**INTRODUCTIONS**

You can use any of the following sentences in your opening paragraph (please don’t use them in dot point form – it’s an essay!)

* The topic of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is always controversial as it divides society on \_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_ principles.
* The issue came to public prominence when in 20\_\_\_ when \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This was particularly relevant because\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The media generally responded to the news in a \_\_\_\_\_\_\_\_\_\_\_\_ manner, reflecting community sentiment.
* The following article(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which discuss and give their opinions on this news event will be analysed below.

**MAIN BODY**

You can use any of the following sentences or phrases in the analysis of the article(s) you will be looking at.

* The article \_\_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ clearly contends, as is apparent in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_, that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* This contention is reinforced by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which further makes the writer’s opinion clear.
* The writer, being involved in the issue itself as they \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, delivers an opinion that carries more weight in the reader’s mind as\_\_\_\_\_\_\_\_\_\_\_\_\_.
* In a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ tone, he/she begins his/her piece by\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

This is an effective way to begin the argument as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

* The writer then moves on to their central/first/opening argument that focuses the reader’s attention on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This argument is particularly effective as is relies on \_\_\_\_\_\_\_\_\_\_\_\_\_ to put the view of \_\_\_\_\_\_\_\_in the mind of the reader.
* He/She also uses \_\_\_\_\_\_\_\_\_\_\_\_\_ to appeal to the reader’s sense of \_\_\_\_\_\_\_\_\_\_\_\_. We can see this when the writer notes that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This solicits a sense of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the audience, making for an effective use of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The writer moves on to argue that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This point is supported by the use of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the following phrase\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This influences the reader to consider/think/question whether\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* At this point in the piece, the writer’s intention changes, to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. With a subtle shift to a more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ tone, \_\_\_\_\_\_\_\_\_\_\_\_ attacks/questions/offers a solution to \_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This elicits a \_\_\_\_\_\_\_\_\_\_\_\_\_ response from the reader as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The article also employs a variety of other techniques in attempting to persuade the reader. These include the subtle/obvious use of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ when the writer notes, for example, that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This is particularly effective as it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the mind of the reader.
* The writer concludes the piece by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  This preys on the reader’s mind as \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**LINKING SENTENCES**

If you have more than one article to analyse you need to link your essay between the two. You can use sentences such as:

* Taking a different/similar/opposed stance on the issue is the piece \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This article relies more on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to get its view across to the reader.
* Accompanying the article by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a cartoon drawn by \_\_\_\_\_\_\_\_\_\_\_\_\_\_. This cartoon takes a different/similar/opposed stance on the issue as it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**VISUAL ARTICLE SENTENCES**

You can use sentences such as these in an analysis of a cartoon.

* The cartoon, with its representation of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is clearly contending that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* This is carries an opposed/supportive meaning to the written article by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The image in the cartoon of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is intended to have the reader take the opinion that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This is obviously a serious /light hearted/cynical /comedic approach to the issue as it shows \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and this makes us think that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The cartoon also shows \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This is important as it is clear that the cartoonist \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is commenting that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The cartoon is effective/ineffective in delivering its opinion as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* It complements/opposes the textual articles by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**CONCLUSIONS**

You can use any of the following sentences in your conclusion.

* Despite the media controversy, the issue of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ receded from public prominence as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The issue of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ remains important, and will return to the attention of the community in the future as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The article(s) analysed as above considered the topic from a variety/number/one perspective, however other views exist in the community.
* The articles were all effective in delivering their point of view as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. However, the article \_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_ was perhaps most persuasive as it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Nevertheless, the issue of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will likely remain unresolved as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Tone**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Positive** |  | **Either way** |  |  | **Negative** |  | **Of mood** |  |
|  | **Accepting** | **Passionate** | **Humorous** | **Detached** | **Questioning** | **Attacking** | **Domineering** | **Sad** | **Happy** |
| **Most** | Admiring | Ardent | Absurd | Calculating | Amazed | Blaming | Arrogant | Appalled | Gleeful |
|  | Approving | Enthusiastic | (In)credulous | Controlled | Anxious | carping | Boastful | Despondent | Optimistic |
|  | Hopeful | Evangelical | Satirical |   | Astonished | Censuring | Bombastic | Distressed | Starry-eyed |
|  | Optimistic | Exhilarated | Ridiculing |   | Baffled | Complaining | Bullying | Grave |   |
|  | Sentimental | Fervent | Risqué |   | Frustrated | Critical | Chauvinistic | Sad |   |
|  |   |   | Facile |   | Incredulous | Hypocritical | Self-righteous | Tragic |   |
|  |   | Forceful | (deliberately) |   | Puzzled | Vindictive | Superior |   |   |
|  |   | Passionate | Simple/ |   | Querulous | Scapegoating | Threatening |   |   |
|  |   | Jingoistic | Simplistic |   | Reactionary | Whingeing |   |   |   |
|  |   | Spirited | Foolish |   | Unreasonable | Xenophobic |   |   |   |
|  |   | Visionary |   |   |   |   |   |   |   |
| **Middle** | Amicable | Animated | Rustic | Businesslike | Conservative | Abusive | Condescending | Apologetic | Happy |
|  | Comforting | Convincing | Silly | Deprecating | Guarded | Acrimonious | Officious | Discouraged | Pleased |
|  | Conciliatory | Definite | Bantering | Earnest | Watchful | Aggressive | Patronising | Disappointed | Upbeat |
|  | Friendly | Determined | cavalier | Formal | Sceptical | Antagonistic | Cynical | Grumbling |   |
|  | Liberal | Expressive | Entertaining | Humble | Stubborn | Biting | Insinuating | Regretful |   |
|  | Open-minded | Flamboyant | Facetious | Matter of fact | Radical | Bitter | Negative | Solemn |   |
|  | Placatory | Patriotic | Humorous | Reasonable | Credulous | Confrontational | Pessimistic | Sombre |   |
|  | Supportive | Volatile | Ironical | Sensible | Defensive | Embittered |   |   |   |
|  | Sympathetic | Insincere | Quizzical | Straightforward | Obsequious | Hostile |   |   |   |
|  | Cheerful |   |   | Uncomplicated | Pleading  | Outraged |   |   |   |
|  | Encouraging |   |   |   | Sycophantic | Raving |   |   |   |
|  |   |   |   |   |   | Scathing |   |   |   |
| **Least** | Contemplative | Apathetic | Amused | Balanced | Traditional | Annoyed | Moral | Mawkish | Cheerful |
|  | Diplomatic | Blasé | Frivolous | Calm | Courageous | Demeaning | Preaching | Nostalgic |   |
|  | Educated | Indifferent | Wry | Impartial | Undefeated | Disparaging | Schoolmasterly |   |   |
|  | Expert | Unmoved |   | Detached | Convincing | Grim | Didactic |   |   |
|  | Measured | Stoic |   | Understanding | Dogmatic | Insulting | Heavy-handed |   |   |
|  | Moderate |   |   | Bland |   | Hypercritical | Ponderous |   |   |
|  | Respectful |   |   | Clichéd |   | Scornful | Self-important |   |   |
|  | Trustworthy |   |   | Neutral |   | Snide | Stodgy |   |   |

