

A black and white optical illusion image. It consists of a dense grid of small white dots on a black background. The dots are arranged in a way that creates a strong sense of depth and movement, resembling a spiral or a tunnel. The pattern of dots is more regular on the left and becomes increasingly distorted and curved as it moves towards the right, where it forms a tight spiral. This creates a 3D effect, making the viewer feel like they are looking down a long, receding tunnel.

Narration: Relating Events

- ❑ **Opening**
- ❑ **Body**
- ❑ **Conclusion**



Narration

- ❑ **Opening:** sets the stage, provides helpful background information, notes the incident that activated the chain of events, or identifies the problem from which the action grew
- ❑ **Body:** is built around the key event, moves the action forward until a turning point is reached, contains effective time markers, conflict and dialogue are used to heighten the interest
- ❑ **Conclusion:** settles the unresolved conflicts and lends the air of completion to the narrative; sometimes includes a surprise twist, offers a reflective summary of the events, notes your reaction to them, or discusses the aftermath of the affair.

Description: Presenting Impressions

- **Beginning**
- **Body**
 - **Feature # 1**
 - ...
 - **Feature # n**
- **End**

Important Elements

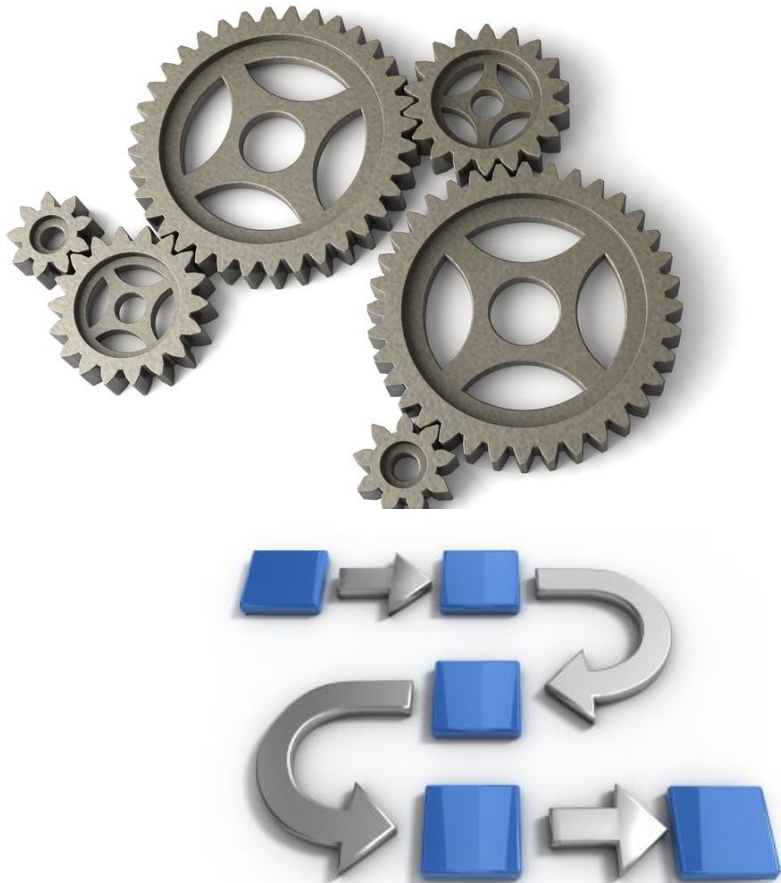
- Purpose
- Sensory impressions
- Dominant impression (overall mood)
- Vantage point
- Arrangement of details



Description

- **Beginning:** begin with an introduction that eases the recipient into your topic (historical overview, a provocative question, a captivating statement or quote)
- **Body:** develop each major feature in the order you've mapped out, signal shifts in a vantage point, use fresh and effective vocabulary
- **End:** pull your description together by (1) reacting to a dominant impression or mood, (2) spelling your message out, or (3) urging some action.

