

Article

Inform, explain or persuade a defined readership in an engaging way.

COMMON FORMS

Magazine article, school newsletter article, website article

TEXT SHAPE

Title → engaging opening → focused sections or paragraphs → closing thought or call to action

FEATURES AND LANGUAGE

A clear line of purpose; relevant examples or facts; varied paragraph openings; purposeful linking; direct address or rhetorical questions only where they fit.

PLAN AND TEACH IT

Ask where the article will appear and who will read it. Start with a specific idea rather than a generic announcement. Develop each paragraph with an example or detail, then end with a thought that returns

tone and register

Accessible and engaging; can be conversational or more formal depending on the publication and audience.

LINKED CLASSROOM ACTIVITIES

Try: Change the Audience · Evidence Caption · Explain One Graph Point

A MODEL TO NOTICE

Bring a short example. Ask who it is for, what it is trying to do and which feature helps it work. Compare it with a less effective draft.

QUICK CHECKLIST

- ☐ The opening makes the purpose clear: Inform, explain or persuade a defined readership in an engaging way..
- ☐ Each part has a clear place and moves the reader towards the purpose.
- ☐ The language features, tone and level of formality fit the reader and situation.

A QUICK CLASSROOM ROUTINE

- 1 NOTICE** Read a model for purpose, shape and audience.
- 2 REHEARSE** Practise a useful sentence or language feature aloud.
- 3 WRITE** Plan, draft and use the guide as a checklist.
- 4 REVIEW** Ask a partner whether the text does its job; revise one feature.
Keep the subject thinking ambitious. Make the language visible, practise it, then fade the support.