**Spring 2020 English 1121 Unit 1 Lecture 9 HANDOUT**

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| **Establishing a Formal Tone**Depending on genre, argument writers often need to establish and maintain a formal style. Maintaining formality is one way to establish credibility and authority with an audience. Here are some guidelines to help do this:* Apply the conventions of standard English at all times.
* Use topic- related vocabulary often and with accuracy.
* Avoid slang and informal conversational words and expressions.
* Always maintain a respectful tone toward audience members, even if they may not agree with you.
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| **Revising and Editing Checklist** |
| **Revising** | **Yes? No? Add more?** |
| Is your piece either a news article or an editorial that introduce your Discourse Community to an outsider of the community?Find where you explain how and why the community is an example of a Discourse Community?  |  |
| What artifact from your Discourse Community do you showcase? How does it help an outsider learn about your Discourse Community?Find where you explain why the artifact is important to your Discourse Community?  |  |
| What is the publication that the article is written for? Do you have a clear audience and purpose? Does your genre and publication match the audience and purpose? |  |
| How/ where do you establish my credibility (ethos)? Find where you appeal to the emotion of the reader in your piece (pathos)?What logic (logos) do you include? Is your piece organized in a logical way? |  |
| Find where you establish and maintain a formal tone and precise language and domain-specific vocabulary? Does the tone match the tone of the publication and intended audience?Are there places where the tone is inconsistent?  |  |
| Did you organize the body into sections with headings? Is the most important information at the beginning of the article?Do you open with a Lede? Do you end with a conclusion? Do you have a compelling headline and a byline? |  |
| Did you include any of the following items:* Graphics such as: charts, tables, maps, illustrations, photos, graphs and other visual representations of information
* Illustrations or pictures
* Captions to explain graphics
* Text features such as: bullet points, sidebars/fact boxes
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| Did you include citations when quoting from or including specific information from sources to avoid plagiarism?Did you include a bibliography of sources? |  |
| **Editing** | **Yes / No/ Add More** |
| Check and correct your grammar (capitalization, punctuation). |  |
| Check and correct your order and usage of words. |  |
| Check and correct your spelling. |  |