Writing Argument Qualities

IDFAS

the writing is clear and focused the reader knows what is important and why the claim is supported well with credible evidence

Organization

a strong lead moves the argument forward the evidence is arranged in a logical order and the elements work together use of transitional phrases connect evidence strands to one another and to the central argument the conclusion draws the evidence together into a cohesive whole

VOICE

the voice is appropriate for the audience a confident, efficient voice holds the reader's attention and shows a command of the subject

WORD CHOICE

original, ear-catching phrases strong verbs, clear nouns, and fewer adverbs and adjectives meaning is illuminated by vivid, precise words

^{© 2008} by Penny Kittle from Write Beside Them. Portsmouth, NH: Heinemann.

SENTENCE STYLE smooth, fluent sentence structure works to advance the argument writer has paid attention to repeating structures and altered them varied sentence lengths and beginnings of sentences **C**ONVENTIONS punctuation (of dialogue, colons, semicolons, and possessive nouns) is perfect intentional risks in conventions allowed if they work in the context of the piece—although these are rare in argument COMMENTS:

^{© 2008} by Penny Kittle from Write Beside Them. Portsmouth, NH: Heinemann.