



Persuade



Inform



Entertain

Argumentative Essentials

-  **Study sides of an issue**
Reveal perspectives; Present the strongest
-  **Develop logical reasons**
Support the position with sufficient evidence
-  **Present both sides**
Honor the opposition within the body
-  **Conclude the argument**
Don't repeat; Remind readers what's at stake
-  **Connect ideas logically**
Transition *within* reasons & *among* sides
-  **Apply a formal style**
Maintain a fair & objective tone

Informative Essentials

-  **Select a narrow topic**
Introduce the subject and a specific focus
-  **List important points**
State each reason, step, or facet
-  **Add specifics & support**
Develop ideas with examples, facts, & quotes
-  **Group related details**
Organize ideas to fit the text structure
-  **Restate the topic/thesis**
Conclude with a final thought or a *so what?*
-  **Use topic-related words**
Sound like an expert; define key terms

Narrative Essentials

-  **Create a basic plot**
Make *something* happen to someone
-  **Hook & satisfy readers**
Start & end the story intentionally
-  **Sequence time & events**
Connect action with transitions
-  **Describe the action**
Use sensory details to develop key moments
-  **"Show" close-up details**
Describe main character(s) & setting(s)
-  **Set the right mood**
Reveal character feelings & setting tone