

ARTICLE

C2

GENERAL INFORMATION

- **Catchy** title.
- Open with a **thought-provoking** statement.
- Include an introduction that outlines the article's coverage and ties in with the title.
- Engage the reader
- **Stylistic devices** to hold the reader's interest (e.g. rhetorical questions).
- Present **balanced argument or personal view**.
- Clear organisation in paragraphs + logical sequence of ideas. Decide whether it is appropriate to use headings for the various sections.
- Write in an appropriate register.
- **Punchy** final message.

STRATEGY

- Think of an **idiom, proverb or expression** that can be used as a title for your article.
- It's **not an essay**.
- **Personalisation**: an article should include your opinions, examples, personal experience and talk directly to the reader. You can include rhetorical questions.
- Try thinking of two or three **phrasal verbs** related to the topic.
- Use **extreme adjectives and descriptive language**. Avoid boring vocabulary: *nice, interesting, important, really, a lot of, amazing, good, bad, walk...*

USEFUL LANGUAGE

PERSUASIVE DEVICES

- **Repetition**: *that is the truth, the whole truth and nothing but the truth.*
- **Personal pronouns**: *we, our, us, I, me, my*
- **Rhetorical questions**: *Can we call ourselves humans?*
- **Emphatic vocabulary**: *pumping, trampling*
- **Colloquial phrases**: *goodness knows what else*
- **Maximising phrases**: *nothing less than*
- **Alliterations**: *dirty, disgusting and despicable*
- **Extreme language**: *despise, indolent, battered*
- **Idioms**: *on its knees, add insult to mockery, barking up the wrong tree, the ball is in our court ...*
- **Exaggeration**: *a thousand reasons*
- **Hedging language**: *seem to*
- **Balanced phrases**: *Fame makes men proud; failure makes them wise.*

- **Examples**: *True, / Just taking X as an example, / Take X, / for example / for instance / by way of illustration / a good/classic/well-known example/illustration (of this) is... / An example of this is the way in which ... / ... illustrates this point/shows this point clearly / This can be illustrated by ... / In the case of... / such as ...*
- **Descriptive language**: *wade, lead, hack our way through, emerge, clamber...*

SAMPLE LAYOUT

Catchy/relevant/creative title

Introduction:

Thought-provoking statement: main idea you are going to talk about (+ question)

Conclusion: *punchy final message.*

Give a final thought, recommendation, or question to ponder.

CHECKLIST

- ✓ Clear, engaging title
- ✓ Introduction with a hook
- ✓ Logical organisation and flow
- ✓ Variety of vocabulary and grammar
- ✓ Consistent tone and style
- ✓ Proofread for mistakes