

# Media Articles

## Writing Centre Learning Guide

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*Media Articles are clear, concise, and engaging texts, which convey information to a general audience. This guide will cover the format and style of language used in media articles, and provide a checklist to ensure your article is polished and professional.*

### Structure of a Media Article

Media articles have a simpler structure than essays and reports. They tend to follow a narrative structure with a beginning that captures attention, a middle that provides details, and an ending that may contain a call to action or leave the reader with a key message.

#### *Headline or Title*

- Try to think of a catchy and attention-grabbing title that summarises the main point of the article in a few words.

#### *Introduction*

- Use a strong opening sentence to “hook” the reader’s attention.
- Introduce the main topic and why it’s important.
- Briefly cover the key points of your article.

#### *Body*

- Present the main content in a logical sequence.
- Include relevant facts, statistics, and quotes.
- Use short paragraphs for readability.
- Each paragraph should cover one main idea.

#### *Conclusion*

- Summarise the key points of the article.
- Provide a final thought or call to action.
- Leave the reader with something to think about.

### Style of Language

The style of language in a media article differs from other academic genres, such as essays and reports, as the intended audience is much broader.

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## *Clarity*

- Use clear and straightforward language.
- Avoid jargon and technical terms, or explain them simply if necessary.

## *Conciseness*

- Be brief and to the point.
- Remove any unnecessary words or redundant information.

## *Engagement*

- Write in an engaging and conversational tone.
- Use active voice and vary sentence structure to maintain interest.

## *Neutrality*

- Present the information in an unbiased manner.
- Stick to the facts and avoid personal opinions unless it's an opinion piece.

## *Accessibility*

- Ensure that your article is accessible to a broad audience.
- Consider the knowledge level of your readers and explain concepts accordingly.

## Checklist for Writing a Media Article

Use the following checklist to make sure your writing meets the expectations for a media article.

### *Before You Start*

- Understand the topic thoroughly.
- Identify your target audience.
- Gather all relevant information, facts, and quotes.

### *Headline*

- Is it catchy and relevant?
- Does it summarise the main point of your article?

### *Introduction*

- Does it have a strong opening sentence?
- Does it introduce the topic and its importance?
- Does it mention the key points covered in your article?

### *Body*

- Are the paragraphs short and focused on one idea each?
- Are the facts and statistics presented clearly and accurately?
- Have you included quotes or examples to support your points?
- Is the information presented in a logical order?

## Conclusion

- Does it summarise the key points?
- Does it provide a final thought or call to action?
- Does it leave the reader with something to think about?

## Style and Language

- Is the language clear and concise?
- Is the tone engaging and conversational?
- Is the information presented in an unbiased manner?
- Is the article accessible to a general audience?

## Final Review

- Have you covered all of the requirements in the assignment rubric?
- Is the article within the required word limit?
- Have you checked for grammatical and spelling errors?
- Is the formatting consistent and professional?
- Have you cited all sources accurately, according to your lecturer's instructions?

## Sample Text

<b>New Research Shows Dramatic Shift in Climate Patterns</b>	Headline / Title
Climate change is no longer a distant threat, according to a recent study that reveals significant changes in global weather patterns. This groundbreaking research highlights the urgency of addressing climate issues.	Introduction
The study, conducted by leading scientists, analysed data over the past 50 years. The study found that average global temperatures have increased by 1.5°C. This rise in temperature correlates with increased greenhouse gas emissions. Frequency of extreme weather events has doubled, which means the probability of severe storms and floods has increased by 50%. Researchers warn that without immediate action, these trends will continue to worsen.	Body Key finding #1 Key finding #2
The study adds to growing evidence of the rapid changes in our climate and calls for urgent action from governments and individuals to mitigate these effects. As we face these challenges, it's crucial to stay informed and proactive in our efforts to combat climate change.	Conclusion