

3 Types of Articles		
Opinion	Commentary	Analysis
<b>Communication Context</b>		
<ul style="list-style-type: none"> <li>• Tone and register are more informal and personal as the columnist writes from her/his own personal experience and observations about life.</li> <li>• Objective is to relate to the reader as an average Joe, just like them, but to make them realize, consider, or appreciate an ordinary idea in a new way.</li> <li>• Opinion columnists write the most regularly and are featured usually weekly. Readers look forward to reading what they're talking about each week and relate to them, their wit, their writing style, their view of the world.</li> <li>• POV is often 1<sup>st</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Tone and register reflect the writer's passions, outrage, interest, and knowledge of a particular issue, event and how it reflects upon or may shape society for good/ bad.</li> <li>• Commentators are the fist-wavers; they stand on a soap-box to wake people up to what is going on about a current issue, or socio-cultural phenomena. They are provocative on purpose, often attacking the status-quo.</li> <li>• Commentators elevate /generalize topics from the highly personal to the socially relevant – they recognize patterns in values, behaviour and make us aware of them.</li> <li>• POV is often 3<sup>rd</sup> or 1<sup>st</sup> with the global we, so that we focus on the issue, not the personality of the writer.</li> </ul>	<ul style="list-style-type: none"> <li>• Tone and register are those of an expert clarifying, explaining, illustrating an issue/event to non-experts, or people not as knowledgeable as they.</li> <li>• Analyses offer insight and depth into an issue/event, and therefore usually present all aspects / sides of the topic.</li> <li>• Analysts are interesting to read because they are knowledgeable, credible authorities on the subject. Readers rely on and trust them.</li> <li>• They are able to write about complex issues and topics in a way that engages and interests the average reader.</li> <li>• POV is either 1<sup>st</sup> or 3<sup>rd</sup>, depending on topic and expertise of writer involved.</li> </ul>
<ul style="list-style-type: none"> <li>• Topics are current, relevant, and topical</li> <li>• Writer's role/stance/voice should be strong and original; a columnist is read because of her/his unique take on a topic, not because s/he sounds like everyone else.</li> <li>• The audience is the regular readership of whichever publication is publishing your article (keep in mind whether it is left-leaning, right-wing, or politically balanced; whether it is a magazine aimed at a particular gender; whether the readership has a particular expertise / hobby).</li> <li>• These types of articles are either persuasive, reflective or argumentative: they aim to convince you or enlighten you of a point of view. <b>They have a stance.</b></li> </ul>		
<b>Text Structure and Development</b>		
<ul style="list-style-type: none"> <li>• Persuasive or reflective essay.</li> <li>• Often thesis will be made clear at the end.</li> </ul>	<ul style="list-style-type: none"> <li>• Persuasive, reflective or argumentative essay.</li> <li>• Thesis is clear and up-front.</li> <li>• May conclude with a call-to-action, or what should be done, what may happen if nothing is done.</li> </ul>	<ul style="list-style-type: none"> <li>• Persuasive or argumentative or reflective essay.</li> <li>• Often compare/contrast by nature as presents both sides</li> <li>• Thesis is either up-front if pers./arg. or at the end if reflective.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Introduction, with an effective and catchy lead</li> <li>▪ Body follows an organizational structure: cause and effect, problem/solution, compare/contrast, chronological, spatial (related to location or place), classification</li> <li>▪ Development should lead the reader toward an enlightened understanding, a new perspective and/or taking action.</li> <li>▪ Memorable concluding line can re-use or change a turn of phrase from headline or lead</li> </ul>		
<b>Codes and Conventions: Literary techniques &amp; rhetorical strategies</b>		
<p>Depending on the tone and type of article:            Literary techniques such as: figurative language (metaphor, simile, personification), imagery, alliteration, irony, paradox, antithesis...            Rhetorical strategies to focus on the balance between appeals to ethos, logos, and pathos using: humour: sarcasm, hyperbole, repetition, analogy, anecdote, example, question, facts, statistics, persuasive language...</p>		
<b>Codes and Conventions: Media Industry – Formatting and Layout</b>		
<ul style="list-style-type: none"> <li>• Follow the formatting and the rules of either print or online publication</li> </ul>		