

## FG Genres

- Diaries
- Opinions
- Interviews
- Case Studies
- Insights

## Genre Guidelines

### 1) Diaries (written in first person / story to be presented on a personal level)

#### *Introduction:*

Have a narrative introduction making a personal statement by featuring a past experience, a specific thought or feeling related to the topic you will introduce. In the first paragraph you have to make clear the topic of your article and its purpose.

#### *Body:*

Keep a narrative format including some anecdotes, cheeky writing and even a bit humorous? Follow a personal line but don't make it too personal, just enough so that the reader can identify himself/herself with your experience.

#### *Conclusion:*

Make a sound conclusion that wraps up your thoughts and also recalls the first paragraph of your article. Find a way to spark the interest of the reader to follow up on your thoughts.

#### *Style:*

The text must have no more than 550 words.

### 2) Opinions (written in first person) (Present opposite views of at least two experts on the topic)

#### *Introduction:*

Have a narrative introduction making a general statement or using a quote

that could very well introduce your topic. In the first paragraph you have to make clear the topic of your article and its purpose, the questions you are trying to answer and the side you are supporting.

*Body:*

Develop an argument in which you can include quotes of two different viewpoints (minimum of two different interviewees). One paragraph supports the case and the other paragraph challenges this case. You need to use subtitles to introduce the opposite views. Use bullet points to explain the main points of your interviewees.

Your third paragraph merges these thoughts and brings a short analysis leading to the conclusion which is your opinion.

*Conclusion:*

Make a sound conclusion that wraps up your thoughts and also recalls your position on the subject and even invite your readers to join the discussion through some 'food for thought' type of statements, questions, etc

*Style:*

The text has to have no more than 700 words.

### 3) **Interviews** (written in first person including a set of 5 short questions)

*Introduction:*

Have a narrative introduction making a personal statement by featuring a past experience, a specific thought of feeling related to the person you will introduce. You could also have a more general introduction talking about the matter that you will discuss with your interviewee. A second paragraph will follow with a concise summary focusing on the highlights of the interview.

*Body:*

Include five questions and answers. The questions need to be short and to the point.

*Conclusion:*

Include one or two sentences wrapping up the interview and the whole

purpose of the interview inviting your readers to engage in the discussion or why they should follow the person you chose to interview.

*Style:*

The text has to have no more than 600 words.

4) **Case studies** (written in third person / include an accurate but short research of an specific topic, with references and good arguments)

*Introduction:*

Have a narrative introduction making a general statement or using a quote that could very well introduce your topic. In the first paragraph you have to make clear the topic of your article and its purpose and the questions you are trying to answer, introduce your research question and predicted answer or hypothesis.

*Body:*

In-depth analysis of a specific topic. This section will be separated in sections with subtitles. It will use citations (no more than 15) and quotes of experts. You will present pros and cons of the topic you are presenting and develop an analysis that will be well supported by your own research. You can cite previous work of other people, studies and projects that could support the development of your argument.

*Conclusion:*

Make a sound conclusion that wraps up your thoughts based on evidence found making very clear the position you stand for. You will include some recommendations (use bullet points) on what could be done with the subject you are presenting, how the discussion should move forward.

*Style:*

The text has to have no more than 1500 words.

5) **Insights** (written in first or third person / include tips, practical advice and informative content from behind the scenes)

*Introduction:*

# *FG* MAGAZINE

Have a narrative introduction making a general statement, use a quote that could very well introduce your topic or make it more personal. In the first paragraph you have to make clear the topic of your article and its purpose, summarising the main practical advice and insights from behind the scenes you will bring to your audience.

## *Body:*

You explain the “behind the scenes” aspect of your topic supported by at least the quotes of one insider interviewee. You could develop a good play ground to better understand how a product is used or is made or give practical advice by using some bullet points.

You need to use subtitles to split the text (a minimum of two subtitles). Each subtitle needs to include a paragraph supported by a quote. (Please see link below).

<http://www.thefashionglobe.com/rani-zakhem-art-gown>

## *Conclusion:*

Make a sound conclusion that wraps up your thoughts and also recalls the first paragraph of your article.

## *Style:*

The text has to have no more than 600 words.