HANDOUTS

HONING ANALYTIC WRITING SKILLS

Fulton T. Armstrong

SIS-730-002

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NOTES

Building Writing

WORDS

1. _____

2. _____

3. _____

HEADLINES

1. _____

2. _____

3. _____

_____

SENTENCES

1. _____

2. _____

3. _____

EXERCISE

Writing a "Snowflake"

In this exercise, you write a snowflake – a very short analysis – on a topic of interest to you.

In 40 words, write ...

- a. An argument or explanation of the issue.
- b. Something about the implications.

The sentences need not be complete or ungrammatical … and can contain ellipses.

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HOW TO WRITE ANALYSIS

Writing analysis, like any writing, is a personal process. With experience, each writer discovers the best way that he/she prepares, drafts, and hones analysis. Nonetheless, there are seven basic steps to all analytic writing.

1. ASSESS what your reader needs.
   Put yourself in your reader's shoes.
   Think of the scope of the topic and key questions to answer.
   Determine what the reader *really* needs – not just what is requested. Don't pander.

2. GATHER your information, ABSORB it, and CHALLENGE it.
   Take only the level of notes that you need to establish landmarks in your data.
   Don't build your information linearly; build it more like a Christmas tree.
   Critique your sources as you read; ask how they're influencing you.
   Mark questionable information.
   Make note of information gaps.

> **Basic, Simple Structure**
> - Grab attention and give BLUF
> - Identify drivers – explaining what's happening and why
> - Say where things are headed
> - Name "wildcards" if meaningful
> - Hit the reader between the eyes with the implications

3. LOOK FOR PATTERNS in your information.
   Find common points and parallels in your data.
   Ask again if your sources lean one way or other.
   Identify gaps again.

4. Formulate your HYPOTHESIS and build your ARGUMENTS.
   Draft your thesis sentence.
   Write sentences capturing your main points.
   Marshal facts to support your arguments.
   Start building your paragraphs. (Tick formats work well.) Keep them soft, non-linear.

5. TEST and BUILD the bond between your hypothesis, arguments, and facts.
   Ask yourself honestly if your thesis holds up.
   Reorder data and make adjustments for maximum strength.
   Go gather more information to test and strengthen your case.
   Adjust, adjust, adjust.

6. Focus on LANGUAGE and STRUCTURE
   Polish the thesis sentence and check it for consistency with arguments and facts.
   Check the structure of sentences and paragraphs.
   Edit, edit, edit.

7. Take a BREATH and REPEAT steps 4 and 5 until you're happy.

The Elements of Analytic Writing

Structure of a Simple-form Analytic Article
Main, Basic Elements to Satisfy Your Audience's Needs

Reader's Needs	Structural Element	
• Clear, meaningful summary	Thesis – BLUF	One sentence or short paragraph
• Enough facts to understand phenomenon	Factual snapshot, validation	Perhaps one quarter of paper
• Grasp of why and how it's happening	Drivers and trends	Perhaps one half of paper
• Idea of what will happen and what else could happen	Scenarios, Alternatives, and "Wild Cards"	Perhaps one quarter
• Why it's important	Implications	

What is the Author doing?

What is the writer of this report doing in each section of the text?

- Where's the BLUF? Or, if you don't see one, what would be a good one?
- Which parts are the basic facts or framing of the issue?

- Which parts are evidence or argumentation supporting a thesis?
- Which parts are the actionable conclusions the writer wants you to get?

Are Low-Fat Dairy Products Really Healthier?

What's the writer doing here?

Scan the dairy case of any grocery store, and you'll find rows upon rows of products with varying levels of fat. Nonfat, low-fat, whole: What's the healthiest option?

If you consult the U.S. dietary guidelines or health authorities like the American Heart Association or the World Health Organization, the answer is clear: Choose a fat-free or low-fat version. This recommendation stems from the idea that full-fat dairy products are high in saturated fats, so choosing lower-fat versions can reduce your risk of heart disease, said Dr. Dariush Mozaffarian, a cardiologist and professor of medicine at Tufts University.

But that guidance goes back to 1980, when the first edition of the Dietary Guidelines for Americans was published, he said. And since then, most studies on the health effects of dairy fat have failed to find any benefits of prioritizing low-fat versions over whole, Dr. Mozaffarian said.

