



Persuade



Inform



Entertain




Persuasive

Essentials

-  **Identify topic & position**
Explain what you want or what you believe
-  **List many *good* reasons**
Provide solid support for why you are right
-  **Organize key points**
Order your reasons to end with your best
-  **End with what you want**
Tell readers what you expect them to do
-  **Express your attitude**
Reveal your feelings & point of view
-  **Employ exact words**
Select precise words to convince the reader

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