**Sentence starters**

***The writer....***

|  |  |
| --- | --- |
| **ADVERBS** | **VERBS** |
| Aggressively | Admits that |
| Apparently | Argues (for/against/in favour of…) |
| Authoritatively | asserts |
| Bitterly | Astonishes |
| Boldly | Boasts |
| Brashly | Brags |
| Broadly | Brandishes (of statistics/evidence) |
| Calmly | Browbeats |
| Carefully | Censors |
| Cautiously | Comments |
| Clearly | Complains |
| Comically | Concentrates on |
| Confidently | Condemns |
| Convincingly | Confronts |
| Critically | Considers |
| Cynically | Criticizes |
| Deliberately | Denigrates |
| Firmly | Describes |
| Generally | Develops |
| Generously | Elicits |
| Genuinely | Enters the arena (of debate) |
| Grudgingly | Estimates |
| Guiltlessly | Explains |
| Halfheartedly | Focuses |
| Hurtfully | Fuels (the debate) |
| Importantly | Harangues |
| Justly | Illuminates |
| Liberally | Jokes |
| Mischievously | Lies |
| Neatly | Maintains |
| Nervously | Manipulates |
| Neutrally | Observes |
| Objectively | Opts |
| Pointedly | Pinpoints |
| Promptly | Pleads |
| Rashly | Promotes |
| Reluctantly | Provides |
| Remorsefully | Queries |
| Sarcastically | Questions |
| Scientifically | Rationalizes |
| Seriously | Reassures |
| Skillfully | Refutes |
| Soundly | Rejects |
| Specifically | Repels |
| Stridently | Rewards |
| Strongly | Seeks |
| Sympathetically | Sends up |
| Tentatively | Stresses |
| Timidly | Submits |
| Totally | Sympathizes |
| Vehemently | Teases |
| Wildly | Unsettles |
| Worthily | UrgesVerifies |
|  |  |

**Words to describe style**

* Abrupt
* Abstruse
* Anodyne
* Assertive
* Awkward
* Blistering
* Blithe
* Bold
* Brash
* Brazen
* Capricious
* Carping
* Clear
* Clumsy
* Course
* Colourful
* Complex
* Confident
* Confused
* Contemptuous
* Convoluted
* Crisp
* Derisive
* Dictatorial
* Didactic
* Direct
* Disingenuous
* Dogmatic
* Dull
* Earnest
* Economical
* Egotistic
* Elegant
* Enervating
* Enthusiastic
* Equivocal
* Exuberant
* Ferocious
* Fierce
* Florid
* Fluent
* Forceful
* Frivolous
* Genteel
* Glib
* Graceful
* Hackneyed
* Homely
* Imprecise
* Incisive
* Insipid
* Intellectual
* Jocular
* Lacklustre
* Laconic
* Light-hearted
* Limpid
* Longwinded
* Loud
* Lucid
* Moronic
* Negative
* Obscure
* Ostentatious
* Pacifying
* Pedagogical
* Pedantic
* Plain
* Polished
* Pompous
* Ponderous
* Prolix
* Querulous
* Rambling
* Refined
* Reverent
* Rough
* Sensuous
* Showy
* Simple
* Smarmy
* Smooth
* Sophisticated
* Spare
* Sparking
* Suave
* Succinct
* Superficial
* Tendentious
* Timid
* Turgid
* Unclear
* Unfussy
* Unvarnished
* Urbane
* Vague
* Verbose
* Vital
* Vivacious
* Vociferous
* Whimsical
* Wordy
* Zealous

**Words to link**

* Accordingly
* Although
* Apparently
* Arguably
* Consequently
* Conversely
* Despite
* However
* Finally
* Furthermore
* Generally
* Hence
* Even more remarkable
* In addition to
* In conclusion
* In contrast
* In spite of
* In summary
* Inevitably
* Initially
* Irrefutably
* It follows
* It seems
* Likewise
* Meanwhile
* Of course
* On closer analysis
* Thus
* Otherwise
* Perhaps
* Similarly
* So far
* Superficially
* Surprisingly
* Therefore
* On the other hand
* Oddly enough