What seems to be more important than the level of fat, he added, is which dairy product you choose in the first place. In studies that have surveyed people about their diets and then tracked their health over many years, researchers have found associations between dairy consumption and lower risks of certain conditions, such as high blood pressure, cardiovascular disease and Type 2 diabetes, Dr. Mozaffarian said.

Such benefits, he added, were often present regardless of whether people chose reduced-fat or full-fat yogurt, cheese or milk. And though full-fat dairy products are higher in calories, studies have found that those who consume them aren't more likely to gain weight.

In one study published in 2018, for example, researchers followed 136,000 adults from 21 countries for nine years. They found that, during the study period, those who consumed two or more servings of dairy per day were 22 percent less likely to develop cardiovascular disease and 17 percent less likely to die than those who consumed no dairy at all. Notably, those who consumed higher levels of saturated fat from dairy were not more likely to develop heart disease or die.

In another large analysis, also published in 2018, researchers pooled the results from 16 studies involving more than 63,000 adults. They found that, across an average of nine years, those who had higher levels of dairy fats in their blood were 29 percent less likely than those with lower levels to develop Type 2 diabetes.

This finding suggests that there may be a benefit to consuming dairy fat rather than avoiding it, Dr. Mozaffarian said. Of course, these studies can't prove that

dairy products themselves reduce certain risks of disease. That would require long-term clinical trials, which haven't been conducted, Dr. Mozaffarian said. But shorter-term trials have shown that consuming dairy products, including full-fat dairy, lowered the blood pressure of participants and did not increase weight or raise levels of LDL, or "bad cholesterol" — again suggesting that dairy fat is not harmful to heart health.

There are several possible explanations for why dairy fats may not be as harmful as previously thought — and may even be healthful, said Dr. Ronald Krauss, a professor of pediatrics and medicine at the University of California, San Francisco. Among the various types of saturated fats that can be found in foods, dairy products contain certain ones that appear to be neutral or beneficial for health, Dr. Krauss said, including those linked to reduced risks of Type 2 diabetes and coronary heart disease.

Milk fat is also naturally packaged in a unique structure called the milk fat globule membrane, said Marie-Caroline Michalski, a research director at the French National Research Institute for Agriculture, Food and the Environment. Components of this structure can help bind cholesterol in the digestive tract, potentially improving blood cholesterol levels.

It's also becoming clear that certain types of dairy foods may be better for you than others, Dr. Michalski said. Yogurt and cheese, for instance, appear to be most associated with health benefits. This may be because both are fermented foods, Dr. Michalski said, which can supply good bacteria to your gut. They also contain other beneficial molecules made during fermentation, including vitamin K, which is linked to heart health, Dr. Mozaffarian said.

Penny Kris-Etherton, a professor emeritus of nutritional sciences at Pennsylvania State University, said an independent panel of nutrition experts is currently reviewing the evidence on how saturated fat consumption affects cardiovascular disease risk. And that could lead to upcoming changes to dairy food recommendations in the United States, she said. Until then, she thinks it's best to aim for three servings of dairy per day as part of a balanced diet, as is recommended by the current dietary guidelines. Based on the most recent dairy fat data, however, it's probably OK if one or two of those servings are whole-fat milk, yogurt or cheese, she said, noting that more than that could add up to too many calories.

Dr. Mozaffarian suggests incorporating at least one or two servings of yogurt and cheese per day, given these foods' health benefits — preferably unsweetened versions to avoid added sugar. As for what fat content you should go for, "choose whatever you like," Dr. Mozaffarian said. Some studies suggest that there may be a benefit of consuming full-fat dairy products, "but I don't think the evidence is convincing enough yet to make that a dietary recommendation," he added.

Dr. Michalski prefers eating plain, whole fat yogurt; when you remove the natural fats, you lose some vitamins, such as vitamins A and D, as well as the "pleasure" and good texture, she said. Instead of butter, Dr. Kris-Etherton encourages people to use plant-based oils like olive, canola or soybean oils, or margarines made from the same oils. Butter and cream do appear to raise blood cholesterol levels more than other sources of dairy fat, Dr. Krauss said, and he recommends limiting them if you have high cholesterol.

