

# MasterEnglish for Marketing & Communication

## Opinion writing

The English language is a work in progress. Have fun with it.

*Jonathan Culver*

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progress. Have  
work in  
language is a

A practical reader helping you to develop your language skills through discussion, role-plays, presentations, vocabulary development, language analysis and negotiating practice

*This reader belongs to:*

*Name:*

*Class:*

## Studiewijzer

	<b>Onderwerp</b>	
	<b>Context</b>	
	<b>Leerdoelen</b>	
	<b>Leeractiviteiten</b>	
	<b>Tijd</b>	
	<b>Leermiddelen</b>	
	<b>Voortgang en beoordeling</b>	<b>Cijfer</b>
<p>De volgende items zijn van invloed op het periodecijfer:</p> <ul style="list-style-type: none"> <li>- Deadlines niet gehaald: cijfer 1</li> <li>- Reader niet gedaan: cijfer 1</li> </ul> <p><b>Herkansing:</b></p> <ul style="list-style-type: none"> <li>- Herkansing reader Periode 3/ Nedercom: 1 week voor toetsweek 4</li> </ul>		

STUDY PLANNER		PERIOD 4
Resources: A. <a href="http://Masterenglish.nl">Masterenglish.nl</a> B. <a href="http://www.nedercom.nl">www.nedercom.nl</a>		Department: Marketing & Communicatie
<b>Week</b>	<b>Writing Opinions &amp; Nedercom chapter 7</b>	<b>p</b>
17 20-04-20	Read introduction; start brainstorming	
18 27-04-20 Royal Monday	Holiday	
19 04-05-20 5 May Liberation Day	Choose topic - write your opinion on any chosen topic (min. 100 words) (Monday and Tuesday no school)	
20 11-05-20	Mail 'article'	□
21 18-05-20 Ascension	(Thursday and Friday ascension) Choose new topic.	
22 25-05-20	Mail 'article'	?
23 01-06-20	Choose new topic. (Monday - Pentecost)	
24 08-06-20	Mail 'article'	?
25 15-06-20		
26 22-06-20	<b>Mail 4th article</b> <b>Cijfer P4 is gebaseerd op 2 wekelijkse deadline gehaald van de digitaal aangeleverde 4 artikeltjes</b> <b>Nedercom H. 7</b>	?
27 29-06-20	<b>Herkansingen portfolio's</b>	

## Comments (Stating your opinion)

### Reason

There are many real-life situations where you have to state your opinion, e.g. a friend asks you for advice, your manager or teacher wants to hear your opinion on a business matter.

In English lessons, this is also a popular way of testing your English writing skills.

### Preparation

**Think about the topic first. What's your opinion? What arguments can you use to support your ideas?**

### Typical Tasks

- **Comment** (stating your own opinion)  
state your opinion and give examples and arguments that support your opinion  
statement – reason – example
- **Compare**  
find common and distinct features  
draw conclusions
- **Criticize**  
find advantages and disadvantages  
comment on somebody's opinion (usually in a negative way)
- **Discuss**  
analyse all aspects of a problem (What is ...? / Is it okay to ...?)  
weighing the pros and cons
- **Evaluate**  
analyse a problem  
show advantages and disadvantages
- **Justify**  
support an opinion  
show advantages

**Here are some topics to comment about - choose one from the list below or choose your own.**

- Corona virus: should all schools be open again at the end of this month?
- What can governments do to stop a pandemic? Is a lockdown the solution?
- Female managers are generally better managers than male managers.
- Advertising: information or manipulation?
- Should parents be held responsible for their children's crimes?
- Should sex education be increased in schools?
- Should physical education course be mandatory in high schools?
- Should schools place more emphasis on disciplining?
- College students should have complete freedom to choose their own courses.
- Dieting does not help people lose weight.
- Should we reduce the presence of technology in our life?

## Vocabulary

### Stating your Opinion

It seems to me that ...

In my opinion, ...

I am of the opinion that .../ I take the view that ..

My personal view is that ...

In my experience ...

As far as I understand / can see, ...

As I see it, ... / From my point of view ...

As far as I know ... / From what I know ...

I might be wrong but ...

If I am not mistaken ...

I believe one can (safely) say ...

It is claimed that ...

I must admit that ...

I cannot deny that ...

I can imagine that ...

I think/believe/suppose ...

Personally, I think ...

That is why I think ...

I am sure/certain/convinced that ...

I am not sure/certain, but ...

I am not sure, because I don't know the situation exactly.

I am not convinced that ...

I have read that ...

I am of mixed opinions (about / on) ...

I am of mixed opinions about / on this.

I have no opinion in this matter.

### Outlining Facts

The fact is that

The (main) point is that ...

This proves that ...

What it comes down to is that ...

It is obvious that ...

It is certain that ...

One can say that ...

It is clear that ...

There is no doubt that ...

## **Agreeing and Disagreeing**

### **Agreement**

There are many reasons for ...  
There is no doubt about it that ...  
I simply must agree with that.  
I am of the same opinion.  
I am of the same opinion as the author.  
I completely/absolutely agree with the author.

### **Qualified Disagreement**

It is only partly true that...  
I can agree with that only with reservations.  
That seems obvious, but ...  
That is not necessarily so.  
It is not as simple as it seems.  
Under certain circumstances ...

### **Disagreement**

There is more to it than that.  
The problem is that ...  
I (very much) doubt whether ...  
This is in complete contradiction to ...  
What is even worse, ...  
I am of a different opinion because ...  
I cannot share this / that / the view.  
I cannot agree with this idea.  
What I object to is ...  
Unlike the author I think ...

## **Conjunctions, Examples, Additions and Conclusion**

### **Linking Arguments**

First of all, I think ...  
Not only that, but I also think that ...  
Not only are they ..., they are also ...  
They are not ..., nor are they ...  
There are various/several/many reasons for this.  
First, ... / Firstly, ...  
Second, ... / Secondly, ...  
Moreover, ... / Furthermore, ... / In addition, ...  
Another significant point is that ...  
Finally, ...  
On the one hand, ... On the other hand, ...  
In contrast to this is ...  
Because of ...  
That is why ...  
After all, ...  
The reason is that ...  
In that respect ...

The result of this is that ...  
Another aspect/point is that ...  
It is because ...  
Although it is true that ... it would be wrong to claim that ...  
That may sometimes be true, but ...  
One could argue that ..., but ...

### **Providing Examples**

Take for example (the case of) ...  
Look at ...  
For instance ... / For example ...  
Let me give you an example.

### **Additions and Conclusion**

Most probably ...  
It appears to be ...  
It is important to mention that...  
As I already indicated ...  
In other words, ...  
I am most concerned about ...  
I should like to repeat once again that ...  
I should like to emphasise that ...  
I would (just) like to add ...  
So all in all I believe that...  
(In) summing up it can be said that ...  
Weighing the pros and cons, I come to the conclusion that ...