Process Analysis: Explaining How



- Opening
- Body
 - 1st action/step (+ reason for action(s) + warning)
 - ...
 - Nth action/step (+ reason for action(s) + warning)
- Conclusion

Process Analysis

- ❑ **Opening:** identify the process and try to arouse the recipient's interest (note usefulness or ease/fun of the process), list items needed and note any special conditions required for a successful outcome
- ❑ **Body:** discuss the procedure in detail, grouping related actions to form steps; indicate whether processes can unfold in only one order or there is an order of choice
- ❑ **Conclusion:** end your text with a few brief remarks that provide some perspective on the process (summary of the steps / evaluating the result / discussing its importance)

1st person Active 3rd person Active 3rd person Passive

Illustration: Making Yourself Clear

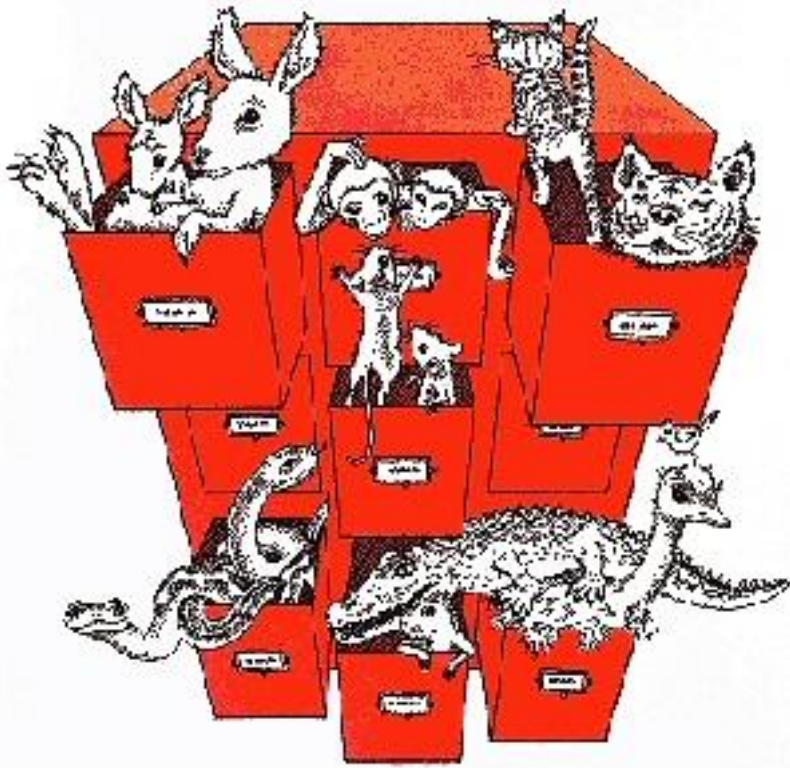
- Introduction
- Body
 - Example / Group of Examples
 - 1st supporting detail
 - 2nd supporting detail
 - Example / Group of Examples
 - 1st supporting detail
 - 2nd supporting detail
- Conclusion



Illustration

- ❑ **Introduction:** identify your topic and draw your recipient into it (if you are illustrating a personal belief, you might indicate how you developed it; if you are trying to scare sb into or away from sth, you might start with an arresting statement)
- ❑ **Body:** present one extended example, or a list of relatively brief examples, or a brief examples grouped into related categories for discussion
- ❑ **Conclusion:** conclude in whatever way seems most appropriate (express hope or recommendation that the recipient implement or avoid sth, issue a personal that grows out of the point you have illustrated)

Classification: Grouping into Categories



- ☐ Introduction
- ☐ Body
 - Category 1
 - ☐ 1st feature
 - ☐ 2nd feature
 - Category ...
 - Category n
- ☐ Conclusion



