

Checklist for Writing Leaflets

Content

- see task input
- keep to the topic
- be informative and persuasive
- you are informing somebody and advertising something

Target reader

- for an interested party
- a potential buyer, customer, etc.
- for the general public (to inform and/or persuade)

Style/Language

- neutral register
- informative and persuasive/appealing language
- you can address the reader directly

Length

- keep to the given word length (+/- 10%)
- around 250 words

Title

- must be concise, relevant and eye-catching

Structure

- opening
- 3 body paragraphs with sub-headings (see 3 bullet points)
- ending

Layout

- title
- clearly separated sections
- leave out a line between sections
- each section has an underlined sub-heading

Exemplarische Schreibaufgabe auf Niveau B2 für Englisch

LEAFLET



The *International Organisation for the Exchange of School Students* (IOESS) would like to include Austrian secondary schools in its programme. They have asked Austrian students to design leaflets to invite students from all over the world to spend a semester at an Austrian secondary school. The students who design the best leaflets can spend a semester at a school in the country of their choice.

In your **text for the leaflet** you should:

- explain how students benefit personally from such an exchange
- outline things the students can do in Austria
- persuade the readers that learning German is good for their career

Divide your leaflet into **sections** and give them **headings**. Write around **250 words**.