

Recipe for Opinion Writing

Wednesday, 1 March 2017 2:24 p.m.

1. Have a catchy title (puns, metaphors, irony).
2. Grip the audience with a brief introduction.
3. Make your opinion/purpose in writing obvious early on.
4. Keep an air of formality, but use occasional colloquial language to engage the audience - especially young people.
5. Use persuasive language.
6. Organise your thoughts in some sort of sequence or order - signpost.
7. Keep your opinion casual - don't dismiss or estrange other opposing arguments.
8. First person pronouns.
9. Provide evidence - statistics - to back up your statement.
10. Alliteration for emphasis.
11. Introduce opposing opinions - give people the opportunity to disagree.
12. Measured, subtle sarcastic tone.
13. End with food for thought (a rhetorical question, repetition of an initial idea).

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