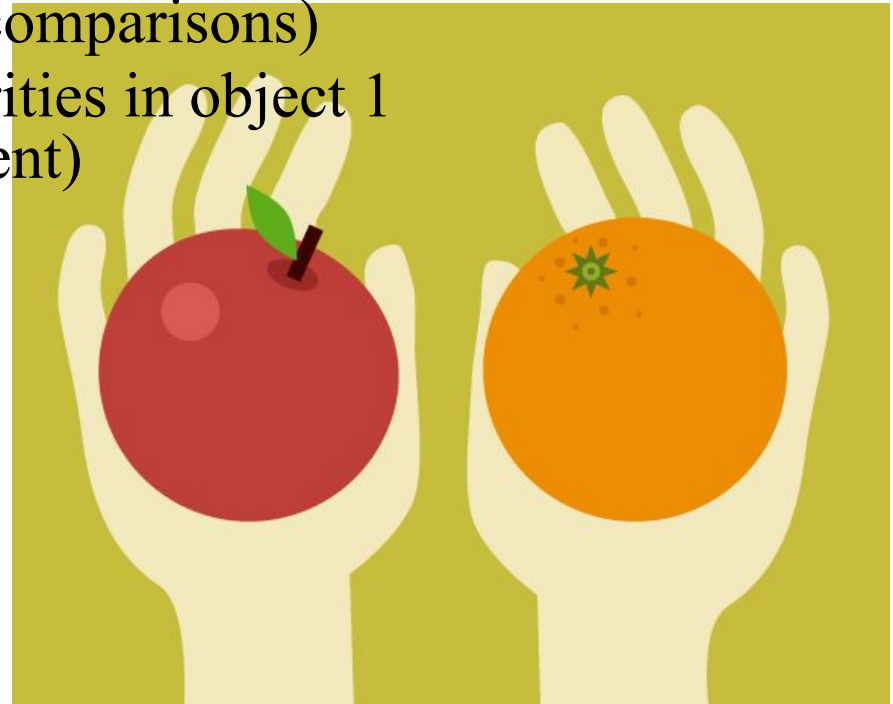
Classification

- ❑ **Introduction:** identify your topic and capture your recipient's attention (modern state of affairs, anecdote, cite a personal experience, etc.)
- ❑ **Body:** discuss your categories in whatever order best suits you (by importance, by categorizing principles); make sure that the arrangement of material within categories follows a consistent pattern
- ❑ **Conclusion:** may vary (prediction, recommendations, hope)

Comparison: Showing Relationships

The BLOCK PATTERN (shorter comparisons)

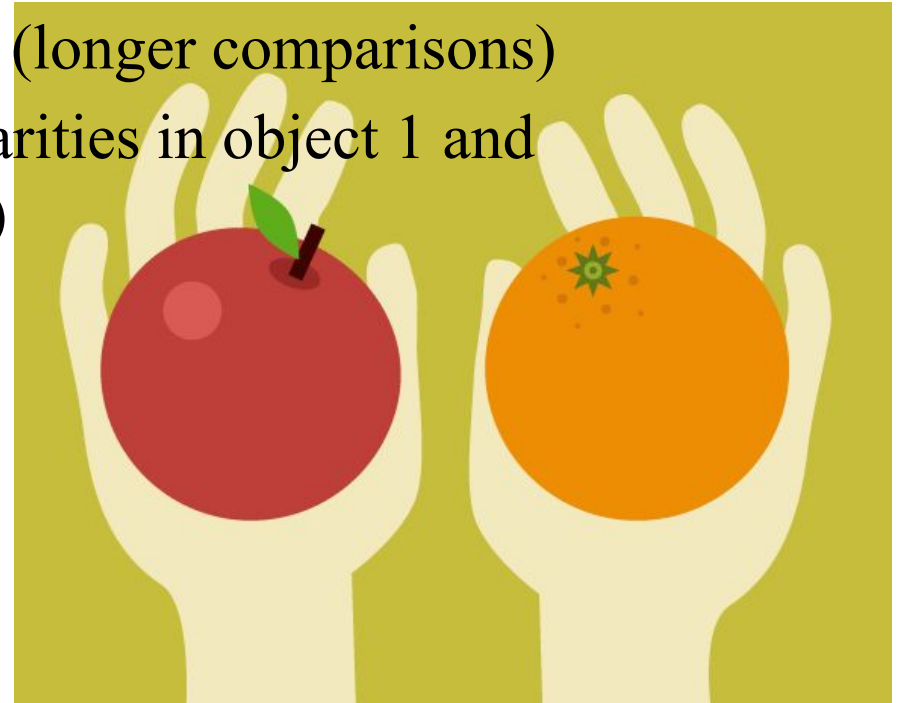
1. Introduction (mentions similarities in object 1 and object 2, making a statement)
2. Specific points about object 1
 1. Quality 1
 2. Quality 2
 3. Quality n
3. Specific points about object 2
 1. Quality 1
 2. Quality 2
 3. Quality n
4. Conclusion (reasserts the statement)



