

## Article

### Useful Language

#### Catchy Titles & Openings

QUESTIONS: HAVE YOU EVER THOUGHT ABOUT...?

IMAGINE: JUST IMAGINE A WORLD WHERE...

DIRECT: WHAT WOULD YOU DO IF...?

INTRIGUE: BELIEVE IT OR NOT...

#### Engaging the Reader & Structure

ADDRESSING THEM: DON'T YOU AGREE THAT...?

FIRST POINT: THE FIRST THING THAT  
SPRINGS TO MIND IS...

ADDING POINTS: WHAT'S MORE, ...  
NOT ONLY IS IT [ADJ],  
BUT IT ALSO...

CONTRASTING: YET ANOTHER CONSIDERATION IS...

#### Expressing Opinions & Emotions

OPINIONS: USE: "I BELIEVE,"  
"IN MY VIEW," "IF YOU ASK ME,"  
"TO MY MIND".

EMOTIVE LANGUAGE: ABSOLUTELY AMAZING,  
TRULY SHOCKING,  
A COMPLETE DISASTER,  
BREATHTAKING.

#### Conclusion

SUMMARIZING: TO SUM UP /  
IN CONCLUSION /  
ALL IN ALL.

IT'S DEFINITELY WORTH [VERB]-ING...

### Criteria

SEMI-FORMAL DEPENDING ON AUDIENCE.

STYLE: ENGAGING AND LIVELY WITH  
RHETORICAL QUESTIONS OR ANECDOTES.

COHERENCE: WELL-ORGANIZED WITH A  
CATCHY INTRODUCTION AND CONCLUSION.

ACCURACY: VARIED VOCABULARY WITH  
LESS FOCUS ON GRAMMATICAL PERFECTION.

### Structure

#### TITLE

RELEVANT TO TOPIC  
ATTRACT ATTENTION

#### Introducion

ENGAGE YOUR READER'S INTEREST,  
INTRODUCE YOUR ARGUMENT OR THE MAIN  
POINTS OF THE TOPIC TO BE DISCUSSED...

#### Paragraph 2

DEVELOP RELEVANT AND INTERESTING POINTS  
TO CONVince YOUR READERS TO THINK ABOUT  
A PARTICULAR PERSPECTIVE.

#### Paragraph 3

BUILD ON PARAGRAPH 2 BY DISCUSSING THE  
NEXT PART OF THE MAIN IDEAS.

#### Ending

CONCLUDE. LEAVE YOUR READER WITH A  
CLEAR IMPRESSION OF YOUR IDEAS IN AN  
INTERESTING, THOUGHT-PROVOTING WAY