NEWSPAPER ARTICLES

Formal aspects

o Identify the main issue of your article and condense it into a heading. Verbs can be missing as in "**More Greek drama**".
   Give more detail in a subheading as in *"Eurozone leaders discuss debt crisis"*.

Substance

o Your article is an opinion piece and gives your name below the headings.
o First give the basic facts, then go into detail.
o Get your facts into a logical order.
o In the last paragraph, sum up your findings, draw your own conclusions and recommend a course of action.

Style

o Cut out any 'dead wood' to make your sentences short and your language clear and snappy.
o Use paragraphs, link your sentences so that they make sense and end on a high note.

LETTER TO THE EDITOR

Formal aspects

o Address "Madam – ," or "Sir – ," and go on the same line.
o Refer to the article in question. Quote its heading and its date of publication.
o Conclude with your full name and place of residence, e. g. Heidelberg, Germany.

Substance

o Briefly state why you support or oppose the article in question.
o Focus on one aspect only and make readers think again.
o Put facts right and/or add something new.

Style

o Use one or two paragraphs, link your sentences.
o Work up to a punch-line, perhaps a joke. Your last line should come as a 'short sharp shock'. Make your last sentence easy to remember and easy to quote.

Linking Words and Phrases for Essays, Reports, Papers, Speeches

Listing
first, second, third...; / firstly, secondly, thirdly, lastly,...;
to begin with,…; to start with,…, next,…; then; finally,…; lastly,…; to conclude,…; last but not least…,

Adding
Always followed by a comma:
furthermore,…; moreover,…; on top of that,…; in addition,…; (even) more importantly,…; what is more,…;
At the end of a sentence always after a comma: …, too

Comparing
The same goes for…(sth.); The same is true of/ for (sth.)
likewise,…; similarly,…; in the same way,…; while… (no comma)

Examples
namely…; such as…, for instance…; e.g./for example:
⇨ *Tip on using* "e.g"
   (front position)
Put it before the examples themselves, as in: There were e.g. *shoes, shirts, trousers…*
⇨ *Tip on using* "for example"
   (end position)
Put at the end of a list as in: There were lots of clothes on the floor of the teenager's room; shoes, shirts and trousers, for example.

Drawing conclusions
therefore; as a result (of…), what this means is…; in conclusion,…

Rephrasing
actually,…; in other words,…; the fact of the matter is…; Let me put it this way: …

Contrasting
on the one hand... ⇔ on the other hand…
in contrast,…; …, however, …; whereas…; (no comma)>
at first *(I thought)* ⇔ but now… *(I know)*

Conceding
still,…; however,…; nevertheless,…; nonetheless,…;
in spite of that,…; for all that,...; despite (the fact that)…

Mind these false friends
first (erstens, zuerst)
   ≠ at first (erst…,aber dann…)
last (zuletzt)
   ≠ at last (endlich!)