

OGUN DIGICLASS

CLASS: SECONDARY SCHOOL

SUBJECT: ENGLISH LANGUAGE

**TOPIC: ARTICLES AND
LEAFLETS**



Learning objectives

- explain the meanings of articles and leaflets.
- mention and explain the features of articles and leaflets.

What is an article?

An article 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.

- *Write an article suitable for publication in one of your national dailies discussing the vandalism of public facilities in your country and its effects.*



Purpose:

The purpose for writing an article must be ascertained.

- It may be to inform, persuade, clarify.
- Article writing requires formal language but the formality of writing will vary depending on the audience.
- It is important to take into cognizance the targeted reading group.

Features

Articles take the following format;

- **Heading/title**: it should have a title and the name of the writer should appear after the title or at the bottom. The title must be eye-catching, clear and interesting.
- **Body**: The body comprises the introduction, the issues or ideas for discussion and conclusion.



Ingredient of Writing an Article

Title of the Article

Writer's name

Body (main part of the article)

- *Introductory Paragraph*
- *Descriptive Paragraph*
- *Additional Information (if needed)*


Conclusion (ending part of the article)



→ The introduction of the topic should be apt, interesting and short. It should be highly attentive e.g. ***“The role of government in Education”***

→ The discussion of the writer's opinions and the issues pertaining to the given topic in descriptive manner. The information and the facts must be arranged in a logical manner e.g.

- i. Curriculum design and innovation.***
- ii. Provision of equipment, personnel and funds.***
- iii. Payment of staff salaries.***
- iv. Staff development programs through in-service training programs.***




→ Explanation of ideas or opinions must get the attention of readers and must be able to read for easy understanding --use of simple words and unambiguous expressions becomes sacrosanct.

→ Proper grammar spelling and punctuations will assist in achieving coherence and cohesion for deep understanding.

→ Adequate use of paragraphs with paragraph linkers.

e.g. In an article suitable for publication in a national newspaper discuss the effects of noise pollution in our environment.



“Conclusively, noise pollution is a serious threat to both the manpower and economic development. Therefore there should be a new awareness concerning this and people must change their attitude towards it. The government and indeed the general public should do everything possible to control noise pollution”.

Chief Tunde Agbaje
8 Babangida Boulevard,
Ayetoro,
Ogun State.


LEAFLETS

A leaflet is a small book or piece of paper advertising something or giving information on a particular subject or topic.

Leaflets are produced to give information, direction and advertise. They can also be used to give advice on health or for public awareness. Leaflets can be read by patients at hospitals, bus stations, libraries, supermarkets etc.


Creating a leaflet

1. **Know your topic**: when you sit down to make a leaflet, you need to know about your topic. You need to think about the most important key points your reader must have in order to understand your message.
2. **Pick a title**: There must be a title. It must be brief and informative, but also catch the readers' attention and invite them to read more. ***“Fun in the pool” or “Field trips to the pool”***.



3.) Give an overview: This is a brief but clear opening that clearly states the objective of the leaflet. Create an introduction that is concise and creative. If necessary, use bullet points to keep your objective from having too much text.

4.) Make text easily readable: avoid readability problems by keeping your text at a minimum size of at least 12 point text in a clear font. Avoid whimsical and unclear fonts and stick to short and simple paragraphs with plenty of space between.



5.) Keep it simple: Leaflets should be organized and kept simple. Use plain English and avoid slang or overly complicated sentences. Avoid jargons and abbreviations.

6.) Group relevant information together: When building your leaflets, keep relevant information flowing steadily and logically. If possible, avoid repeating information.

7.) Proofread and edit: Once you have all your information typed up, proofread and check for grammar, spelling and formatting errors.



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Assignment

1. Write an article for publication in your school magazine on the topic: Drug Abuse.
2. Create a leaflet advertising the youth programme on effects of drug abuse to hold soon in your school.