

1 Article

When writing an article, you want to inform your readers about a certain issue and/or express your opinion about it. You might also want to give advice or suggest any further actions to your readers. Your language and its degree of formality should be appropriate for your readers. If you use ideas from other materials, restate in your own words the author's views, arguments, or examples and anything that might be relevant to your point.

PREPARATION

- 1) Study the task carefully. Look for information on
 - your target group
 - aspect(s) you should be dealing with in your article
 - the purpose of your article, e.g. informing someone about an issue, expressing your own opinion on a problem.
- 2) If you are asked to base your article on information from a text, study the text carefully. Find and underline the information that is relevant to the task, e.g. ideas you are expected to present or comment on.
- 3) Note down the main ideas about the aspect(s) you want to focus on.
- 4) Put your notes in a convincing/logical order.
- 5) Make sure the content of your notes is relevant to the task, your target group and the purpose of your article.
- 6) Find an appropriate, eye-catching heading. Make it as catchy as possible, keeping in mind the target group you are writing for.

1.1 Writing an article outlining information from a German text (mediation task)

1.1.1 Criteria for writing an article outlining information

WRITING THE ARTICLE

HEADING

- Find a heading that captures your readers' interest / focuses on the aspect(s) you are covering.
- Do not use a translation of the heading of the German text at hand.

INTRODUCTION

- Keep your introduction as short as possible.
- Explain why you are outlining the information from the German text. Refer to your target group and explain why you think that the information might be of relevance to them.
- Clearly define your topic and name the aspect(s) you are focusing on.
- Give the source of the information you are summing up.
- Paraphrase the heading of the German text.

MAIN PART

- Focus on outlining the aspect(s) you are expected to present/deal with.
- Leave out smaller/irrelevant details.
- Do not translate passages from the text at hand.
- Present the ideas in a logical order. You do not need to follow the structure of the German text.
- Give necessary explanations (e.g. typical German terms, concepts, or public figures)

CONCLUSION

- Indicate that you are coming to a conclusion using phrases such as *in short, as you can see, as presented above, overall, etc.*
- When you are outlining information, it is enough if you write one final sentence with a brief summary of the overall idea.
- Make sure you do not repeat what you have said above word for word.

THROUGHOUT YOUR TEXT

- Write clear sentences.
- Use linking words, but be careful with lengthy sentences; unlike German, English tends to use shorter sentences.
- Follow a clear and logical structure and use paragraphs.
- Write in a way which appeals to your target group.
- Use vocabulary that is appropriate for your target group and purpose.

POINTS TO REMEMBER

- In a mediation task you are expected to inform your readers about ideas which you have found in German texts.
- Consider the interests of the readers of the magazine you are writing for and focus on aspect(s) relevant to them.
- Do not express your own opinion on the ideas you are outlining.

1.1.2 Self-assessment grid for writing an article outlining information from a German text (mediation task)

Use this self-assessment grid to evaluate your own work or your fellow students' texts.

☺ - Yes, well done ☻ - OK, but needs some improvement ☹ - No, needs improvement

Criteria	Date:	Date:	Date:						
	☺	☻	☹	☺	☻	☹	☺	☻	☹
Headline									
I have found a catchy headline which refers to the topic and appeals to my target group .									
Introduction									
I have introduced the topic and purpose of my article.									
I have given my source , paraphrasing the German title of the text at hand.									
I have made an overall statement on the aspect(s) my article focuses on.									
Main part									
I have directly addressed / focused on my readers.									
I have outlined the most important points .									
I have explained names/concepts typical of Germany.									
I have not given my personal opinion.									
Conclusion									
I have summed up the overall idea in one final sentence.									
Final check									
I have made sure I have completed the task , in terms of the - topic and purpose of my article - aspect(s) I have been asked to focus on - target group of the magazine I am writing for.									
I have chosen a style which is adequate for my target group .									
I have used paragraphs and linked my ideas in a logical way.									
I have avoided repetitions by using synonyms/paraphrases .									
I have checked collocations/prepositions using a dictionary.									

1.2 Writing an article discussing / commenting on a problem

1.2.1 Criteria for writing an article discussing / commenting on a problem

WRITING THE ARTICLE

HEADING

- Find a heading that captures your readers' interest.

INTRODUCTION

- Try to maintain the readers' interest with an intriguing opening sentence.
- You can include anecdotes, amusing stories, interesting events, provoking questions, etc. to highlight your point.
- Clearly define your topic, focusing on the purpose your article should serve.
- Make clear why your issue is important.

