

ARTICLE

INFORM. ENGAGE. EXPLAIN.

EXAMPLE TOPIC

Should AI Help Students Learn?

Artificial intelligence is changing how we study, but is it helping more than it's harming?

THE
FUTURE
OF
LEARNING
Can AI make
us smarter?

“Technology is just a tool.
What matters is how
we choose to use it.”

PURPOSE

INFORM
EXPLAIN
PERSUADE

KEY FEATURES

HEADLINE

SUBHEADING

FACTS

OPINION

PARAGRAPHS

ENDING

TENSES USED

PRESENT TENSE

PAST TENSE

MODAL VERBS

DO

HOOK YOUR READER

USE EVIDENCE

THINK ABOUT
YOUR READER

DON'T

RAMBLE

REPEAT IDEAS

GO OFF TOPIC

GOOD ARTICLES MAKE
PEOPLE THINK.