

Writing an Article

IGCSE English ■ Topic 6

IGCSE English



What we will cover

- 1 Purpose
- 2 Engaging the reader
- 3 Article structure
- 4 Lively language



1

Approach

Purpose and engaging the reader

- an **article** 文章 **informs** 告知 or **entertains** 娱乐
- catchy **title** 标题 & strong first line
- give your own view with reasons



Articles inform and engage – lead with a hook

What an article is, and who reads it

an article 文章

written for a magazine, a newspaper or a website

the reader

many people, who did not have to read it and can stop at any moment

so the job

it must sound interesting, not flat – from the first sentence

the voice

personal and lively, unlike a report; but it still informs, unlike a story

the shape

a hook, then the ideas, then an ending the reader remembers

An article competes for attention in a way a letter never does. Everything on this topic follows from that one fact.

Engage the reader

ask a question

“Should every teen
play a sport?”

the reader wants the answer

surprise with a fact

“Most teens sit for
nine hours a day.”

the reader thinks “really?”

speak to the reader

“You know that
Monday feeling ...”

the reader feels included

Three ways to catch the reader's interest in your first lines

Article structure

A diagram of an article structure template. It consists of a light purple rounded rectangle containing three sections. The top section is titled 'Introduction' and has a solid dark purple bar above it. The middle section is titled 'Body – your points' and has three horizontal lines below it. The bottom section is titled 'Conclusion' and has one horizontal line below it.

Introduction

Body – your points

Conclusion

- a catchy **title** 标题
- an **introduction** 引言 naming the topic
- the body – one idea per paragraph
- a **conclusion** 结论 that leaves the reader thinking

The shape of a lively article

Should every teen play a sport?

Imagine scoring the winning goal ...

you _____

So why not give it a try?

a **title** that catches interest:
a question or a surprising fact
a strong first line

hooks the reader
middle: one idea per
paragraph, with your
view and reasons

speak to the reader
directly with "you"
an ending that leaves
the reader **thinking**

The shape of a lively article: hook the reader, keep them, leave them thinking

Lively language

ask the reader a question

start with a surprising fact

speak directly with “you”

Use **varied** 多样的 words & sentence lengths to keep the energy up – friendly, but not too casual.

Phrases that hook the reader and move the ideas along

to open

Have you ever...? / Imagine.../ Most of us...

to move between ideas

What's more.../ On the other hand.../ The truth is...

to end memorably

So next time you.../ Perhaps the real question is...

vary your openings

ten sentences all beginning *I think* feel **flat** 平淡; mixing them keeps the reader awake

the model opening

a **question** pulls the reader in, an **honest detail** keeps them, and the last line **promises** where the article is going

Three sentences can do all of that. Learn a handful of these phrases and you never face a blank page.

Exam tips

- Give the article a short, catchy title, then hook the reader with a question or surprise in the first lines.
- Talk to the reader: "Have you ever...?" An article is the one formal task where personality wins marks.
- One idea per paragraph, and make it real with a short example or a small story.
- Numbers and small facts make an article feel true: "three out of five students...".
- End with a line the reader remembers: a punchline, a question, or a call to act.

2

Recap

Worked example – opening an article

Improve this article opening: “In this article I will write about mobile phones in school.”

- It **announces** instead of **engaging** – the title already said the topic.
- An article must **grab attention** at once: a question, a fact, a picture in words.
- “Every morning 400 students walk through our gates – and 399 are staring at a screen.”
- Then keep it lively: **direct address**, rhetorical questions, short punchy sentences.

Never open with “In this article I will...”. Hook first, argue second. An article has a **voice** – the reader should hear a person, not a form.

Topic 6 – key takeaways

1

Purpose

inform or entertain a general reader

2

Engage

a catchy title & strong first line

3

Structure

title, introduction, body, conclusion

4

Language

lively & varied; you can use “you”

Check yourself

- 1 What two things can an article do?
- 2 What catches a reader's interest first?
- 3 What ends an article well?
- 4 Name one way to make language lively.



Answers 1. inform or entertain 2. a catchy title & first line 3. a thought-provoking conclusion 4. a question / surprising fact / "you"