



ARTICLE

INFORM. EXPLAIN. ENGAGE.

EXAMPLE ARTICLE

Volunteering: Small Time, Big Impact

By Sam Lee | 20 May 2025 | Youth Voice



INTRO

Helping others
helps everyone.



KEY FACTS

- Builds skills
- Boosts wellbeing
- Strengthens communities



WHY IT MATTERS

It creates positive
change—for you
and others.



WHAT YOU CAN DO

- Find a cause
- Give your time
- Make a difference



CONCLUSION

Small actions
today, better world
tomorrow.



GOOD ARTICLES
SHARE IDEAS!

PURPOSE



TO INFORM,
EXPLAIN OR
PERSUADE
READERS.

KEY FEATURES



CATCHY
HEADLINE



DATE



CLEAR
STRUCTURE



FACTS &
EVIDENCE



FORMAL
TONE



RELEVANT
TOPIC

TENSES USED



PRESENT SIMPLE



PAST SIMPLE



PRESENT PERFECT



FUTURE (WILL)



MODAL VERBS
(should, must, can)

DO



- ✓ Use facts
- ✓ Be clear
- ✓ Organise ideas
- ✓ Write formally
- ✓ Stay on topic

DON'T



- ✗ Use slang
- ✗ Give opinions
- ✗ Go off topic
- ✗ Make it too long
- ✗ Forget to proofread