

01. GENERAL THOUGHTS

An article is a piece of writing featured (*vorkommen*) in magazines, newspapers or on websites. Its main goal is to inform, persuade (*überzeugen*), entertain and engage (*fesseln*) readers.

The style and content of an article can vary greatly depending on its intended audience (*Leserschaft*). Despite (*trotz*) this variety, articles typically share a common feature. They are written in a semi-formal tone. This tone balances the formal language typical of academic writing with the casual (*leger*) tone of everyday speech. For instance, it allows the use of contractions such as "can't" for "cannot" and "you're" for "you are" making your text more accessible (*zugänglich*) and relatable (*nachvollziehbar*) to a wide audience.

02. HEADING

An article's heading aims (*beabsichtigen*) to grab (*an sich reißen*) the reader's attention. It establishes (*aufbauen*) the tone and theme, prompting (*anregen*) further exploration (*Erkundung*) of the content. Acting as a hook (*Aufhänger*), it ignites (*entfachen*) curiosity (*Neugier*) and increases the likelihood that the reader will continue reading the text.

For those keen (*willig*) to master the art of crafting (*anfertigen*) eye-catching headings, further instruction is available in a specialised training set dedicated (*widmen*) to leaflet writing. The practical tips outlined there can be easily applied (*anwenden*) to writing an article.

03. MAIN BODY

The structure of a well-organised article typically sticks to a five-paragraph format. It includes a concise (*kurz*) introduction, three main paragraphs - each covering an aspect of the given writing assignment - and a concise conclusion. This format helps the writer to present the information clearly and efficiently.

The article's introduction should be brief and to the point, setting up the topic and preparing the reader for the discussion that will follow. It often includes an engaging (*fesselnd*) opener to capture (*an sich reißen*) the reader's attention and may pose (*stellen*) a question or a statement that underscores (*hervorheben*) the relevance of the topic.

Each of the three main paragraphs focuses on a separate aspect of the writing task. It's essential that these paragraphs are approximately equal in length. Starting each with a clear transition can help in smoothly (*reibungslos*) guiding the reader from one section to the next.

The conclusion, similar to the introduction, should be concise. It summarises the key points discussed in the main part and reinforces (*verstärken*) the main message of the article. It might echo (*nachklingen lassen*) the introduction or include a call to action or a final thought that leaves the reader with something to think about.

By following this structured approach (*Herangehensweise*) and ensuring (*sicherstellen*) an even treatment of the three aspects and effective use of transitions between the paragraphs, the article can maintain (*aufrechterhalten*) a coherent (*stimmig*) narrative flow (*erzählerischer Ablauf*), making it engaging and easy to follow for the reader.

04. PARAGRAPH STRUCTURE

Structuring paragraphs is essential not only for articles but also for other text types like blog posts or e-mails. One thing is certain, a well-crafted paragraph consists of three main components: a topic sentence, some supporting (*untermauernd*) sentences and a concluding sentence.

The topic sentence, typically the first of the paragraph, introduces the main idea or point to be discussed. It sets the tone and direction for the rest of the paragraph, guiding both the writer in their development and the reader in their understanding. This topic sentence is followed by some supporting sentences that provide details, examples or explanations to reinforce the main idea introduced initially. Ideally, a paragraph in article writing should have at least two. And now to the concluding sentence, the last sentence of a paragraph. It serves as the paragraph's final thought, summarising the main points discussed.

Consider writing a structured paragraph on the importance of breakfast. The topic sentence could be, *"Eating a healthy breakfast is crucial for a productive day."* This sentence effectively establishes the framework (*Gerüst*) for the paragraph and informs the reader about the content to follow.

The paragraph would then continue with the so-called supporting sentences that expand (*aufbauen*) on this main idea. Here is the first! *"One thing is certain, a nutritious breakfast provides the necessary energy to start the day actively."* Now comes the second! *"It also helps maintain concentration levels, which are vital for efficient learning and working throughout the morning."* And here is a possible third supporting sentence! *"Additionally, eating breakfast can help manage weight by regulating appetite and preventing excessive snacking later in the day."*

To finish the paragraph effectively, use a concluding sentence. *"Thus, a nutritious breakfast not only kick-starts the day but also promotes better health and productivity."* This sentence wraps up (*abschließen*) the paragraph by summarising the points made.

Here is another example illustrating the presented approach. This one focuses on the issue of agriculture. *"Using sustainable farming methods is crucial for the future of agriculture. Firstly, rotating crops and employing natural pest control maintain soil health and decrease chemical use. These practices also conserve water and support diverse plant and animal life on the farm. Moreover, sustainable farming can reduce costs and increase food production over time. In conclusion, by adopting sustainable practices farmers can protect the environment and ensure there is enough food for everyone in the future."*

05. RHETORICAL QUESTIONS

Another strategic tool in article writing is incorporating (*integrieren*) rhetorical questions. These questions are particularly powerful in the introduction, where they can immediately engage the reader's interest and curiosity about the topic. Here is an example of an introductory paragraph that starts with a rhetorical question. *"Have you ever been tempted to peek at your classmate's paper during a tough test? Cheating in exams has been around as long as tests themselves, but our digital age has taken it to a whole new level. Let's read on to find out more about this topic!"*

However, rhetorical questions are not limited to just the opening lines. They can also serve as excellent transitions or topic sentences within the body paragraphs, guiding readers through the exploration of the three main aspects of the topic.

To get a feeling for rhetorical questions, here are some examples. *"Is it better to live a simple or a fancy life? / How can we fix big problems if we can't fix our own small ones? / Why does life always have to be so difficult? / Shouldn't we think about others instead of being so selfish all the time?"*

I hope you now have a better understanding of what rhetorical questions are and how to use them in article writing.