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LIVE COACHING CLASSES
ORGANISED BY BOS, ICAI

FOUNDATION LEVEL
PAPER 2B: BUSINESS CORRESPONDING & REPORTING

Faculty: Ms. Prachi Garg

CHAPTER 8

Article Writing

What is article writing?

■ An <u>article</u> 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 to make some difference to the world.

■ Objectives of Article Writing

• 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

Format

- Heading/Title
- By Line:
- Introduction
- Body 2-3 paragraphs
- Conclusion

Ingredient of Writing an Article

Title of the Article

Writer's name

Body (main part of the article)

- Introductive Paragraph
- Descriptive Paragraph
- Additional Information (if needed)

Conclusion (ending part of the article)

Tips to write a good article

■ Writing a good article requires two things: good content and good technique.

- **minimize your barrier to entry.**

- **keep your paragraphs short and your text visually appealing.** In general, shorten everything.

- **keep it short and sweet.**

- **give me substance**

- **tell me a story.**

- **show, then tell.** Start by showing me your point in action, then explain to me what it means and why it matters.

Choose a title

■ Use of electronic mail (e-mail) has been widespread for more than a decade. E-mail simplifies the flow of ideas, connects people from distant offices, eliminates the need for meetings, and often boosts productivity. However, e-mail should be carefully managed to avoid unclear and inappropriate communication. E-mail messages should be concise and limited to one topic. When complex issues need to be addressed, phone calls are still best.
Which of the following would be the most appropriate title for the passage?
a. Appropriate Use of E-Mail
b. E-Mail's Popularity
c. E-Mail: The Ideal Form of Communication
d. Why Phone Calls Are Better Than E-Mail

- Mental and physical health professionals may consider referring clients and patients to a music therapist for several reasons. It seems a particularly good choice for the social worker who is coordinating a client's case. Music therapists use music to establish a relationship with the patient and to improve the patient's health, using highly structured musical interactions. Patients and therapists may sing, play instruments, dance, compose, or simply listen to music. The course of training for music therapists is comprehensive. In addition to formal musical and therapy training, music therapists are taught to discern what kinds of interventions will be most beneficial for each individual patient. Because each patient is different and has different goals, the music therapist must be able to understand the patient's situation and choose the music and activities that will do the most toward helping the patient achieve his or her goals. The referring social worker can help this process by clearly communicating each client's history. Although patients may develop their musical skills, that is not the main goal of music therapy. Any client who needs to work on communication or on academic, emotional, and social skills, and who is not responding to traditional therapy, is an excellent candidate for music therapy.

Which of the following would be the most appropriate title for this passage?
a. How to Use Music to Combat Depression
b. What Social Workers Need to Know about Music Therapy
c. Training for a Career in Music Therapy
d. The Social Worker as Music Therapist

Common Mistakes in the Article Writing Format

- 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

Points to Keep in Mind for the Article Writing Format

- 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

Important checklist

Mentioned on page no. 8.9 of your study material.

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

1. Write very lengthy articles – Don't

2. Add the writer's name- Do's

3. The title should be lengthy and clear - Don't

4. The heading of the article should be short, clear and informative - Do's

5. Only the introduction and the conclusion should be attractive and attention seeking - Don't

6. Target the audience - Do's

7. One can advise, suggest and give the solutions to a problem in any paragraph other than the starting one - Don't

8. The language and the style of writing should be according to the concerning readers - Do's

9. There must be only three paragraphs in an article – introduction, middle one, and conclusion - Don't

10. Use proper punctuations - Do's

11. Use any tense, person, voice, as many abbreviations, and self-made words while writing an article - Don't

Thank You!