Comparison: Showing Relationships

The ALTERNATING PATTERN (longer comparisons)

1. Introduction (mentions similarities in object 1 and object 2, making a statement)
2. Quality 1
 1. Object 1
 2. Object 2
3. Quality 2
 1. Object 1
 2. Object 2
4. Conclusion (reasserts the statement)



Comparison

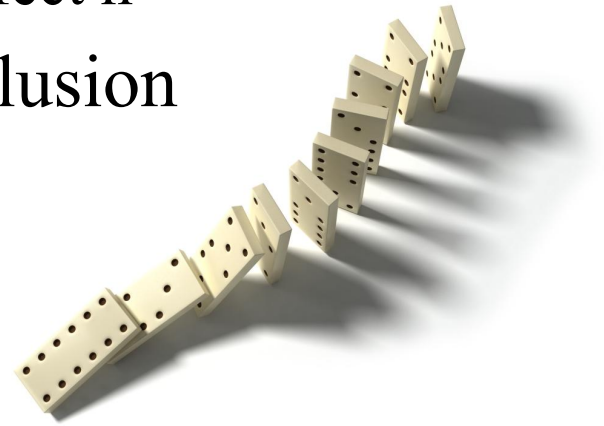
- Analogy is a special type of comparison, which calls attention to one or more similarities underlying two different kinds of items that seem to have nothing in common.
 - Explains unfamiliar through familiar
 - Highlights the unfamiliar in order to help illuminate the familiar

Cause and Effect: Explaining Why



"What do you mean 'it just happened'?
Didn't we discuss cause and effect?"

- Introduction (identifies cause)
- Body
 - Effect 1
 - Effect ...
 - Effect n
- Conclusion





Cause and Effect

- Introduction (identifies effect)
- Body
 - Cause 1
 - Cause ...
 - Cause n
- Conclusion



Cause and Effect

- Introduction (identifies the problem)
- Body
 - Cause 1
 - Effect 1
 - Cause 2
 - Effect 2
- Conclusion



Cause and Effect

- Introduction (identifies the problem)
- Body
 - Cause 1
 - Cause 2
 - Cause 3
 - Effect 1
 - Effect 2
 - Effect 3
- Conclusion

Definition: Establishing Boundaries

- Synonyms
- Essential definitions
- Extended definitions



dic · tio · nary · n.

1: a book everyone should own

2: you might want to buy two just in case

3: maybe yours is old and you need a new dictionary

feet

(noun)

a device used for
finding Legos in the
dark

Definition

- Broad category + distinguishing features
- It may include other methods of text development: narration, description, illustration, process analysis, classification, comparison, cause and effect/
- Definition by negation.

Argument: Convincing Others



The aim of argument, or of discussion, should not be victory, but progress.



ПОТОМУ ЧТО



- The rational appeal
 - Induction (from particular to general)
 - Deduction (from general to particular)
 - Analogy
- The emotional appeal
- The ethical appeal

Argument

- Position 1
 - Evidence and evaluation (established truths, opinions of authorities, statistical findings, personal experience)
 - Objections and counter-opinions
 - Consequences and conclusions

Mixing Strategies



Thank you for attention!
