

Students learn how to polish their writing for style and correctness. *The Writer's Craft* sections examine points of design, structure, and style as well as the rules of grammar and punctuation.

Since writing is not the only way to communicate, each unit includes an oral language and or media link that suggests ways of communicating through debates, panel discussions, role-plays, multimedia presentations, magazine articles, posters and more.

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WRITER'S CRAFT: STYLE

A clear writing style helps writers convey meaning succinctly. Wordiness, however, lessens the effect of a piece of writing and weakens arguments by giving readers the impression that the writer lacks direction or is unsure about what she or he wants to say. A wordy essay is one that contains unnecessary words or phrases that contribute nothing to the meaning of what is being said. Wordiness may be the result of the writer writing the way she or he speaks, wanting to make the writing sound more sophisticated than it really is, or trying to stretch the word count to achieve an assigned minimum. It could also result from inadequate revision. Use the following suggestions to eliminate wordiness from your writing and to give your writing more impact.

Learning Goal

- eliminate wordiness

Eliminate *which* and *that* whenever possible.

Wordy: This new and better way that is being touted has strong possibilities.

Better: This new and better way being touted has strong

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MEDIA LINK

Designers of television commercials have the advantage of being able to use picture, print, sound, and motion for effect. In this activity, you will work in groups to analyze these features in detail. As you work, keep in mind what you have learned about advertisements. Your knowledge of the concepts outlined in this unit will assist you in answering the questions that follow. At the end of your group work, you will be required to share your findings with other members of the class.

Learning Goal

- analyze television commercials

Working in groups of five, come to a consensus about which television commercial you would like to analyze. Use these questions to guide your

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WRITER'S CRAFT: CONVENTIONS

Subject-verb and pronoun-antecedent agreement errors are two of the most common errors in sentences. A verb must agree with its subject, and a pronoun must agree with its antecedent (the word it replaces). Agreement refers to the relationship between two elements in a sentence.

Learning Goal

- understand and apply the rules of subject-verb and pronoun-antecedent agreement

Subject-Verb Agreement

By now, you should be familiar with most of the rules governing subject-verb agreement. Listed below are the most common rules, with examples.

If the subject is singular, the verb must be singular; if the subject is plural, the verb must be plural.

The price of natural gas is rising.
singular subject singular verb

Methane digesters convert garbage into methane and compost.
subject plural plural verb

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GRAMMAR

Parts of Speech

Noun

A **noun** is a word that names a person, place, thing, quality, or idea.

Person	Place	Thing	Quality	Idea
teacher	classroom	train	honesty	poverty

A **proper noun** is the name of a specific person, place, or thing. All other nouns are common nouns.

Specific Person	Specific Place	Specific Thing
Wayne Gretzky	Toronto	Windows 2000

Abstract nouns refer to qualities or ideas; **concrete nouns** refer to entities that can be experienced using the senses.

Abstract Nouns	Concrete Nouns

Over 75 review/practice blackline masters in the teacher's guide will help students apply these skills confidently and correctly.

A **Handbook** section at the back of the book serves as a handy reference for all writing projects.