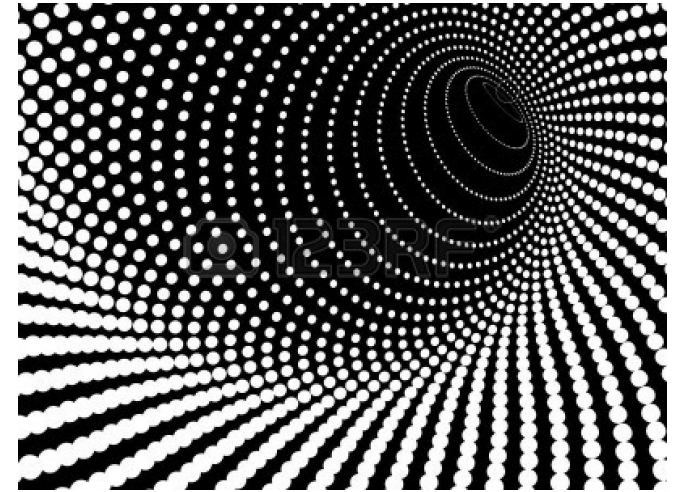


# Text Patterns



Structural  
aspects



# Narration: Relating Events

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

# Narration

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- **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



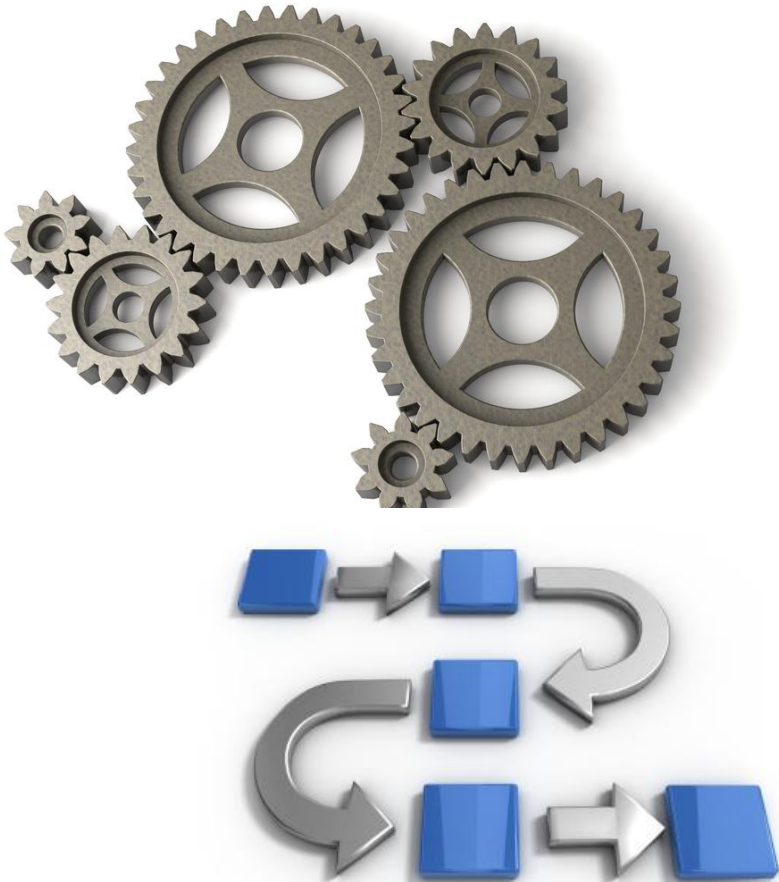
# Description

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- **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

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- Opening
- Body
  - 1<sup>st</sup> 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)

1<sup>st</sup> person Active    3<sup>rd</sup> person Active    3<sup>rd</sup> person Passive

