**NEWS ARTICLE**

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| **Created by:** Name Surname, Affiliation  **Subject:** Headline, general title of the news article  **WP:** WP00  **Date:** mm/dd/yyyy  **Status:** Draft / Final |

**General advice on writing a news article:**

This information will be used for DESSIN website and electronic newsletters. As Internet users do not spend much time reading news, this text must be shorter than on paper: please write short sentences and short paragraphs. Also, please use layman’s English.

Users want to find out about the most important issues in the article: please get to the point straight away in the first sentence of the article and of each paragraph.Use the style of the inverse pyramid: teaser (results, news, conclusions, summary), bodytext (facts, context, examples) and links & downloads (background, origin of the project, basic knowledge, opposing views, further projects in related areas).

You can remark some sentences and/or keywords in bold font and use lists and charts in order to capture readers’ interest.

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| **Part of the text** | **Characteristics** |
| **Title** | 60-100 characters (with spaces).  Write the heading in a way that it makes sense. |
| **Teaser** | Mention all significant key words.  It should include news, a summary, results and conclusions. |
| **Main Text** | Write one topic per paragraph trying to answer the following questions:   * What is the topic? * What is new about this? * Which results have been achieved? * What is the use of these results? * Which steps are going to follow next? * Which is the background? * Which methodology was used? * …   First paragraphs present the informative facts, the context and an example or quotation, if applicable.  Add meaningful subheadings.  Use bullet points or numbers, instead of writing full sentences with commas.  You can emphasize parts of the text by using bold font. |
| **Target Group Tag** | Policy, Science, Technology, Public, Media |
| **Graph or Picture to be added** | Illustrate data and information graphically if possible. Provide a picture if available. |
| **Link to webpage** | Additional information and basic knowledge can be provided through links (e.g. legal texts). |