

# An Article

**By: Veronika Sokolová**

We want the public to know about TouRural, its milestones and spread its key message as much as possible. In order to bring out the topics that matter in the limelight, partners selected also articles and blogs to reach larger audience in written format.

Prior to writing an article in a way that grabs **the reader's attention** consider:

- **Target Audience:** Identify the concerning reading group
- **Purpose:** Find the objective or aim of writing the article
- **Collect & Select:** Gather as such information as possible. Also, identify the details that are most significant
- **Organize:** Arrange the information and the facts in a logical way

Once you are ready, start writing.

An article must be organized in a proper way so it can catch the eye of targeted audience. The basic outline for an article writing format is

1. Heading / Title – must be short, catchy, attractive and informative. No need for complete sentence.
2. A line- having the writer's name
3. Body- (the main part of the article, 2 – 3 paragraphs)
  - I. Start your article in an interesting way. You could ask the reader a question or make a strong statement
  - II. The first paragraph should involve the reader in some way.
  - III. Build on the interest you have raised in the first paragraph by telling the next part of the story
4. Conclusion- Ending paragraph of the article with the opinion or recommendation, anticipation or an appeal