

# COLUMNS

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KNOW HOW

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# TIPS AND TRICKS

# NO.1

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- Make it personal - you are always given a subject to write about but make it yours, adapt it to your own view and concerns.
- Your column, your thoughts. That is your space to expose your opinion, please do. Readers are not expecting you to doubt yourself, uncertainty and non-answers are allowed but sentences like "in my opinion" is not necessary.

## NO.2

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Clarity - draft a first version with the main topics before you start writing. After you make a structure/ outline writing flow is easier.

## NO.3

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- Develop your style- a column is one of the most interesting journalistic genres to write because you are allowed to have a certain personality when writing, rather than being only objective. Might sound strange when you read it but style in writing is just as intonation on oral speech, yours is unique.

## NO.4

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- Be aware of your audience- posting online reaches many other readers other than your classmates or professors. People who are not as savvy as you concerning RI may read your articles and they will not be able to understand your point if you assume a priori that people master this subjects as you.

# NO.5

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- Avoid obvious statements- unless it is used occasionally, writing a whole column using the arguments that everyone knows about, is rather boring.

# NO.6

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- Keep coherence- as any good story, a column has always an introduction, body text and a conclusion, make sure that together they make a story line.



# NO.7

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- Use examples, actual happenings- illustrating your point of view with real happenings always strengthen your arguments. You will have to ponder how pertinent and relevant they are, but is a good move in every journalistic genre.

# NO.8

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- **ALWAYS** read your column after writing it, **ALWAYS**.

## NO.9 - THE SPECIAL ONE

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- READ EACH OTHERS COLUMNS - as in everything in life, you learn by watching and repeating. Writing columns is definitely the way to improve but reading others is also a very good strategy.



NOW YOU KNOW IT  
ALL