WRITING AN ARTICLE (B2)



- Visually appealing: clear structure in paragraphs

- Each paragraph has an objective:
  - **1st paragraph INTRODUCTION**: presents the topic in general
  - **2nd paragraph:** deals with the first thing
  - **3rd paragraph:** deals with the 2nd and 3rd thing
  - **4th paragraph CONCLUSION**: a summary and asks the reader for some feedback

- The language is informal:
  - Phrasal verbs
  - Contractions: Isn't that fantastic?
  - Colloquial phrases: one of the cool things, I totally recommend it, etc.
  - **We address the reader directly:** What about you?
  - Exclamation marks: ...you won't regret!

Useful expressions:

Rhetorical questions:

Have you ever...?
Do you ever wonder...?
What do you think about...?
Are you a... like me?
Are you one of those people who...?
What would you say if I told you that...?

Concluding the article:

In conclusion,
On the whole,
To sum up,
To conclude,
All in all,
... you will not regret it!

Introducing new ideas:

Firstly,
First,
In the first place,
To begin with,
The coolest thing about
What attracts me most
One thing to consider is
Another consideration is
Secondly,
As for
As to
Also,
As regards
In addition,
In addition to that,
Moreover,