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│                      Building Analysis                        │
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Thesis

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Framing

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Drivers & Trends

Driver	Trend
Driver 1:	
Driver 2:	
Driver 3:	
Driver 4:	

Scenarios

Scenario 1:

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Scenario 2: _____
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Wild Cards
Wild card 1: _____
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Wild card 2: _____
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Implications
Implication 1: _____
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Implication 2: _____
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Implication 3: _____
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Other Points
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Name: Good Student

Building Analysis

Thesis

[[[[[For YOU to write]]]]

Framing

Estimated 1 million people apprehended in U.S. at or near Mexico border in 2019.
Dramatic change in composition. In 2008, 90 percent were Mexicans. Now
Guatemalans, Hondurans, and Salvadorans represented nearly three-quarters,
with two-thirds composed of families or unaccompanied children. Trump Administra-
tion increasing arrests, returns, refusals – hoping to show "door is closed." Numbers
entering U.S. going down, but departures from homeland remaining steady.

Drivers & Trends

	Driver	Trend
Driver 1:	Pull factor: people think they can safely arrive in U.S., get jobs, and make a better living than they can at home.	Obama and Trump policies – including mass deportations – have sent a clear signal. This driver has become less strong.
Driver 2:	Corruption undermines everything in "sending" countries – undermining even positive programs in security, economy, education, medical, etc.	Despite internationally sponsored efforts, corruption remains extremely corrosive. Governments are tied up in scandals, undermining vigilance and clearing way for my corruption.
Driver 3:	Violence, extortion, rape, and insecurity have presented families with an existential challenge. People feel unsafe in own communities.	While violence ebbs and flows, over years it has become much worse – because of gang power struggles, lack of police, and people's sense of isolation.
Driver 4:	Gangs are invading families – stealing away youth – because families have been weakened by economic decline and inability to adapt to role of women. Youth are desperate and vulnerable.	Worsening economic conditions – includ-ing lack of opportunity – favors gang influ-ence. Gangs are increasingly filling the void left by weak government presence -- even providing social services.

Scenarios

Scenario 1: The "push factors" continue to produce growing number of people desperate enough to
leave their countries – despite risks. Trafficking will increase, and ever-more creative
means will be attempted to move migrants northward. "Northern Triangle" governments
show little/no ability or desire to stop the flow; corruption is too deep.

SIS Honing Analytic Writing Skills

Scenario 2:

Although less likely, stories of tragic consequences for migrants trying to reach/enter the U.S. could deter their departure – leaving them in place with ever-increasing levels of dissatisfaction. Popular suffering seems unlikely to shake up governments, to make them begin caring, and humanitarian crisis will be increasingly likely.

Wild Cards

Wild card 1: Another hurricane or earthquake *could* further devastate vulnerable communities, driving even more desperation and attempts to lead.

Wild card 2: Political tensions *could* spark such violence that popular movements convince governments to get serious about rooting out corruption and ensuring that international and national aid reaches the most needy – thereby reducing suffering and "push factors."

Implications

Implication 1: Based on the more likely scenario, would expect more migration – in quantity and in desperation – as people give up all hope and turn their fate over to alien-smugglers. Elites apparently feel little/no incentive to improve governance and pay for the institutions – and anticorruption efforts – necessary to address the underlying drivers.

Implication 2: Surging "push factors" are likely to fuel internal tensions – between people and government; among political parties; etc. – and between countries. Central Americans passing through Mexico, for ex., have already caused stresses there. The same will happen between Honduras, El Salvador, and Guatemala.

Implication 3: Youths in affected societies are growing up with education deficits and, in many cases, psychological issues that will further complicate solutions and progress in the future. Malnutrition condemns many children to a life with poor health, without necessary skills, and little chance of becoming contributing members of society.

Other Points

Mexico has played an enforcing role – stopping many migrants – but has not provided leadership in long-term problems, such as growing the economies.

Class and racial divisions have long contributed to inequality and, often, neglectful attitudes toward expanses of affected countries.

Anti-immigrant sentiment among some sectors in the United States apparently does not deter new arrivals.

Migrants from Central America generally become good, contributing members of U.S. society. Insofar as parents' own education permits, they encourage children to study hard.

