



TASK 6: WRITING A PRESS RELEASE

ACTIVITY 1: WRITE A PRESS RELEASE FOR YOUR PRESSURE GROUP

TEACHER'S NOTES

Using the Explics website or printed version of the materials, link to the example press releases used in the exercise. Other examples are easy to find on the web too.

Divide the class into groups and ask each to visit several pressure group websites and find examples of press releases they like as an alternative or for comparison/contrast.

Ask the groups to identify the key features in each example – opening sections, paragraphs building up the story, closing sections. The groups can also look at tenses, style and vocabulary.

Ask the group(s) to plan their own press release and to incorporate each of the points highlighted.

The Explics materials for Task 6 cover –

- Opening sentences / topic sentences
- Key points on tenses, active voice, being direct, sticking to the point, nominalisation and using an event based style
- Closing section

Examples are included with relevant weblinks but these could easily be supplemented by students finding their own examples