

AICE English Language Summer Writing

Style Guidelines

Section A: Imaginative Writing

The key to writing successful imaginative pieces is vivid description and specificity!

1. **Short Story Opening:** When asked to write the opening to a short story, focus on establishing time and place, character, and motivation. Do not reach a climax. Do not conclude your tale. Short stories often include dialogue, too. All the while, include specific, vivid descriptions.
2. **Descriptive Piece:** Paint a picture with your words. Imagine you are describing the scene, object, individual...whatever the subject...as seen through binoculars with particular attention to sensory details: sights, sounds, scents, textures, and tastes.

Section B: Writing for an Audience

The key to writing successfully in Section B is knowing your audience and creating voice!

3. Articles are attention grabbing, informative, and easy to read because of their semi-formal, conversational style. A headline and subheadings are essential components of articles, and quotes and examples are musts. Know your target audience; this will determine the vocabulary and tone of your article.
4. A speech must be credible, relevant, and memorable. Relate the speaker to the subject matter through a brief, first person narrative. Include catchy phrases, rhetoric, emotional appeals, repetition, questions, and direct addresses to the audience.