Although U.S. political debate does not reflect it, most studies show that the U.S. benefits greatly from the low-cost, effective labor of Central American migrants.

Name: Hard-working Student

VENEZUELA: [[you provide rest of title]]

Thesis   [[for you to provide]]

Framing   Experiencing a downward spiral in economy (shrank by 65 per cent from 2013 to 2019, and by the end of 2020 will be just one fifth of the size it was when President Maduro took power); inflation (annual 3,332% in 2020); skyrocketing unemployment), poverty (reaching 96% of Venezuelans, with almost 80% suffering extreme poverty); growing signs of malnutrition; expanding electricity and water shortages; political tensions and violence. Competition between government of challenged legitimacy (President Nicolás Maduro) and shadow government (lead by "interim President" Juan Guaidó) with weak internal base but support of ~55 foreign countries. Government increasingly authoritarian; opposition increasingly unwilling to engage or even compete in elections. Between 3 million and 5 million refugees in Colombia and other South American countries.

Drivers & Trends

	Driver	Trend
Driver 1:	Over-dependence on oil ("Dutch disease") made country to vulnerable to price decline	World economy shift reduced demand, dropping prices from highs above $100 to lows of $30 (currently ~$50). Low national investment left industry unable to increase production.
Driver 2:	Economic mismanagement, including corruption and reliance on "socialist" programs	Corruption saps budgets of resources. Giveaway programs to reduce poverty not sustainable with oil drop. As need grows, crisis deepens.
Driver 3:	U.S. economic and political sanctions	Sanctions have drastically reduced ability to export oil, upon which country depends for 90% of revenues, and import many necessities. U.S. bounty ($10 million) on Maduro's head fuels tensions. Some experts say that fear of U.S. actions contributes to military and party unity behind Maduro despite signs of misgivings. Trump policies steadily hardened. While Biden signals still vague, probably remain rhetorically tough but loosen slightly.

Driver 4:	Government and opposition strengths and weaknesses	Government remains basically united despite deep popular discontent with Maduro – perhaps because people fear alternatives. Opposition divided and relatively weak, with some willing to negotiate with government and U.S.-supported ones refusing and boycotting elections.
Driver 5	International community's mixed support for negotiated settlement	Norway has attempted to run talks but both sides have balked – Maduro because he's confident and opposition (encouraged by U.S.) fearful. Many Latin American governments ("Lima Group") support opposition. European Union now shifting away from support to Guaidó but reject Maduro. China, Russia, and Cuba stand by Maduro.

Scenarios

Scenario 1: Continued political impasse and crisis for next year or so as neither government nor U.S.-backed opposition can defeat the other, nor does either feel exhausted enough to make significant concessions. At best, halting progress toward negotiated settlement as Maduro approaches half-way point of his current (challenged) term, which would be in mid-2022. Humanitarian suffering continues at current levels, further driving refugee outflow. Military support for Maduro may waver but, lacking alternative, likely to remain. Better than even chance.

Scenario 2: Slightly less likely: If one side or other makes serious misstep – gross violence, another failed coup, etc. (each a less-than-likely situation), resulting weakness will drive actors to table. Also, U.S. policy shifts to create conditions for negotiated settlement – by reducing support for opposition obstructionism (e.g., pressing them to negotiate) and by focusing on pressing Maduro to commit to loosening controls along gradual timeline (vice demanding immediate departure) – would see lessening of tensions and, over time, progress on long-term solution. Military would support peaceful deal.

Wild Cards

Wild card 1: Assassination of Maduro or senior military command, perhaps in pursuit of U.S. rewards.

Wild card 2: COVID vaccination program fails, and pandemic threatens even more.

Implications (for U.S.)

Implication 1: In event of Scenario 1: Continued humanitarian disaster in country and surrounding region, putting pressure on neighbors. Disruption of Latin America regional initiatives on political, economic, social, environmental, etc. Continued damage to Venezuelan institutions and social fabric, making recovery ever harder. Challenge to

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incoming Biden Administration.

Implication 2:   In event of Scenario 2: Very gradual decrease in humanitarian suffering and in political tensions in and outside country, including overflow impact on South American neighbors. Allow U.S. to encourage regional initiatives of benefit to all – allowing more "normal" regional engagement.

