

Growing Your Craft to Increase Your Impact

We write for therapy for ourselves or impact on others. With the latter, we best do that by writing well, by developing our writing craft. This continuing session will explore dimensions of excellent writing, including principles of persuasion coupled with practical exercises, will then add some basic rules of writing and how we can intentionally break them for a greater impact using rhetorical strategies with exercises. We'll conclude with two sessions that can make our writing sing, as we cover four difficult but necessary marks of excellent writing: how to read our audience, how to increase the clarity of our writing, how to make it powerful and figurative.

1.	Thursday 9:30 AM	75 minutes	Intro and Changing Minds
2.	Thursday 3:15 PM	75 minutes	Knowing the Rules
3.	Friday 9:30AM	75 minutes	Breaking the Rules
4.	Friday 3:15 PM	75 minutes	Excellence in Writing, Part 1
5.	Saturday 9:30 AM	75 minutes	Excellence in Writing, Part 2
6.	Saturday 2:15 PM	75 minutes	Excellence in Writing, Part 3

1. Changing Minds: demonstrates how to effectively persuade your readers to change their beliefs or behaviors regarding your topic. We will explore Toulmin's Model of Argument and styles of reasoning to learn how to best change minds through writing.

Advantage: helps writers learn how to best influence their readers.

2. Knowing the Rules: gives a foundational understanding of how grammar basics provide structure and understanding in writing. Includes sentence class and type, pronoun antecedents, and more. But fear not, no sentence diagramming.

Advantage: gives authors a fundamental grasp of grammar and writing conventions.

3. Breaking the Rules: takes writing to a higher level by knowing when to break the rules of grammar and writing conventions--for an intentional effect. This will be done by a focus on the major rhetorical devices, coupled with practical exercises.

Advantage: helps writers to intentionally and deliberately break rules for a more powerful effect.

4. Excellence in Writing, Part 1: these two sessions examine four painful steps to improve our writing. Principles and exercises will both be used. Part 1 will cover audience orientation and clarity.

Advantage: writers learn two steps to better focused writing.

5. Excellence in Writing, Part 2: examines power and imagery as tools for excellent writing.

Advantage: writers learn two steps to more vivid writing.

6. Excellence in Writing, Part 3: moves beyond “actual” writing to a higher order of thinking and writing through the use of figurative language. We'll add some odds and ends and time for questions and answers and practical exercises.

Advantage: writers take their work to a higher level through figurative language.

Files to Send

Handouts, as one file, sessions 1-6

(next, in order of presentation, must still be organized)

Bad Analogies

Pyle

Declaration of Independence

Figurative (maybe in handout list)

Weasels, pg. 92

Elephant, abbreviated

Writing Analysis, pg 54

McKeon Openers, pg 54

Gettysburg

Writing Goals

