WRITING CAMBRIDGE ENGLISH · B1 → C2

Article

Write for a magazine or website: grab the reader's attention and keep it until the last line.

Plantilla para escribir un article en los exámenes Cambridge: título, gancho, estructura, frases y modelo.

1 Where will you write it?

En qué examen aparece

A2	B1	B2	C1	C2
A2 Key	B1 Preliminary	B2 First	C1 Advanced	C2 Proficiency
Not in this exam	~100	140–190	Not in this exam	280–320
	Part 2 · option (article or story)	Part 2 · option		Part 2 · option

There is no article task in C1 Advanced.

2 Know your reader

Lector, registro y objetivo

WHO READS IT?
Readers of a magazine, blog or website — people like you.

REGISTER
Semi-formal or informal. Lively, personal and engaging.

YOUR GOAL
Interest and entertain the reader while answering the questions in the task.

3 Structure

Estructura párrafo a párrafo

Title Título	Short and catchy. Questions or wordplay work well.	
Hook Introducción	Talk to the reader: a question, a surprising fact, a short story.	**30** words
Point 1 Párrafo 2	Answer the first question in the task with examples.	**50** words
Point 2 Párrafo 3	Answer the second question. Add your experience.	**50** words
Ending Final	Round off: advice, opinion or a question to the reader.	**30** words

Word guide based on a B2 First article (140–190 words). Adjust for your level.

4 Plan your time

Cómo repartir el tiempo

2–3 min	5 min	25–30 min	5 min
Read	**Plan**	**Write**	**Check**
Underline every point.	Paragraphs + key phrases.	Follow your plan.	Use the checklist.

One task at B2–C2 ≈ 40–45 minutes. B1 Preliminary ≈ 20 minutes per task: same four steps, shorter.

5 Useful language

Frases útiles por nivel

Function	B1 B2 Good	C1 C2 Even better
Hooking the reader Enganchar	Have you ever...? · Imagine... · Did you know that...?	Picture the scene: ... · Let's face it, ... · It's no secret that...
Talking to the reader Implicar	You might think... · If you're like me, ...	We've all been there. · Believe it or not, ...
Personal touch Experiencia	I remember when... · For me, ...	Speaking from experience, ... · I'll never forget...
Describing Describir	amazing · really useful · great fun	breathtaking · a real eye-opener · second to none
Ending Terminar	So why not give it a try? · In the end, ...	So, what are you waiting for? · All in all, ...

6 What the examiner checks

Los 4 criterios de corrección

Content
Contenido
Answer all the questions in the task, with examples or experiences.

Communicative Achievement
Registro y efecto
Engage the reader: title, direct questions, a lively tone.

Organisation
Organización
Clear paragraphs. A strong opening and ending.

Language
Lengua
Varied vocabulary and sentence types: questions, exclamations, short sentences.

B1 Preliminary to C2 Proficiency writing is marked on these four criteria, each out of 5.

7 Spanish speakers' traps

Errores típicos

✗ ~~Article about my city~~
✓ **The city that never sleeps**
give it a real title

✗ ~~Hello readers!~~
✓ **Have you ever wondered...?**
no greeting — it's not an email

✗ ~~It is a very very nice place.~~
✓ **It is an amazing place.**
vary your adjectives

✗ ~~Many people think that it is good.~~
✓ **Most of us love it — and with good reason.**
engage the reader

✗ ~~Let me tell you what I think about.~~
✓ **Let me tell you what I think.**
no preposition at the end

✗ ~~I recommend you to go.~~
✓ **I recommend going. / You should go.**
recommend + -ing

8 Level up a sentence

Sube de nivel

B1	This place is very beautiful and you can do many things.	Clear, but flat.
B2	It's a **stunning** place with **something for everyone**.	Strong adjective + fixed phrase.
C1	**Whether you're into** hiking or simply relaxing, this **hidden gem** has it all.	Whether... or... + idiom.
C2	**Few places manage to** combine rugged beauty and quiet charm **quite as effortlessly** as this one.	Elegant, reader-friendly style.

9 Model answer

Respuesta modelo · B2 First

174 words

Task: Write an article for a travel website: "The best day out in your area". Where would you go, and why?

Mountains, markets and the sea — all in one day

1 Have you ever tried to fit the mountains and the beach into one day? In Murcia, it's easier than you think — and you don't even need to get up at dawn.

2 Start early in the Sierra Espuña, just an hour from the city. The forest trails are breathtaking, and in spring the air smells of pine. If you're like me and you love photography, you'll find a picture around every corner. Don't forget to stop at one of the mountain villages for a coffee.

3 By lunchtime, head south to the coast. Grab some fresh fish in a beach bar in Mazarrón and spend the afternoon swimming in the calm, clear water. Believe it or not, the sea is still warm in October!

4 Finally, drive back via Murcia for a walk along the river as the sun goes down, and end the day with dinner on a terrace in the old town. So, what are you waiting for? Pack your boots and your swimsuit!

1 Hook: a question to the reader.
2 Vivid description + direct address.
3 Expression + surprising detail.
4 Lively ending with a call to action.

10 Before you hand it in

Revisa antes de entregar

- [ ] My title is short and interesting.
- [ ] I answered every question in the task.
- [ ] I used some strong adjectives.
- [ ] The ending is memorable.
- [ ] The first line hooks the reader.
- [ ] I spoke directly to the reader (you).
- [ ] I gave examples or experience.
- [ ] I checked the word count.

11 Now you try

Ahora te toca a ti

B2 A student magazine wants articles called "A skill everyone should learn". What is the skill, and why is it so useful?

Title

Hook

Point 1

Point 2

Ending

Más inglés cada día · @mayspeak.academia

Vocabulario, trucos para Cambridge y errores típicos en Instagram y TikTok. Escanea el código o haz clic.

Instagram Tips cada semana

TikTok Vídeos cortos

Web Más recursos

MAYSpeak
Tu academia de inglés

Calle Mar Menor, 8K
30009 Murcia
+34 684 13 87 09
mayspeak.es