

10 Common Purposes

CONVENTIONS SERVE IN WRITING

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CONVEY THE BASIC MESSAGE

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| 1. <i>To state</i> | Some conventions are necessary to convey or explain the basic message or meaning of a sentence. |
| 2. <i>To specify</i> | Some conventions identify a particular detail or name a certain condition within the sentence. |
| 3. <i>To elaborate</i> | Some conventions expand the basic sentence by adding more information. |
| 4. <i>To honor</i> | Some conventions show that the writer values others over himself (e.g., the reader, outside sources, etc.). |
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REFINE THE BASIC MESSAGE

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| 5. <i>To simplify</i> | Some conventions can shorten the message, conveying the information more quickly and/or easily. |
| 6. <i>To describe</i> | Some conventions will paint a picture, helping the reader to visualize exactly what the writer intended. |
| 7. <i>To emphasize</i> | Some conventions point out the importance or stress the value of something. |
| 8. <i>To connect</i> | Some conventions combine, join, or group ideas to show that they are related. |
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CONTROL THE MESSAGE

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| 9. <i>To engage</i> | Some conventions are applied to create variety, adding interest and holding the reader's attention. |
| 10. <i>To shape</i> | Some conventions affect how the sentence sounds— fast, slow, loud, soft, smooth, stilted, etc. |
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