

How to write an informational - persuasive research- based article



How to structure the article

Beginning

Engaging opening +

[research/quotes from experts + nut graf]

Middle

As much story and research as you want

Images

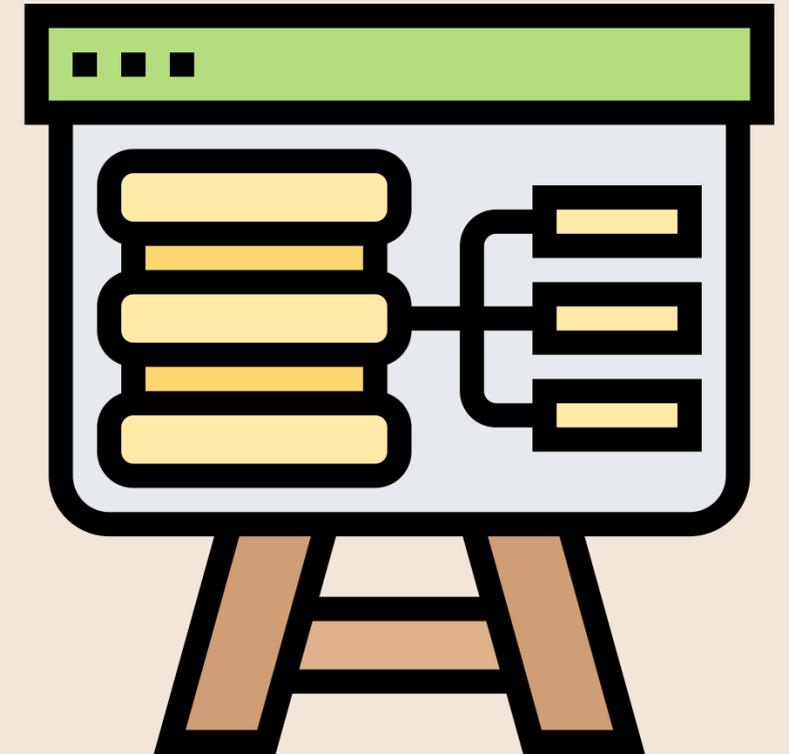
Ending

Classic return to original person/story from beginning

Advice and tips

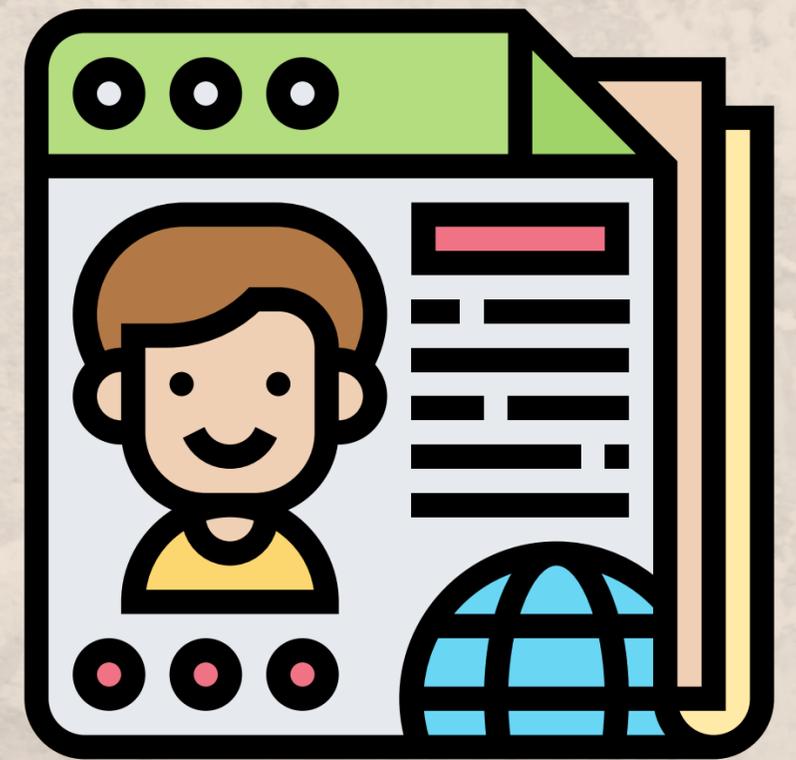
Final comment or quote of some kind

Call to action



There's a nice formula for the beginning:

Engaging opening +
[research/quotes from experts +
'nut graf']



So what's a 'nut graf'?

It's journalism-ese for a paragraph that is the nutshell (summary/main idea) of the article.



It does two things:

1. gives us the context for the topic
2. tells us why the topic matters and is worth the reader's time

How does it work in an article?

Think of it as the wide shot.

Start your article with a close-up of something interesting: a personal story, a specific situation...



Then widen your lens to show us where this close-up is situated... to address the "what's happening" and the "why" of the close-up."



How do I write a 'nut graf'?

The place to start is, no surprise, questions!

Ask yourself --

- Why do I care about this?
- Why should *we* care?
- Who or what does my topic affect?
- How is it relevant to broader questions in our world today and to our own lives?



Let's write a 'nut graf'



- Are you hooked on your smartphone?
- How many hours per day do you spend looking at it?
- What would happen if you had to go without it for a full day?

Write your nut graph (5 minutes):

Why is it a problem now? What effects is it having on us personally, and on our society at large? Why should we learn about how to deal with this issue?

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