

Model article (Writing techniques)

An English-language magazine is inviting readers to write an article about the fashion trends people follow. You decide to write an article commenting on why people follow fashion trends and assessing if people use fashion as a form of self-expression or not. Write your **article** (280-320 words).

Now, read the model answer and match the techniques the writer used with the numbered sentences.



Following fashion. Why do we do it?

Is fashion important to you? For most people it is, at least to some extent. 1) From those who wear trendy ripped jeans and loose-fitting T-shirts to those who wear smart tailored suits and expensive designer outfits, everyone can have their own style. 2) But why are people following fashion? And what impact can this have on their self-expression?

3) Arguably, one factor that influences what people wear is the need to impress others. People who dress well and keep up with the latest styles seem to be more noticed than those who are not concerned about their appearance. For this reason, people wear fashionable clothing and assume an identity which makes them feel they impress. Yet, by copying general looks, people actually suppress their originality, 4) leading to a conscious or subconscious suppression of their individuality.

At the same time fashion is perceived by some as a tool for success and one that denotes wealth or prestige. For instance, 5) people intentionally try to elevate their status by wearing famous brands or expensive clothes which are admired by others. These clothes are not actually giving a personal statement of the wearer as they are just the means to promote a specific image of power and control. In this case, fashion does not express personal individuality but 6) could perhaps be said to give a false impression of appearance for a specific purpose.

7) That being said, following fashion may not have anything to do with copying current trends but with using them as an inspiration to create outfits expressing individuality. 8) An example of this is reforming fashionable pieces and making small, personalised changes. Adding glam here and there, rolling up a pair of trousers or even wearing two different shoes can be considered a form of self-expression demonstrating originality.

9) Having considered all this, to my way of thinking fashion can be used as a means of communication and a way to communicate your self-image to people around you. As a famous designer once said, 10) 'Fashion is instant language.'

- A. Rhetorical question to engage reader
- B. Discourse marker introducing an argument
- C. Using referencing
- D. Nominalisation
- E. Quote to summarise opinion
- F. Exemplifying descriptive language
- G. Hedging
- H. Highlighting exemplification
- I. Fronting
- J. Discourse marker presenting contrast