

	Short Comment (letter or email to a friend)	Letter to the Editor	Cartoon Analysis	Summary
Register	<p>Less formal  contractions allowed  use everyday phrasal verbs  you can use less complex structures but don't revert to overly simplistic „school English“</p>	<p>Same register/style as the original text (usually formal). No contractions or exclamation marks. Use sophisticated language. Avoid starting sentences with and/but/also/so</p>	<p>Usually formal  However, slightly less formal if it's a letter/email to a friend</p>	<p>Same register/style as the original text (usually formal). No contractions or exclamation marks. Use sophisticated language. Avoid starting sentences with and/but/also/so</p>
Structure	<p>Address top righthand corner  date on either side (only letter)  Dear...</p> <p>initial paragraph: „phatic“ section (How are you/ Thanks for etc.), refer to the topic and state your opinion (thesis statement)</p> <p>body paragraphs: one for each idea (topic sentence) and examples to prove your point</p> <p>final paragraph: provide a thought about the future: warning/suggestion/prediction etc. or a personal note to the addressee: Look forward to hearing from you soon./Give my love to your family./Hope to see you soon./ Best wishes, /Love (from),</p> <p>sign off with name</p>	<p>(Dear) Sir/Madam or: To the Editor</p> <p>initial paragraph: reference to the source text, thesis statement (you can also introduce yourself and give reason for your writing to prove that you are qualified to pass comment)</p> <p>body paragraphs: one for each idea (topic sentence) and examples to prove your point</p> <p>final paragraph: provide a thought about the future: warning/suggestion/prediction</p> <p>or: a punchy one-liner</p> <p>sign off with name and place of residence</p>	<p>Include a title</p> <p>Initial sentence: make clear what you think the overall meaning of the cartoon(s) is  This sentence is part of your first paragraph</p> <p>body paragraphs: one for each point that you use to complete the task (usually one for interpretation and meaning, and one to answer any other question or to pass comment).  Make sure you refer back to the cartoon to support your analysis.</p> <p>no concluding paragraph necessary unless it's a letter/ email</p>	<p>Include a title</p> <p>initial sentence: give a brief, more generalized overview of the source text and its origin. This sentence is part of your first paragraph</p> <p>body paragraphs: deal with each of the relevant points from the source text (including topic sentences where possible)</p> <p>No conclusion</p> <p>don't rely on the structure of the source text. Group relevant points together where appropriate (but without changing the meaning or relevance of the ideas presented in the source text)</p>

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Content/Focus	Give a clear, concise opinion on the subject. Don't sit on the fence. No pro/con essay!	Clear explanation of your views. Restrict yourself to one or two main points.	Restrict the description of the cartoon to one or two sentences or combine description with interpretation. Make sure, however, that you provide enough description to make your analysis of the message clear.	Provide the information from the text objectively. Don't simply translate sections of the text. Leave out specific examples, statistics, etc. unless clarity would be lost. Do not include your opinion unless specifically asked to do so.
Tips	Be yourself. Use language that comes naturally to you. No worn-out cliches or common wisdom.	Memorize a few initial sentences that you can modify according to the writing situation. Use humor/irony if you can. Be passionate about your opinion. No worn-out cliches or common wisdom. Use inversion (cf. advanced grammar) and other structures from AEP or ESI	Do not describe the cartoon in detail. Only mention details if they help you to prove your point. If you have any background knowledge on the issue portrayed in the cartoon, you may include it if appropriate.	It doesn't matter how much you know about the topic - the important thing is what the source text says.
<p><b>Always start with a writing plan: brainstorming followed by listing/answering the wh-questions/mind-mapping etc. Formulate a thesis statement. Don't underestimate the importance of topic sentences. After your rough draft, revise! If possible, let your paper sit for a while before you write your final draft. Look at your paper again with a bit of distance and try look at it from a reader's perspective. This will help you to detect any arguments or phrases that are not sufficiently clear or coherent.</b></p> <p><b>Six Golden Rules from George Orwell (from "Politics and the English Language")</b></p> <ol style="list-style-type: none"> <li>1. Never use a metaphor, simile or other figure of speech which you are used to seeing in print.</li> <li>2. Never use a long word where a short one will do.</li> <li>3. If it's possible to cut out a word, cut it out.</li> <li>4. Never use the passive where you can use the active.</li> <li>5. Never use a foreign phrase, a scientific word or jargon if you can think of an everyday English equivalent.</li> <li>6. Break any of these rules sooner than say anything outright barbarous.</li> </ol>				