Drafting
Compose the first draft in a style that works for you and your group:

Outlines
Brainstorming
Clustering
Drafting

Write effective titles:

Key words + organizational markers

- The Specific Topic
- How to
- A Description of
- A Recommendation for
- A Comparison of
Choose the right type of thesis:

- Instructions
- Descriptions
- Process Analysis

- Feasibility Reports
- Recommendations
- Comparisons

Statement of Content

Proposition to Be Defended
Drafting

Statements of Content report facts.

This episode will show you how we make a pencil: with a . . .

I am writing to let you know the details of the party. Time: 6:00 pm, Date . . .
Propositions to Be Defended
argue a point.

We recommend the Camaro because . . .
The yellow signs work best because . . .
A thesis consists of

• A topic announcement
• A purpose statement
• The main point
• The support

Statement of Content: This repair guide describes the steps for repairing your screen: removing the screws, separating the casing, and replacing the glass.
A thesis consists of

- A topic announcement
- A purpose statement
- The main point
- The support

**Proposition to be defended:**
We recommend the Dodge Caravan because it has seven seats and ABS brakes.
Drafting

Put the thesis in the most useful location:

The topic and the purpose must appear at the start.

The main point and the support can come later.

All four parts need to be stated together at the end.
Choose one place to start. Take care of the edges first and then move to the inside. Use even back and forth motions until you have covered the entire area. It’s best if you use the right type of equipment. Wider is better. Finish by picking up the detritus and putting away the equipment.

What is wrong with this communication?
Drafting

Topic sentences go at the start of every section — even with a heading.

Compare:

Your computer won’t charge.
You need to replace the motherboard.

The button is stuck.
If the button is stuck in the down position, you need to clean it.
Drafting

Do all paragraphs have to have a topic sentence?

**Exceptions:**

- Important sentences that need to stand out
- Transitional paragraphs
- Paragraphs that shift the focus of the topic

Avoid over-long paragraphs—they reduce legibility. Aim for no more than an inch.
Drafting: **Which match the best?**

Rover has a golden brown, short-haired coat. He weighs approximately 75 lbs. Rover’s 4-inch long ears have rounded edges and hang below his jawline. He has brown eyes and a black nose. He enjoys dog bones and walking in the rain.

Duke is a Shar-Pei. Shar-Peis come from Asia. They have black skin and tongues. Usually they have pointy ears and a long coat. While they don’t become as large as a St. Bernard, they are still impressive animals. Because of his wonderful, loving personality we are considering getting another Shar-Pei. A good one will cost over $1000.

Prince has black and white fur and weighs about 35 lbs. His ears, about $\frac{3}{2}$ inches high, stand up straight. He has one blue eye and one brown eye. He also has a black nose. For fun, he sneaks into the bathroom to drink the water and chases cats. We got Prince from our neighbor. He came from a litter of 8 puppies.

Fifi has a white curly coat that we keep trimmed to 1 $\frac{1}{2}$ inches. She weighs in at about 20 lbs and has droopy, rounded 3-inch ears that reach about halfway down her face. She has brown eyes and a black nose. She enjoys milkshakes and visiting fire hydrants on her daily walks. Only Fifi has her tail cut into a pompom.

**Parallelism and consistency matter.**
Drafting

Use transitions to guide your readers through the text.

**Transitional words** (and, because, therefore, however, consequently . . .):

The CEO has suggested several new policies for recycling cardboard. **Therefore**, we request that you adhere to the following guidelines. **First**, please stack used boxes outside the office door. **Second** . . .
Drafting

Use transitions to guide your readers through the text.

**Repetition of key words:** Put used boxes outside of the office door. If the boxes aren’t broken, you may use them to store paper. Remember to flatten any damaged boxes.

To avoid confusion and sounding too redundant,

- Try to limit key content words to one per sentence
- Add **adjectives** to the key words
- Replace the key words with **pronouns** (as long as the reference is clear)

Don’t change terms.
We need a new computer. Ours are old and slow. They hardly ever work right with the printers and they break down a lot. Besides that, they look ugly and the customers laugh. We’re so tired of these.

To save money and time, we need to consider replacing the computers in the shipping division. We bought the current computers in 2004 and they have only 1 gigabyte of RAM. For the past two months, the computers have been displaying a “disk full” warning at start up. They also have only one USB port per tower. The slow processors cause wait times of up to one minute per transaction, and our customers are starting to complain.

It’s time to start looking for new computers. Our old ones don’t have enough memory to run the current versions of the programs we need. We’ve had them for a really long time. They were great when they were new, and all our competitors were jealous. But now they’re just getting on our nerves. They always seem to break down whenever we really need them, like when a customer needs a receipt.

Concrete detail matters.

Any concerns?
What’s wrong with these sentences?

1. From a receipt: Any door that is not sealed on all six sides cannot be returned for credit. That includes under the drip cap and top of doors. This must be done within 48 hours after delivery.

2. Janice dislikes working with Claire because she’s impatient.

3. I want the final report written by our Amex division.

4. Only use this phone in a red alert.