# Illustration: Making Yourself Clear

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





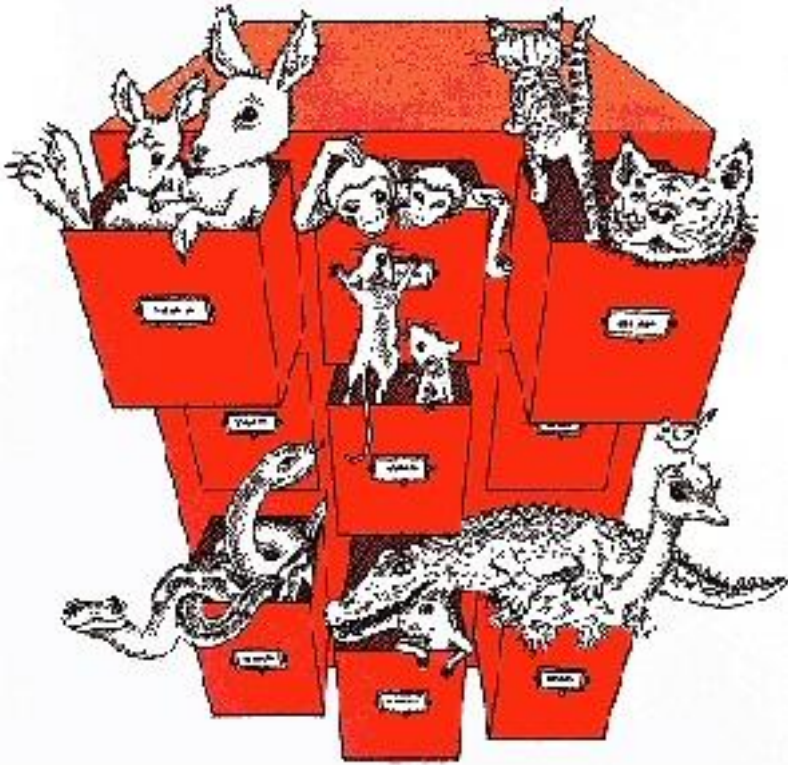
# Illustration

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- **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 list of 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 statement that grows out of the point you have illustrated)

# Classification: Grouping into Categories

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- Introduction
- Body
  - Category 1
    - 1<sup>st</sup> feature
    - 2<sup>nd</sup> feature
  - Category ...
  - Category n
- Conclusion



# Classification

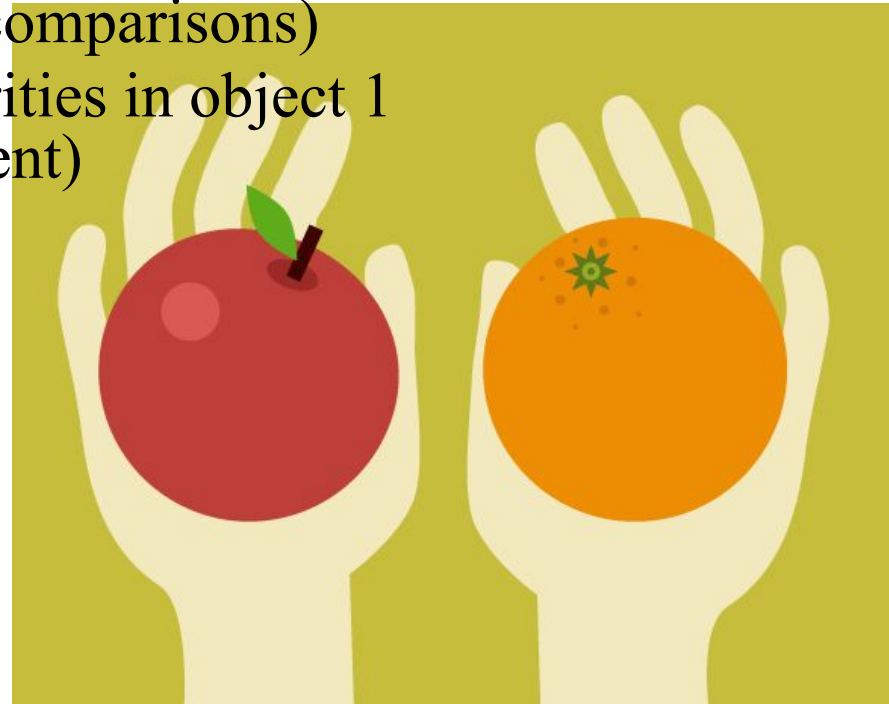
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- **Introduction:** identify your topic and capture your recipient's attention (modern state of affairs, anecdote, cite a personal experience, etc.)
- **Body:** discuss your categories in whatever order best suits you (by importance, by categorizing 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)