MAIN PART

- Write in a way that suits the purpose of your article.
- Explain your position in detail.
- Give well-founded arguments and convincing reasons.
- Give examples and refer to important facts to back up your arguments.
- Refer to counterarguments and show that you can refute them.
- Make clear which points are the most important ones.

CONCLUSION

- Indicate that you are coming to a conclusion using phrases such as *in conclusion, on the whole, finally, as a result*, etc.
- Sum up your position and your main arguments. Do not, however, use the same phrasing as you used to introduce your arguments.
- You can also give an outlook for the future or call your readers to action.

THROUGHOUT YOUR TEXT

- Write clear sentences. Use linking words, but be careful with lengthy sentences; unlike German, English tends to use shorter sentences.
- Follow a clear and logical structure and use paragraphs.
- Write in a way which appeals to your target group.
- Use vocabulary that is appropriate for your target group and purpose.

POINTS TO REMEMBER

- Make sure what you write serves the purpose of your magazine.
- Make sure you refer to material at hand as well as to your knowledge on the issue.
- Make sure you convey your opinion in a convincing way.

1.2.2 Self-assessment grid for writing an article discussing / commenting on a problem

Use this self-assessment grid to evaluate your own work or your fellow students' texts.

☺ - Yes, well done ☻ - OK, but needs some improvement ☹ - No, needs improvement

Criteria	Date:	Date:	Date:						
	☺	☻	☹	☺	☻	☹	☺	☻	☹
Headline I have found a catchy headline which refers to the topic and appeals to my target group .									
Introduction I have written an interesting beginning which makes my readers want to go on reading. I have introduced the topic and purpose of my article. I have stated my opinion and explained my position.									
Main part I have given convincing arguments with explanations and examples based on texts at hand, other sources and my knowledge on the issue. I have put forward the most important arguments / refuted counterarguments where possible.									
Conclusion I have summed up my position and main arguments . I have made a general final statement / given an outlook .									
Final check I have made sure I have completed the task , in terms of the <ul style="list-style-type: none">- topic and purpose of my article- aspect(s) I have been asked to focus on- target group of the magazine I am writing for. I have chosen a style which is adequate for my target group . I have used paragraphs and topic sentences and linked my ideas . I have avoided repetitions by using synonyms/paraphrases . I have checked collocations/prepositions using a dictionary.									

2 Blog entry

The term "blog" was coined in the 1990s. It is an abbreviation of the word "weblog". The first part of the word refers to the World Wide Web. The second part originally refers to a log book used to record observations during ship voyages.

A blog is an informative or discussion-based website typically run by an individual or a small group of people who want to communicate their daily experiences or thoughts on certain issues. Bloggers regularly update their websites by posting blog entries. They usually invite their readers to comment on their posts. Thus a blog is an interactive website. Blog entries are often texts which are combined with images, audio files or videos. Some blogs have the character of an online diary; accordingly, the style of the texts posted tends to be slightly informal.

In general, your writing style should fit your subject and target group.

PREPARATION

- 1) Study the task carefully. Look for information on
 - your target group
 - aspect(s) you should be dealing with in your blog entry
 - the purpose of your blog entry, e.g. informing someone about an issue, expressing your own opinion on a problem.
- 2) If you are asked to base your blog entry on information from a text, study the text carefully. Find and underline the information that is relevant to the task, e.g. ideas you are expected to present or comment on.
- 3) Note down the main ideas about the aspect(s) you want to focus on.
- 4) Put your notes in a convincing/logical order.
- 5) Make sure the content of your notes is relevant to the task, your target group and the purpose of your blog entry.
- 6) Find an appropriate, eye-catching heading. Make it as catchy as possible, keeping in mind the target group you are writing for.

2.1 Writing a blog entry outlining information from a German text (mediation task)

2.1.1 Criteria for writing a blog entry outlining information

WRITING THE BLOG ENTRY

HEADING

- Find a heading that captures your readers' interest / focuses on the aspect(s) you are covering.
- Do not use a translation of the heading of the German text at hand.

INTRODUCTION

- Keep your introduction as short as possible.
- Explain why you are outlining the information from the German text. Refer to your target group and explain why you think that the information might be of relevance to them.
- Clearly define your topic and name the aspect(s) you are focusing on.
- Give the source of the information you are summing up.
- Paraphrase the heading of the German text.

