

Institute of Sciences, Humanities & Liberal Studies

Department of Languages

Topic: Article Writing

Compiled by: Prof. Pranjal Bhatt

Article Writing Format: Suppose you have some opinions regarding a topic and you want to tell people about it. How will you do so? You can tell the opinions to persons near you. But what if you want to tell not only those people but, say, the world? How will you do so? You will write those opinions, isn't it?

Many a time you have seen some writers or people write their problems and suggestions in some newspapers, magazines, and journals or in their blogs. They are writing their opinions and beliefs in the form of an article. In this section, we will get ourselves familiar with article writing and the article writing format.

Articles

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. It may be the topics of interest of the writer or it may be related to some current issues. The topic can either be serious or not-so-serious; same goes for its tone and language.

Objectives of Article Writing

An article is written with the following objectives

- It brings out the topics or the matter of interest in the limelight
- The article provides information on the topics
- It offers suggestions and pieces of advice
- It influences the readers and urges them to think

- The article discusses various stories, persons, locations, rising-issues, and technical developments

The Format of Article Writing

An article must be organized in a proper way so as to draw the attention of the readers. The basic outline for an article writing format is

1. Heading / Title
2. A line having the writer's name
3. Body (the main part of the article, 2 – 3 paragraphs)
4. Conclusion (Ending paragraph of the article with the opinion or recommendation, anticipation or an appeal)

Steps for Article Writing Format

Think of the topic you want to write the article about. Only after you've decided your topic you can go ahead and undertake the further steps in the process one by one:

1. Target Audience: Identify the concerning reading group.
 2. Purpose: Find the objective or aim of writing the article.
 3. Collect & Select: Gather as such information as possible. Also, identify the details that are most significant.
 4. Organize: Arrange the information and the facts in a logical way.
 5. Once you've taken care of all the above steps you move forward to the final step- Writing.
- While writing an article, always use proper grammar, spelling, and proper punctuations.
 - Use vocabulary skill and keep the introduction of the topic catching, interesting, and short.
 - Discuss the opinion and the matter in an organized and descriptive manner.

Common Mistakes in the Article Writing Format

Now that you know the steps of article writing and the article writing format, the occurrence of mistakes becomes obvious. Some of the common mistakes are:

- Not using facts or quotes or similar cases
- The language should not be too formal
- The article must be in easy language for better understanding
- The title of the article must be catchy and clearly understandable
- No use of paragraphs
- Expressing personal views is fine but the author must never talk about himself/herself

Points to Keep in Mind for the Article Writing Format

- The topics of the articles should be unique and relevant
- The article has to get attention
- It has to be interesting
- It has to be easy to read
- The reader is identified

Find the main goal of writing an article. The goal can be anything from providing information, entertainment, and advice or for comparing, etc.

The title must be eye-catching, clear, and interesting.

The introduction or the starting paragraph must be highly attentive. Use your vocabulary skills or try to use some interrogative words for the start

Use clear statements and make assertions

Avoid repetition and over the top logic and reasons

Use the style of paragraph writing and write the contents uniquely and unambiguously

Avoid using the points which interest you only and not for the general public

Write a good and logical ending

Solved Example for You

Problem: Classify the following into Do's and Don'ts in article writing.

1. Write very lengthy articles.
2. Add the writer's name.
3. The title should be lengthy and clear.
4. The heading of the article should be short, clear and informative.
5. Only the introduction and the conclusion should be attractive and attention seeking.
6. Target the audience
7. One can advise, suggest and give the solutions to a problem in any paragraph other than the starting one.
8. The language and the style of writing should be according to the concerning readers.
9. There must be only three paragraphs in an article – introduction, middle one, and conclusion.
10. Use proper punctuations.
11. Use any tense, person, voice, as many abbreviations, and self-made words while writing an article.

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Topic: Paragraph Writing

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How to Write a Good Paragraph: A Step-by-Step Guide

Writing well composed academic paragraphs can be tricky. The following is a guide on how to draft, expand, refine, and explain your ideas so that you write *clear, well-developed* paragraphs and discussion posts:

Step 1: Decide the Topic of Your Paragraph

Before you can begin writing, you need to know what you are writing about. First, look at the writing prompt or assignment topic. As you look at the prompt, note any key terms or repeated phrases because you will want to use those words in your response. Then ask yourself:

- On what topic am I supposed to be writing?
- What do I know about this topic already?
- If I don't know how to respond to this assignment, where can I go to find some answers?
- What does this assignment mean to me? How do I relate to it?

After looking at the prompt and doing some additional reading and research, you should better understand your topic and what you need to discuss.