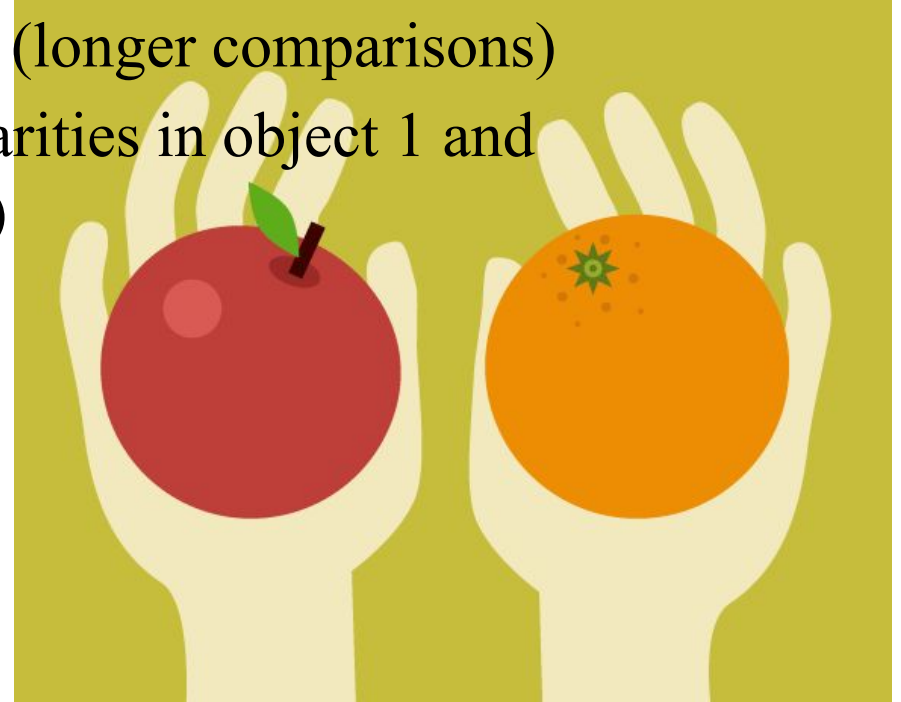
1. Introduction (mentions similarities in object 1 and object 2, making a statement)
2. Specific points about object 1
  1. Quality 1
  2. Quality 2
  3. Quality n
3. Specific points about object 2
  1. Quality 1
  2. Quality 2
  3. Quality n
4. Conclusion (reasserts the statement)



# 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

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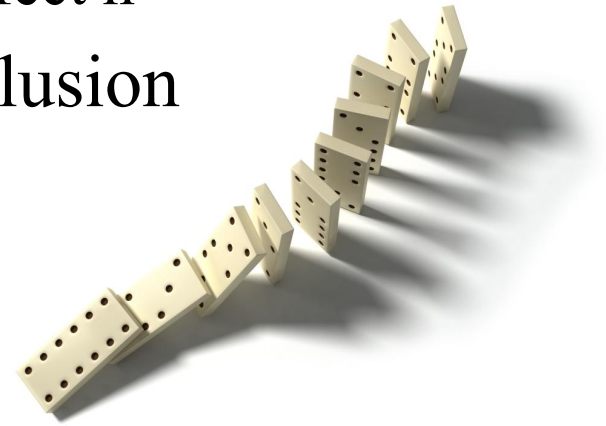
- Analogy is a special type of comparison, which calls attention to one or more similarities underlying two different kinds of items that seem to have nothing in common.
  - Explains unfamiliar through familiar
  - Highlights the unfamiliar in order to help illuminate the familiar

# 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

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- 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

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

# Mixing Strategies

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Thank you for attention!

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