

ARTICLE

B2

General information

- Choose an interesting **title** (if none is given)
- An article must be **interesting**, tell the reader something they didn't know, be **enjoyable** to read.
- Use a **lively** style.
- Use interesting **descriptive** language.
- **Address** the reader directly: **involve** the reader.
- Sentence **variety**: questions, emphasis structures, *-ing* forms as subjects...
- Use **linking words**.

Strategy

- Identify the **readers** before writing: look at the type of newspaper or magazine you're writing for to help you and decide the most suitable **style**.
- Write things you think your readers will find **interesting**.
- Make a **plan**. Think what you'll include in each paragraph.
- Include a **topic sentence** for each paragraph.
- Make sure the plan **answers the question**.
- While you're writing, think about the **effect** on the reader.
- Use **extreme adjectives**. Avoid boring vocabulary: *nice, important, really, a lot of, good, bad,...*

Useful Language

INVOLVING THE READER

Have you ever...? | What do you think about...? | You may be wondering why / what / how... | Just imagine... | How would you feel if ...? | Are you one of those people who ...? | If the answer is ..., you should....

EXPRESSING A STRONG OPINION

There's nothing worse than... | You may not agree with me, but I think ... | What I believe is... | What is most important is...

LIVELY STYLE

More importantly, ... | Not surprisingly, ...
Add adverbs and extreme adjectives.

DESCRIBING A PERSONAL EXPERIENCE

It happened to me when... | This is what happened when... | The occasion I have in mind is... | I'll never forget the time ... | I must admit, ...

CONVERSATIONAL EXPRESSIONS

You can imagine... | If you ask me, ... | Another thing is that ... | To be honest,... | To tell the truth, ... | Believe it or not,... | The thing is,...

Sample Layout

Title
Introduction: <i>Main idea you are going to talk about. You can ask the reader a question or make a strong statement. Make the reader want to continue reading.</i>
<i>Build on the interest you have raised in the introduction. This may mean answering the question or telling next part of the story.</i>
Conclusion: <i>punchy final message (humorous or thought-provoking)</i>