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| ESSAY | ARTICLE | REPORT |
| * NO TITLE
* An essay is a Formal, OBJECTIVE piece of writing.
* Avoid expressing. opinions directly.
* Do not use contracted forms.
* Use an appropriate register.
 | * USE A TITLE
* CONSIDER Are you writing for voters, adults, children, teenagers, students etc. ?
* What are you writing for (magazine, newspaper, journal)
* Is it a FORMAL OR INFORMAL ARTICLE?
* Use an appropriate register
 | * HEADING:

Subject:To:From:Date: |
| * **Introduction**: Describe the subject briefly in about 30 words.
* Do NOT develop any argument.
* Do NOT express personal opinions.
 | * I**ntroduction**: Describe the subject briefly in about 30 words.
* Do NOT develop any argument.
* Do NOT express personal opinions
 | * **Introduction**/ **background** :
* Describe the aim of the questionnaire and how it was conducted. Describe the interviewees, the place, age group etc.
* Describe all this in about 30 words
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| * Divide the body of the essay into 3 **paragraphs** of about 80 words each. **This is a guideline .** Normally an argument cannot be sustained well in less than 80 words as
* each paragraph will have an introductory sentence, development and conclusion in keeping with the task:

(*problem/solution; cause/ effect; advantages and disadvantages;* * Do NOT write isolated sentences.
* The passive voice is often used. You can report opinions of authorities. e.g. Dr. Brown, professor of History at Oxford university said, stated, believes etc………
* You can use passive constructions like *it is believed to be etc*
 | * Divide the body of the article into **paragraphs.**
* paragraphs of about 80 words each can be used as a guideline but obviously you can divide approximately 240 words up differently as article writing often uses shorter paragraphs.
* On the whole Do NOT write isolated sentences although the occasional one-liner could be used for effect.
* Posing the reader questions is possible.
* You can cite authorities. e.g. *Dr. Brown, professor of History at Oxford university said, stated, believes etc………*
* If you cite someone’s words, remember to use the correct punctuation and register. In this case contracted forms are allowed.
 | **QUESTIONNAIRE**:* Write the questions for your questionnaire;
* Make sure they are not simply questions requiring a YES/NO answer;
* If you write a YES/NO question be sure to follow it up with a question requiring a more detailed answer;
* 4 questions are enough;
* Use bullet points to list your questions.
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| * Each paragraph should develop and sustain an argument.
* Each paragraph should be indented, or, if you prefer, you may leave a line between paragraphs
* Each paragraph should give examples/ reasons/causes/ explanations, in keeping with the task.
* Each paragraph should follow on naturally from the last.
* Each paragraph should be concluded.
* You can help yourself do this by using connectors such as *Moreover, However*, expressions such as *On the other hand* or express opinions subtly and indirectly by using adverbs such as *Unfortunately, Luckily*, or use sequence adverbs like *First, Finally, Secondly* etc
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* As this is an article you may also use subtitles but this is not obligatory
 | RESULTS/FINDINGS* Answer each of the questions you have asked explaining the interviewees reaction, points of view etc.
* You may use subtitles here which will help you organize your report into coherent, cohesive, relative paragraphs.
* 4 questions, 4 paragraphs of approximately 60 words each will help you organise your work.
* Do not discuss anything which has nothing to do with the questions in your questionnaire
* Use percentages to express people’s opinions (*56% of those interviewed*; or quantifiers such as *Most people, Few people, 9 out of 10 etc.*
* You can help yourself by using connectors such as *Moreover, However*, expressions such as *On the other hand* or express opinions subtly and indirectly by using adverbs such as *Unfortunately, Luckily*, or use sequence adverbs like *First, Finally, Secondly* etc
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|  |  | PROPOSALS* If required by the task, add the interviewees’ proposals.
* If required by the task make your own proposals/ recommendations
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| CONCLUSION * Ensure your conclusion does not include new arguments but sums up the content succinctly.
* Use about 30 words.
* You can express your opinion in the conclusion but it is always best to do this **without** saying I think etc,
 | CONCLUSION * Ensure your conclusion does not include new arguments but sums up the content succinctly.
* Use about 30 words
* You can express a personal opinion in the conclusion; how you do this will depend on the register, style and tone of the article.
 | CONCLUSION. * Ensure your conclusion does not include new arguments but sums up the content succinctly.
* Use about 30 words
* Do not express a personal opinion in the conclusion; expressions such as *it would seem, it is evident etc*. are to be preferred.
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