

# Structure :

1. **A catchy – clever – attention grabbing and visually interesting headline!**
2. **The introduction** is one of the most important part – grab the attention of your reader, hook them in.
  1. Use drama, emotion, quotations, rhetorical questions, descriptions, allusions, alliteration and metaphors.
3. **The body** of the article needs to stick to the ideas or answer any questions raised in the introduction
  1. Try to maintain an "atmosphere" / tone / distinctive voice throughout the writing
4. **The conclusion** should be written to help the reader remember the article. Use a strong punch-line