MAIN PART

- Focus on outlining the aspect(s) you are expected to present/deal with.
- Leave out smaller/irrelevant details.
- Do not translate passages from the text at hand.
- Present the ideas in a logical order. You do not need to follow the structure of the German text.
- Give necessary explanations (e.g. typical German terms, concepts, or public figures)

CONCLUSION

- Indicate that you are coming to a conclusion using phrases such as *in short, as you can see, as presented above, overall, etc.*
- When you are outlining information, it is enough if you write one final sentence with a brief summary of the overall idea.
- Make sure you do not repeat what you have said above word for word.

THROUGHOUT YOUR TEXT

- Write clear sentences.
- Use linking words, but be careful with lengthy sentences; unlike German, English tends to use shorter sentences.
- Follow a clear and logical structure and use paragraphs.
- Write in a way which appeals to your target group.
- Use vocabulary that is appropriate for your target group and purpose.

POINTS TO REMEMBER

- In a mediation task you are expected to inform your readers about ideas which you have found in German texts.
- Consider the interests of the readers of the blog you are writing for and focus on aspect(s) relevant to them.
- Do not express your own opinion on the ideas you are outlining.

2.1.2 Self-assessment grid for writing a blog entry outlining information from a German text (mediation task)

Use this self-assessment grid to evaluate your own work or your fellow students' texts.

☺ - Yes, well done ☻ - OK, but needs some improvement ☹ - No, needs improvement

Criteria	Date:	Date:	Date:						
	☺	☻	☹	☺	☻	☹	☺	☻	☹
Headline									
I have found a catchy headline which refers to the topic and appeals to my target group .									
Introduction									
I have introduced the topic and purpose of my blog entry.									
I have given my source , paraphrasing the German title of the text at hand.									
I have made an overall statement on the aspect(s) my blog entry focuses on.									
Main part									
I have directly addressed / focused on my readers.									
I have outlined the most important points.									
I have explained names/concepts typical of Germany.									
I have not given my personal opinion.									
Conclusion									
I have summed up the overall idea in one final sentence.									
Final check									
I have made sure I have completed the task , in terms of the									
- topic and purpose of my blog entry									
- aspect(s) I have been asked to focus on									
- target group of the blog I am writing for.									
I have chosen a style which is adequate for my target group .									
I have used paragraphs and linked my ideas in a logical way.									
I have avoided repetitions by using synonyms/paraphrases .									
I have checked collocations/prepositions using a dictionary.									

2.2 Writing a blog entry discussing/commenting on a problem

2.2.1 Criteria for writing a blog entry discussing/commenting on a problem

WRITING THE BLOG ENTRY

HEADING

- Find a heading that captures your readers' interest.

INTRODUCTION

- Try to maintain the readers' interest with an intriguing opening sentence.
- You can include anecdotes, amusing stories, interesting events, provoking questions, etc. to highlight your point.
- Clearly define your topic, focusing on the purpose your blog entry should serve.
- Make clear why your issue is important.

MAIN PART

- Write in a way that suits the purpose of your blog entry.
- Explain your position in detail.
- Give well-founded arguments and convincing reasons.
- Give examples and refer to important facts to back up your arguments.
- Refer to counterarguments and show that you can refute them.
- Make clear which points are the most important ones.

CONCLUSION

- Indicate that you are coming to a conclusion using phrases such as *in conclusion, on the whole, finally, as a result, etc.*
- Sum up your position and your main arguments. Do not, however, use the same phrasing as you used to introduce your arguments.
- You can also give an outlook for the future, call your readers to action, or invite them to comment on your ideas.

THROUGHOUT YOUR TEXT

- Write clear sentences. Use linking words, but be careful with lengthy sentences; unlike German, English tends to use shorter sentences.
- Follow a clear and logical structure and use paragraphs.
- Write in a way which appeals to your target group.
- Use vocabulary that is appropriate for your target group and purpose.

POINTS TO REMEMBER

- Make sure what you write serves the purpose of your blog.
- Make sure you refer to material at hand as well as to your knowledge on the issue.
- Make sure you convey your opinion in a convincing way.

2.2.2 Self-assessment grid for writing a blog entry discussing / commenting on a problem

Use this self-assessment grid to evaluate your own work or your fellow students' texts.