Implication 3:   In any case, damage to Venezuelan economy – caused by mismanagement, failed policies, sanctions, etc. – will endure and require years of attention. Conceivably a chance for the country to overcome some of its original flaws – e.g., overreliance on petroleum exports for revenue (a problem that the nation needs to address anyway) – but building political consensus for such efforts will be difficult.

Other Points   Population 28 million. … According to pro-government electoral tribunal, voter turnout for National Assembly elections in December: 31.5% … According to Crisis Group, by 2018, prior to U.S. sanctions, GDP had already fallen from over $200 billion in 2013 to around $80 billion; and by 2019's end, the economy was already more than two thirds smaller than it was when Maduro came to power in 2013. … According to Crisis Group, oil exports have plummeted, from a high of over three million barrels per day in the early 2000s to around 0.5 million barrels per day in recent months. For the first time in 100 years a non-oil product – gold – is earning more export dollars than petroleum.

NOTES

Fifty Writing Tools

by [Roy Peter Clark](#)

Use this quick list of Writing Tools as a handy reference. Copy it and keep it in your wallet or journal, or near your desk or keyboard. Share it and add to it.

I.   Nuts and Bolts

1. Begin sentences with subjects and verbs.
    Make meaning early, then let weaker elements branch to the right.

2. Order words for emphasis.
    Place strong words at the beginning and at the end.

3. Activate your verbs.
    Strong verbs create action, save words, and reveal the players.

4. Be passive-aggressive.
    Use passive verbs to showcase the "victim" of action.

5. Watch those adverbs.
    Use them to change the meaning of the verb.

6. Take it easy on the -ings.
    Prefer the simple present or past.

7. Fear not the long sentence.
    Take the reader on a journey of language and meaning.

8. Establish a pattern, then give it a twist.
    Build parallel constructions, but cut across the grain.

9. Let punctuation control pace and space.
    Learn the rules, but realize you have more options than you think.

10. Cut big, then small.
    Prune the big limbs, then shake out the dead leaves.

II.   Special Effects

11. Prefer the simple over the technical.
    Use shorter words, sentences and paragraphs at points of complexity.

12. Give key words their space.
    Do not repeat a distinctive word unless you intend a specific effect.

13. Play with words, even in serious stories.
    Choose words the average writer avoids but the average reader understands.

14. Get the name of the dog.
    Dig for the concrete and specific, details that appeal to the senses.

15. Pay attention to names.
    Interesting names attract the writer – and the reader.

16. Seek original images.
    Reject clichés and first-level creativity.

17. Riff on the creative language of others.
    Make word lists, free-associate, be surprised by language.

18. Set the pace with sentence length.
    Vary sentences to influence the reader's speed.

19. Vary the lengths of paragraphs.
    Go short or long — or make a "turn" – to match your intent.

20. Choose the number of elements with a purpose in mind.
    One, two, three, or four: Each sends a secret message to the reader.

21. Know when to back off and when to show off.
    When the topic is most serious, understate; when least serious, exaggerate.

