

6.1 Article — purpose and engaging the reader

Name: _____ Class: _____ Date: _____ **Total: 16 marks**

KEY WORDS article 文章 • title 标题 • engage 吸引 • flat 平淡 • varied 多样的

Objective

Build the skills to answer exam questions on **the purpose of an article and engaging the reader** 目的与吸引读者 — writing something a reader chooses to finish.

You must be able to:

- open an article in a way that makes a reader continue
- address the reader directly and keep a consistent voice
- use rhetorical questions, contrast and anecdote without overusing them

1 Worked examples

■ An article is chosen, not delivered

Nobody has to read an article. That single fact explains every technique below: the writing has to earn the next sentence.

■ Openings that work

- **An anecdote:** *Last Saturday I served coffee for six hours and earned enough for one pair of headphones.*
- **A surprising fact:** *Our school throws away four hundred plastic bottles a week.*
- **A question the reader has an answer to:** *When did you last read a book you were not told to read?*

Weak opening: *In this article I am going to write about part-time jobs.* It announces rather than begins.

■ Techniques, used sparingly

- **Direct address:** *you, we, any of us*
- **Rhetorical question:** one or two in a whole article, not one per paragraph
- **Contrast:** *We are told to read more. We are given less time than ever to do it.*
- **The rule of three:** *cheaper, faster and far less trouble*
- **A closing that returns to the opening** — the headphones sentence coming back at the end

■ Voice

An article has a personality. Vary sentence length: a very short sentence after two long ones lands hard. Keep it informal but controlled — no slang, no exclamation marks in every paragraph.

2 Practice

2.1 Improve this opening: “In this article I will discuss whether students should wear uniform.” [2]

2.2 Write a rhetorical question that could open an article about screen time. [1]

2.3 Rewrite this flat sentence with contrast and a short final sentence for effect: “Reading is good for you but people do not do it much.” [2]

2.4 Give a title for an article arguing that homework should be reduced. [1]

3 Exam-style questions

3.1 Write an article for your school magazine on whether students should be allowed to use phones during break. Give a title, engage the reader, and reach a clear view. Write about 180 words. [8]

3.2 A student's article contains seven rhetorical questions in five paragraphs. Explain why this weakens the writing. [2]