

# Introduction to Column Writing

- A. Read “How to Write Opinion Columns that Keep the Reader Engaged.”
  - a. While reading, answer the following:
    1. Discuss two common problems of writing a column.
    2. What are four writing techniques that a columnist must be aware of and apply regularly when writing a column?
    3. How is column writing different from article writing?
  
- B. Next, read “How to be a Columnist.”
  - a. While reading, answer the following:
    1. What are you freer to do when it comes to column writing?  
How can this sometimes be a bad thing?
    2. What are three things a columnist must be mindful of when choosing a topic?
    3. What is something that can often hinder a columnist?
  
- C. Finally, read “Column Writing Tips.”
  - a. Answer:
    1. Who typically prefers to write columns and why?
    2. According to this author, explain what makes column writing harder than other types of journalism writing?
    3. What three things can help someone become a “good thinker?”
    4. What must columnists be prepared to do when writing a column?
    5. List two tips you think you’re already good at and will benefit you as a columnist.
    6. List two tips you think you need to work on in order to be a successful columnist.