

## ARTICLE

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An Article is an extended composition which needs great effort, knowledge, creativity and imagination.

### Objectives :

- To share one's ideas on some issue
- To share one's experience with others
- To discuss some place, person or event
- To argue one's point of view
- To write for magazines, newspapers / newsletters etc.

### Format of an Article :

- Title : Should be eye-catching and should encapsulate the theme of the article.
- Introduction: Must draw reader's attention. Give some extraordinary facts.
- **Body:** Include the merits, demerits, causes, effects etc.
- **Conclusion:** Conclude with a suggestion, hope or warning.
- **Name of the writer:** should be mentioned after the title.

Note : Conclusion is a very important part of the article. Title can be one word or a group of words but not a complete sentence.

### Points to Remember:

- Articles are generally descriptive or argumentative
- Descriptive articles generally describe some person, place or thing.
- In argumentative articles, we have to support or oppose ideas strongly.
- All information should be presented in a logical and coherent manner.
- Repetitions should be avoided. They bring monotony.
- A good vocabulary, quotations add to the composition.
- Word-limit is 150 words, which should be strictly adhered to.
- Name of the writer should be given. Designation is needed, if the article is argumentative.
- The first paragraph states the observation and the other paragraphs give supporting data, followed by conclusion in the end.

### SAMPLE :

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A number of Mega Malls are appearing in and around the city. Besides providing a unique shopping experience to many, they also contribute to the growth and development of a modern city. At the same time, it is a matter of reflection whether these high end shopping complexes end up increasing social and economic disparity in the society. Write an article expressing your views on the same. Your article should not be in more than 150 words.

### **Shopping Malls – A Unique Experience**

**--- Rajat**

A number of mega malls are appearing in and around Delhi. The sprawling complexes boast of replicating the best global norms in terms of design, infrastructure and facilities. They promise to offer a unique shopping experience to people, especially the shopaholics and foodies. Some of the special attractions of these malls are multi-cuisine food courts, cinema halls, multiplexes, retail outlets of branded and designer goods, kids play station, international crafts bazaar etc., with spacious parking lots and more.

Now the pertinent question arises how ethical it is to promote such high-end shopping complexes while the per capita income is very low and a good majority of people are still struggling to make both ends meet. The rat race for fancy goods takes many a youth to the path of crime. The disparity between the haves and have-nots is increasing.

It would perhaps be a better idea to provide an opportunity to people by launching schemes with lucrative incentives for the uplift of the poorer sections. Probably by bridging the gap between different sections of the society one could enjoy the luxuries and the provisions of a modern city with a clear conscience. There should be a greater sense of social responsibility and accountability.

#### **PRACTICE QUESTIONS:**

a) In certain parts of the country women walk long distances to fetch water. There is not only scarcity of water but in most places it is also contaminated. Using the hints given below together with your own ideas, write an article in about 150 words on the scarcity of clean drinking water suggesting ways to improve the situation.

\*scarcity of clean drinking water

\*women travel long distances in certain areas like Rajasthan and Gujrat to fetch water

\*contamination of water

\*suggestions-linking of rivers

\*awareness of clean drinking habits

b) Global Warming is a major concern for mankind. Write an article on climate trends in recent years, their causes and effects, specially the threat they pose to the future of mankind. You are Anjana/Arun of Navyug School, Patna. Use your own ideas together with ideas from the Unit 'Environment' in your Main Course Book and write an article in 150 words.