

POPULAR PRESS ARTICLES

A **Popular Press Article** is an essay crafted for non-scholarly readers in the general public. You would find popular press articles in online newspapers or magazines. Popular press sources include well-known newspapers like the *New York Times*, the *Washington Post*, and *Time Magazine*.

While academic writing is composed for scholars and specialized researchers, popular press articles are crafted to inform the general public. This difference in audience will impact how you compose your article.

GENERAL GUIDELINES FOR WRITING A POPULAR PRESS ARTICLE

When you write a popular press article, remember that your audience will not be a group of specialists with a background in your topic. Because of this, you will need to communicate your ideas a little differently than you would in an academic essay. Here are some general guidelines to keep in mind when writing a popular press article:

1. **Before you begin, write an outline to help keep your article organized.** Your ideas should all connect and unfold naturally throughout the course of the article.
2. **Avoid jargon.** General audiences may not know technical terms associated with your topic, so use universally understood language to keep the audience interested.
3. **Clearly spell out concepts.** Unlike an academic paper, you cannot assume the audience knows as much as you do about the topic.
4. **Remember to respect the audience's intelligence.** You should communicate your ideas clearly but should not strike a patronizing or condescending tone.
5. **Be concise.** Your readers will understand your ideas better and feel far more engaged if you avoid unnecessary wordiness.
6. **Write in active voice.** Use strong, flesh-and-blood subjects and modify them with active verbs. Look out for nominalized verbs (e.g., "His *dramatization* of the story") and turn them back into their active verb form (e.g., "He *dramatized* the story").

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