words on ‘The Role of Youth in combating corruption’. You are Vijay/Vineeta. (Delhi 2019)

Answer:

Question 6.

India is said to be a young country and is emerging as a global power. The youth is getting increasingly concerned about the problems of corruption, environment, pollution, misuse of natural resources, etc. Write an article in 150-200 words on your vision of India in 2040. (Comptt. All India 2018)

#####