😊 - Yes, well done 😐 - OK, but needs some improvement ☹ - No, needs improvement

Criteria	Date:	Date:	Date:						
	😊	😐	☹	😊	😐	☹	😊	😐	☹
Headline I have found a catchy headline which refers to the topic and appeals to my target group .									
Introduction I have written an interesting beginning which makes my readers want to go on reading. I have introduced the topic and purpose of my blog entry.									
I have stated my opinion and explained my position.									
Main part I have directly addressed my readers . I have given convincing arguments with explanations and examples based on texts at hand, other sources and my knowledge on the issue. I have put forward the most important arguments / refuted counterarguments where possible.									
Conclusion I have summed up my position and main arguments . I have made a general final statement / given an outlook . I have invited my readers to comment on my ideas.									
Final check I have made sure I have completed the task , in terms of the - topic and purpose of my blog entry - aspect(s) I have been asked to focus on - target group of the blog I am writing for. I have chosen a style which is adequate for my target group . I have used paragraphs and topic sentences and linked my ideas . I have avoided repetitions by using synonyms/paraphrases . I have checked collocations/prepositions using a dictionary.									

3 E-Mail

The term "e-mail" is a shortened form of "electronic mail", which refers to the exchange of computer-stored messages via telecommunication. This form of communication was invented shortly after the Internet and is still widely used in public and private communication. Users prefer sending e-mails to writing letters because the communication is almost instantaneous. Besides, you can attach any word documents, images or sound files you wish to exchange.

An e-mail has a message header with the recipient's address and the subject line. This is followed by the message body.

As when writing a letter, your writing style should fit your subject and the person(s) you are addressing. If your addressee is a peer or friend, you may use slightly informal language.

PREPARATION

- 1) Study the task carefully. Look for information on
 - your addressee
 - aspect(s) you should be dealing with in your e-mail
 - the purpose of your e-mail, e.g. informing someone about an issue, expressing your own opinion on a problem.
- 2) If you are asked to base your e-mail on information from a text, study the text carefully. Find and underline the information that is relevant to the task, e.g. ideas you are expected to present or comment on.
- 3) Note down the main ideas about the aspect(s) you want to focus on.
- 4) Put your notes in a convincing/logical order.
- 5) Make sure the content of your notes is relevant to the task, your addressee and the purpose of your e-mail.
- 6) Note down a subject line that fits the content of your e-mail.
- 7) Make sure you understand whether you are expected to write a formal e-mail or an informal e-mail. Address your recipient accordingly:

	Type of e-mail	Addressee	Phrases
Greeting	formal e-mail	person of authority / adult you do not know well; name known	Dear Mr/Mrs/Ms ... (addressee's surname),
		representative of a company / an organization; name not known	Dear Sir or Madam / To whom it may concern,
	informal e-mail	peer/friend/family	Hi/Hey/Hello ... (addressee's first name),
Good-bye	formal e-mail	person of authority / adult you do not know well; name known	Yours sincerely, (BE) / Sincerely (yours) (AE) (Signature = your full name)
		representative of a company / an organization; name not known	Yours faithfully / Sincerely (Signature = your full name)
	informal e-mail	peer/friend/family	Take care / Best wishes / All the best / Bye / See you soon, ... (Signature = your first name)

3.1 Writing an e-mail outlining information from a German text (mediation task)

3.1.1 Criteria for writing an e-mail outlining information

WRITING THE E-MAIL

SUBJECT LINE

- Write a subject line that fits the content of your e-mail.
- Do not use a translation of the heading of the German text at hand.

GREETING

- Choose a greeting that fits your addressee.

INTRODUCTION

- Start with a capital letter, even though you have used a comma after the greeting.
- State your purpose for writing and explain why you are outlining the information from the German text. Refer to your addressee and what he/she is interested in.
- Clearly define your topic and name the aspect(s) you are focusing on.
- Give the source of the information you are summing up.
- Paraphrase the heading of the German text.

MAIN PART

- Focus on outlining the aspect(s) you are expected to present/deal with.
- Leave out smaller/irrelevant details.
- Do not translate passages from the text at hand.
- Present the ideas in a logical order. You do not need to follow the structure of the German text.
- Give necessary explanations (e.g. typical German terms, concepts, or public figures)

CONCLUSION

- Indicate that you are coming to a conclusion using phrases such as *in short*, *as you can see*, *as presented above*, *overall*, etc.
- When outlining information, it is enough if you write one final sentence summing up the overall idea. But do not repeat what you have said above word for word.
- Choose a good-bye that fits the person you are addressing.

THROUGHOUT YOUR TEXT

- Write clear sentences.
- Use linking words, but be careful with lengthy sentences; unlike German, English tends to use shorter sentences.
- Follow a clear and logical structure and use paragraphs.
- Use vocabulary that is appropriate for your addressee and purpose.

POINTS TO REMEMBER

- In a mediation task you are expected to inform your readers about ideas which you have found in German texts.
- Consider what your addressee is interested in and focus on aspect(s) relevant to him/her.
- Do not express your own opinion on the ideas you are outlining.

