

VOICE -

Gives the writing personality and a "sound of its own"

- * say what you truly think and feel
- * think about your reader
- * be yourself

IDEAS -

The message or reason for writing your paper

- * pick something important to you
- * keep it small
- * skinny it down
- * make your ideas crystal clear
- * avoid general statements

WORD CHOICE -

Precise and colorful words

- * verbs are important too
- * keep vocabulary natural
- * specific words create vivid pictures in the reader's mind

ORGANIZATION -

Gives your writing direction and moves your reader

- * begin with a strong lead
- * hook the reader
- * order your details
- * make your last sentence count
- * something to think about

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CONVENTIONS -

Make your text correct and easy to read.

- * spelling
- * punctuation
- * grammar/usage
- * paragraphing