

# ENGL 355 Term List

Andrew Pilsch

## Three Arenas

- Textual Arena
  - Patterns
  - Word Choice
- Social Arena
  - Footing
- Cultural Arena
  - Rituals of Language

## Footing

- Is Author Familiar / Distant to Reader?
- Is Author Superior / Inferior to Reader?
- What Role is the Author Playing?
- Physical Footing
  - How Would You Film This?
  - What Cues Does the Writer Give to Navigate Space?
- Social Footing
  - Social Standing (see above)
  - Social Role: various specific roles (ie. expert-novice; wit-bumpkin, etc)
  - Social Language: jargon as means of community

## Motives of Style

- Focused on Language
  - Linguistic Convention
  - Parts of Speech
  - Clause Usage
  - Clause Coordination / Subordination
- Focused on Subject Matter

- Sensory or Organizational
- Sentence Structure Mirrors Scene
- Focused on Writer
  - *Ethos*
  - Patterns / Word Choice to Establish Footing
- Focused on Reader
  - *Pathos*
  - Appeals that draw readers into agreement

## Three Styles

1. Low Style
  - **To Teach**
  - “Plain” (Language does not draw attention)
  - Simple sentences + easy complex sentences
  - Paucity of adjectives
  - Concrete rather than abstract
  - Adjectives / Adverbs judge rather than describe
2. Middle Style
  - **To Delight**
  - More Risky / Creative
  - Break the mind from pure information
  - Engage the audience in the material
  - Challenge them to think
3. High Style
  - **To Move**
  - “Poetic” (Language draws attention)

- Most complex
- Repetition, Allusion, Imagery, Abstraction
- Meant to engage emotions toward action

- Look for the news in every phrase, sentence, and paragraph
- Reduce transitional words and phrases

## Conventions

1. Clear Writing Is:
  1. Is Active
  2. Flows
  3. Organizes for emphasis.
  4. Uses familiar language.
  5. Is concise.
2. Active Writing
  1. Avoids passive voice
  2. Uses strong action verbs
3. Flowing Writing
  1. Uses a woven pattern linking known to new.
  2. A—B. B—C. C—D.
  3. A—B. A—C. A—D.
  4. A—B. B—C. B—D.
4. Points of Emphasis in a Document
  - The title
  - The abstract or summary at the beginning
  - List of conclusions at the end of a document
  - Any list or item set off from the rest of the text
  - Headings, figure and table lists, and captions
  - The first and last page of every section or chapter
  - The first and (less frequently) the last sentence in each paragraph
5. Revising for Concision
  - Cut out pretentious language
  - Reduce redundancy