

QUALITIES TEACHERS LOOK FOR IN WRITING

IDEAS

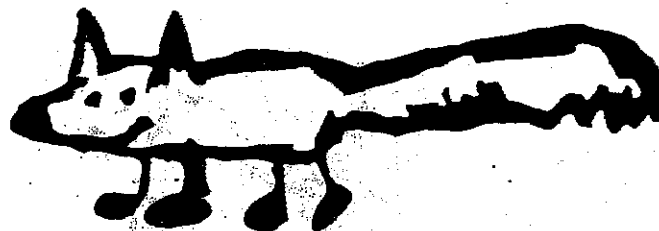
- Clarity
- Focus—a small, easy to manage topic
- *Good* information—from experience, imagination or research
- A fresh perspective
- Important, helpful details that go beyond the obvious

ORGANIZATION

- A snappy lead that gets the reader's attention
- Order and logic
- Clear connections to a main idea
- In tech or business writing, *gets to the point!*
- Easy to follow—but not too predictable
- A graceful ending—doesn't just STOP

VOICE

- Sounds human—not like technospeak
- Has the mark of *this particular writer*
- Brings the topic to life
- Is appropriate for the audience, topic, purpose
- Shows conscious concern for reader's interests, informational needs
- In tech writing, doesn't bore the reader, but doesn't get in the way either



WORD CHOICE

- Moments that stick with you
- Relies on strong verbs and precise nouns—not modifiers
- Creates word pictures
- “Just right” language—suits the topic, the audience, the purpose
- Simple language used well—never tries to impress with jargon or overblown language
- Minimal redundancy
- Technical terms are defined, as needed

SENTENCE FLUENCY

- Rhythmic
- Easy to read aloud—inviting
- Varied sentence length—some long, some short
- Tendency toward shorter, crisper sentences in tech/business writing
- Purposeful sentence beginnings:
Now, After a while, Because of this, Nevertheless, As a result, Consequently, However, Therefore. . .

CONVENTIONS

- Looks clean, edited, proofread
- Easy to decode & follow—conventions enhance meaning
- No BIG, GLARING errors that distract the reader or distort the message
- Specifically (at a minimum)—
 - *Spelling correct on simple words, correct or close on difficult words*
 - *Terminal punctuation correct; internal punctuation not misleading*
 - *Paragraphs for new topics, new speakers*
 - *Quotation marks to set off dialogue*
 - *Capitals on all proper nouns and to begin all sentences*
 - *Noun-verb agreement*
 - *No arbitrary shifts in tense*
 - *Layout has eye appeal*

