

## How to write an article?

An article is usually written for an English-language magazine or newsletter, and the reader is assumed to have similar interests to the writer. The main purpose is to interest and engage the reader, so there should be some opinion or comment and, almost always, you should recommend the thing we are talking about.

- **Language:** is informal or semi-formal.
- **Tone** must be relaxed, making use of contractions, phrasal verbs and other colloquial expressions.
- It is recommended to use **rhetorical questions and exclamation marks** to engage the reader.
- You should also **address the reader directly** in the second person (*you, your*) and can make jokes if you think they are appropriate.
- **Structure:**
  - Articles must **always have a title**. (it must be catchy and witty so as to engage the reader)
  - **Introduction**
  - **Main part** (Each paragraph must address a single idea including interesting details, examples, anecdotes)

**Giving your opinion:** An article is almost exclusively about giving your opinion, so feel free to do so through the whole piece of writing. As you are normally asked to write about something you like or enjoy, opinions are expected to be generally positive.

- **Conclusion (recommendation).**

It is also a good idea to end your article with a rhetorical question, especially if it is going to be an online article where people could (in theory) leave a comment.

| <b>Useful language</b>   |   |  |
|--|---|--|
| <b>Rhetorical questions:</b>   | <b>introducing new ideas addressing the reader directly :</b>   | <b>Recommendation and concluding the article</b>   |
| <ul style="list-style-type: none"> <li>• <i>Have you ever heard anything like ...?</i></li> <li>• <i>Do you ever wonder...?</i></li> <li>• <i>What do you think about...?</i></li> <li>• <i>Are you a... like me?</i></li> <li>• <i>Are you one of those people who...?</i></li> <li>• <i>What would you say if I told you that...?</i></li> <li>• <i>How would you react if...?</i></li> <li>• <i>Are you keen on .... Then why not....</i></li> <li>•</li> </ul> | <ul style="list-style-type: none"> <li>• <i>Firstly,</i></li> <li>• <i>In the rst place,</i></li> <li>• <i>To begin with,</i></li> <li>• <i>The coolest thing about</i></li> <li>• <i>What attracts me most</i></li> <li>• <i>One thing to consider is</i></li> <li>• <i>Another consideration is</i></li> <li>• <i>Secondly,</i></li> <li>• <i>As for</i></li> <li>• <i>Also,</i></li> <li>• <i>As regards</i></li> <li>• <i>In addition,</i></li> <li>• <i>Moreover,</i></li> <li>• <i>Just think about ...</i></li> <li>• <i>You'll probably agree with me that ...</i></li> <li>• <i>We are told that it is the best (worst) way to ....</i></li> </ul> | <ul style="list-style-type: none"> <li>• <i>There are number of reasons why I would recommend to ...</i></li> <li>• <i>I'm in no doubt that this is really good for...</i></li> <li>• <i>This is ideal ... for...because...</i></li> <li>• <i>In conclusion,</i></li> <li>• <i>On the whole,</i></li> <li>• <i>To sum up,</i></li> <li>• <i>To conclude,</i></li> <li>• <i>All in all,</i></li> <li>• <i>... you will not regret it!</i></li> <li>•</li> </ul> |