3.1.2 Self-assessment grid for writing an e-mail outlining information from a German text (mediation task)

Use this self-assessment grid to evaluate your own work or your fellow students' texts.

☺ - Yes, well done ☻ - OK, but needs some improvement ☹ - No, needs improvement

Criteria	Date:			Date:			Date:		
	☺	☻	☹	☺	☻	☹	☺	☻	☹
Beginning									
I have written a subject line which refers to my topic.									
I have used a formal or an informal greeting .									
Introduction									
My first sentence begins with a capital letter .									
I have introduced the topic and purpose of my e-mail.									
I have given my source , paraphrasing the German title of the text at hand.									
I have made an overall statement on the aspect(s) my e-mail focuses on.									
Main part									
I have outlined the most important points .									
I have explained names/concepts typical of Germany .									
I have not given my personal opinion.									
Conclusion									
I have summed up the overall idea .									
I have finished with a formal or friendly good-bye .									
Final check									
I have made sure I have completed the task , in terms of the									
- topic and purpose of my e-mail									
- aspect(s) I have been asked to focus on									
- addressee I am writing for.									
I have chosen a style which is suitable for my addressee .									
I have used paragraphs and linked my ideas in a logical way.									
I have avoided repetitions by using synonyms/paraphrases .									
I have checked collocations/prepositions using a dictionary.									

3.2 Writing an e-mail discussing / commenting on a problem

3.2.1 Criteria for writing an e-mail discussing / commenting on a problem

WRITING THE E-MAIL

SUBJECT LINE

- Write a subject line that fits the content of your e-mail/attracts your addressee's attention.

GREETING

- Choose a greeting that fits your addressee

INTRODUCTION

- Start with a capital letter, even though you have used a comma after the greeting.
- Briefly introduce yourself if your addressee does not know who you are.
- State your purpose for writing, e.g. commenting on ideas expressed by your addressee.
- Clearly define your topic and name the aspect(s) you are focusing on.

MAIN PART

- Write in a way that suits the purpose of your e-mail.
- Explain your position in detail.
- Give well-founded arguments and convincing reasons.
- Give examples and refer to important facts to back up your arguments.
- Refer to counterarguments and show that you can refute them.
- Make clear which points are the most important ones.

CONCLUSION

- Indicate that you are coming to a conclusion using phrases such as *in conclusion, on the whole, finally, as a result, etc.*
- Sum up your position and your main arguments. Do not, however, use the same phrasing as you used to introduce your arguments.
- Choose a good-bye that suits the person you are addressing.

THROUGHOUT YOUR TEXT

- Write clear sentences. Use linking words, but be careful with lengthy sentences, unlike German, English tends to use shorter sentences.
- Follow a clear and logical structure and use paragraphs.
- Use vocabulary that is appropriate for your addressee and purpose.

POINTS TO REMEMBER

- Make sure what you write serves the purpose of your e-mail.
- Make sure you refer to material at hand as well as to your knowledge on the issue.
- Make sure you convey your opinion in a convincing way.

3.2.2 Self-assessment grid for writing an e-mail discussing / commenting on a problem

Use this self-assessment grid to evaluate your own work or your fellow students' texts.

☺ - Yes, well done ☺ - OK, but needs some improvement ☹ - No, needs improvement

Criteria	Date:	Date:	Date:						
	☺	☺	☹	☺	☺	☹	☺	☺	☹
Beginning									
I have written a subject line which refers to my topic / attracts my addressee's attention.									
I have used a formal or an informal greeting .									
Introduction									
My first sentence begins with a capital letter .									
I have briefly introduced myself if my addressee does not know me.									
I have introduced the topic and purpose of my e-mail.									
I have stated my opinion and explained my position.									
Main part									
I have given convincing arguments with explanations and examples .									
I have referred to the text(s) at hand, other sources and my knowledge on the issue.									
I have put forward the most important arguments / refuted counterarguments where possible.									
Conclusion									
I have summed up my position and main arguments .									
I have made a general final statement / given an outlook .									
I have finished with a formal or friendly good-bye .									
Final check									
I have made sure I have completed the task , in terms of the									
- topic and purpose of my e-mail									
- aspect(s) I have been asked to focus on									
- addressee I am writing for.									
I have chosen a style which is adequate for my addressee .									
I have used paragraphs and topic sentences and linked my ideas .									
I have avoided repetitions by using synonyms/paraphrases .									
I have checked collocations/prepositions using a dictionary.									