Step 2: Develop a Topic Sentence

Before writing a paragraph, it is important to think first about the **topic** and then what you want to say about the topic. Most often, the topic is easy, but the question then turns to *what* you want to say about the topic. This concept is sometimes called the **controlling idea**.

Strong paragraphs are typically about one main idea or topic, which is often explicitly stated in a **topic sentence**. Good **topic sentences** should always contain both (1) a **topic** and (2) a **controlling idea**.

The **topic** – The main subject matter or idea covered in the paragraph.

The **controlling idea** – This idea focuses the topic by providing direction to the composition.

Read the following topic sentences. They all contain a **topic** (in orange) and a **controlling idea** (in purple). When your paragraphs contain a clearly stated **topic sentence** such as one of the following, your reader will know what to expect and, therefore, understand your ideas better.

Examples of **topic sentences**:

- People can avoid **plagiarizing by taking certain precautions**.
- There are **several advantages to online education**.
- **Effective leadership** requires **specific qualities that anyone can develop**.

Step 3: Demonstrate Your Point

After stating your topic sentence, you need to provide information to prove, illustrate, clarify, and/or exemplify your point.

Ask yourself:

- What examples can I use to support my point?
- What information can I provide to help clarify my thoughts?
- How can I support my point with specific data, experiences, or other factual material?
- What information does the reader need to know in order to see my point?

Here is a list of the kinds of information you can add to your paragraph:

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- Facts, details, reasons, examples
- Information from the readings or class discussions
- Paraphrases or short quotations
- Statistics, polls, percentages, data from research studies
- Personal experience, stories, anecdotes, examples from your life

Sometimes, adding transitional or introductory phrases like: *for example, for instance, first, second, or last* can help guide the reader. Also, make sure you are citing your sources appropriately.

Step 4: Give Your Paragraph Meaning

After you have given the reader enough information to see and understand your point, you need to explain why this information is relevant, meaningful, or interesting.

Ask yourself:

- What does the provided information mean?
- How does it relate to your overall point, argument, or thesis?
- Why is this information important/significant/meaningful?
- How does this information relate to the assignment or course I am taking?

Step 5: Conclude

After illustrating your point with relevant information, add a **concluding sentence**. Concluding sentences link one paragraph to the next and provide another device for helping you ensure your paragraph is unified. While not all paragraphs include a concluding sentence, you should always consider whether one is appropriate. Concluding sentences have *two* crucial roles in paragraph writing:

First, they draw together the information you have presented to elaborate your controlling idea by:

- Summarizing the point(s) you have made.
- Repeating words or phrases from the topic sentence.
- Using linking words that indicate that conclusions are being drawn (e.g., therefore, thus, resulting).

Second, they often link the current paragraph to the following paragraph. They may anticipate the topic sentence of the next paragraph by:

- Introducing a word/phrase or new concept which will then be picked up in the topic sentence of the next paragraph.
- Using words or phrases that point ahead (e.g., the following, another, other).

Step 6: Look Over and Proofread

The last step in good paragraph writing is proofreading and revision. Before you submit your writing, look over your work at least one more time. Try reading your paragraph out loud to make sure it makes sense.

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Types of Business Letters

A. Letters of Inquiry

- Written by a firm or a purchaser who intends to buy goods
- Contains details about regarding and required goods/services
- May ask to add a request for sample/demo
- Specifies the terms and mode of payment
- Specifies time and mode of delivery
- Ends with the gesture of long term relationships
- Deductive approach

B. Letters of placing Orders

- It is a legal document.
- Contains details about regarding purchased goods/services
- Avoid using objectives for the product as well as supplier.
- If any advance payment done, mention in the letter.
- Do indicate the preferable mode of shipping/carting.
- Deductive approach

C. Letters of Complaint

- It is written to express customer's dissatisfaction regarding the product or service
- State the reason and explain the problem in detail in the main body
- Give precise and necessary information
- State what actions you want to be taken regarding the issue at the end.
- Use present tense to express your wish or hope
- Inductive approach

D. Letters of Cancellation

- The opening paragraph should confirm the action taken i.e. cancellation of the order.
- The second paragraph should clearly give the convincing reasons for the actions
- The next paragraph should state the next step of action to be taken.
- The concluding line should hint at the future consequences of such an attitude
- Inductive approach

E. Letters of Executive Orders

- Execution is a formal communication done to the buyer
- 1st paragraph should be thanking the customer for placing the order.
- The next paragraph should give in detail how the goods have been sent
- The last paragraph should express supplier's desire for better relations.
- Deductive approach