Writing

Article: Getting your readers' attention

Unlike essays, which are a more serious way of discussing ideas, articles can entertain as well as inform readers. Your tone of voice can be less formal and you can get your readers' attention by 'talking' to them in a more direct way. Use words like 'we' and 'us' to make readers feel included in what you are writing about and try putting some of your ideas in the form of a question, for example, 'How would you feel if ....?'.

1 Read these two alternative opening paragraphs and tick the one you think would make most readers continue reading the article.

☐ a Many people spend too much money on new technology these days. They often change their mobile phones every year, for example, as new models are produced.

☐ b How often do you buy a new mobile phone? We all want to have the latest technology, but are we spending too much money on it?

2 Now read this opening paragraph and use the Language Bank on the next page to help you rewrite it in a more interesting way for a teenage magazine.

Teenagers are often told they spend too much money on brand-name fashion. They often buy expensive trainers, for example, when cheaper ones are just as good.

_____

_____

3 Read the following writing task and underline the three points that must be included in the article. Then answer the questions below.

You have seen this announcement in an international magazine for teenagers.

> Articles wanted on 21st century lifestyles
> **What is the one place where modern teenagers go shopping the most? Sports shops? Clothes shops? Electronics shops?**
> Tell us what kind of shop, what they want to buy and why it is important to them. The best article will be published in next month's magazine.

Write your article. (140-190 words)

1 Who will be reading the article?

_____

2 Could you use 'we' and 'us' in the article to talk to this type of reader?

_____

3 The task asks you to describe why the shop is important to you / young people generally.



LIVEWORKSHEETS

4 **Read the article that was written in answer to the question in 3 and answer the questions below it.**

Teenage shopping in the 21st century

How many hours do you spend looking at new gadgets and games you want to buy in your local electronics shop? It seems to be the one place we can't keep away from!

On most Saturday mornings, you can find groups of young people looking at new types of technology. Many of us want to see the latest phones and find out about apps for downloading music, social networking and other forms of entertainment. Others are choosing one of the hundreds of new computer games or looking at the prices of iPads and the wide range of mini computers.

Why is this kind of shopping so important to us? I think the main reason is that technology gives us independence. Teenagers can now organise their lives themselves using their own equipment. In the old days, young people often had to turn their music down, change the TV channel or stop using the family telephone so much. Now, we can chat to friends and keep up with the latest gossip and news or play music whenever we want.

That's worth shopping around for, isn't it?



1 Has the writer answered the three points asked for in the task? _____

2 Underline the opinion expressed in paragraph 3.

3 Look at the comparison that helps to explain this opinion. What two things does the writer compare?
_____ & _____

5 **Making comparisons can be a powerful way of explaining what you mean. Read this opinion and then write two different explanations making comparisons**

A lot of teenagers nowadays aren't interested in reading books for pleasure.

1 the old days – now

_____

_____

2 at school – free time

_____

_____

6 **Read this writing task and then use the plan and the Language Bank to help you write your article. When you have finished your article, check your work carefully.**

You have seen this announcement in an international magazine for teenagers.

> Articles wanted on living in the 21st century.
> **What form of relaxation do teenagers nowadays enjoy most?**
> **Meeting friends? Using a computer? Playing sport?**
> Tell us what kind of relaxation it is, what it's like and why they enjoy it!
> The best article will be published in next month's magazine.

Write your article. (140-190 words)

Plan
Title
Paragraph 1: Introduce the topic and answer the main question in the task.
Paragraph 2: Describe the form of relaxation.
Paragraph 3: Give your opinion on why they enjoy it.
Paragraph 4: Conclusion – comment on your opinion

LANGUAGE BANK

Asking the reader
How often do you ...?
How much do you ...?
Do you ...?
Could you ...?
Would you ...?
Can you imagine ...?
Have you / Do you ever ...?
How would you feel if ...?

Including the reader
you / your ...
we / our ...
us

DOWNLOAD

Catch the attention of your readers by making them think about the topic of the article in their own lives. Do this by asking them questions and including them in what you write. Don't forget to write a title for your article!

LIVEWORKSHEETS