22. Climb up and down the ladder of abstraction.
Learn when to show, when to tell, and when to do both.

23. Tune your voice.
Read drafts aloud.

III. Blueprints

24. Work from a plan.
Index the big parts of your work.

25. Learn the difference between reports and stories.
Use one to render information, the other to render experience.

26. Use dialogue as a form of action.
Dialogue advances narrative; quotes delay it.

27. Reveal traits of character.
Show characteristics through scenes, details, and dialogue.

28. Put odd and interesting things next to each other.
Help the reader learn from contrast.

29. Foreshadow dramatic events or powerful conclusions.
Plant important clues early.

30. To generate suspense, use internal cliffhangers.
To propel readers, make them wait.

31. Build your work around a key question.
Good stories need an engine, a question the action answers for the reader.

32. Place gold coins along the path.
Reward the reader with high points, especially in the middle.

33. Repeat, repeat, repeat.
Purposeful repetition links the parts.

34. Write from different cinematic angles.
Turn your notebook into a "camera."

35. Report and write for scenes.
Then align them in a meaningful sequence.

36. Mix narrative modes.
Combine story forms using the "broken line."

37. In short pieces of writing, don't waste a syllable.
Shape shorter works with wit and polish.

38. Prefer archetypes to stereotypes.
Use subtle symbols, not crashing cymbals.

39. Write toward an ending.
Help readers close the circle of meaning.

IV. Useful Habits

40. Draft a mission statement for your work.
To sharpen your learning, write about your writing.

41. Turn procrastination into rehearsal.
Plan and write it first in your head.

42. Do your homework well in advance.
Prepare for the expected — and unexpected.

43. Read for both form and content.
Examine the machinery beneath the text.

44. Save string.
For big projects, save scraps others would toss.

45. Break long projects into parts.
Then assemble the pieces into something whole.

46. Take interest in all crafts that support your work.
To do your best, help others do their best.

47. Recruit your own support group.
Create a corps of helpers for feedback.

48. Limit self-criticism in early drafts.
Turn it loose during revision.

49. Learn from your critics.
Tolerate even unreasonable criticism.

50. Own the tools of your craft.
Build a writing workbench to store your tools.

"SUGGESTIONS AND CAUTIONARY HINTS"

Adapted and augmented for writers of analysis from essays by E.B. White

1. Place yourself in the background.
   - Your mood and temper are secondary.
   - Don't affect a style; be natural.
   - Know the difference between opinion and analysis.
2. Write in a way that comes naturally.
   - Relax and write in your own voice.
   - Add in formal touches later.
3. Work from a suitable design.
   - Think through what you want your product to look like – length, approach.
4. Write with nouns and verbs.
   - Adjectives and adverbs don't make your case; they feel like manipulation.
5. Revise and rewrite.
   - You will discover serious flaws; fix them.
   - Pride doesn't come from the first draft.
6. Do not overwrite.
   - Rich, ornate prose is indigestible.
   - Overstatement kills your case.
7. Avoid the use of qualifiers.
   - They are rather unhelpful, very unnecessary, little valuable, and pretty boring.

8. Do not affect a breezy manner.
   - The lack of discipline suggests an overconfidence that readers care about your every whim.
   - Don't waste people's time.
9. Use orthodox spelling.
   - It's not rite to put readers thru such abuse.
10. Do not explain too much.
    - People don't need your details, and they don't need you to be overly explicit (especially with adjectives and adverbs).
11. Do not construct awkward adverbs.
    - Don't do it even if you're writing tiredly.
12. Avoid fancy words.
    - Showing off turns people off.
    - Save the jargon for people who don't need to read your work.
13. Be clear.
    - Clear?

How to Write Good

Plain Language.gov — Improving Communication from the Federal Government to the Public

Two classic sets of rules.

Frank L. Visco (June 1986 issue of *Writers' Digest*)

1. Avoid alliteration. Always.
2. Prepositions are not words to end sentences with.
3. Avoid cliches like the plague. (They're old hat.)
4. Employ the vernacular.
5. Eschew ampersands & abbreviations, etc.
6. Parenthetical remarks (however relevant) are unnecessary.
7. It is wrong to ever split an infinitive.
8. Contractions aren't necessary.
9. Foreign words and phrases are not apropos.
10. One should never generalize.
11. Eliminate quotations. As Ralph Waldo Emerson once said: "I hate quotations. Tell me what you know."
12. Comparisons are as bad as cliches.
13. Don't be redundant; don't use more words than necessary; it's highly superfluous.
14. Profanity sucks.
15. Be more or less specific.
16. Understatement is always best.
17. Exaggeration is a billion times worse than understatement.
18. One-word sentences? Eliminate.
19. Analogies in writing are like feathers on a snake.
20. The passive voice is to be avoided.
21. Go around the barn at high noon to avoid colloquialisms.
22. Even if a mixed metaphor sings, it should be derailed.
23. Who needs rhetorical questions?

William Safire's *Rules for Writers*

1. Parenthetical words however must be enclosed in commas.
2. It behooves you to avoid archaic expressions.
3. Avoid archaeic spellings too.
4. Don't repeat yourself, or say again what you have said before.
5. Don't use commas, that, are not, necessary.
6. Do not use hyperbole; not one in a million can do it effectively.
7. Never use a big word when a diminutive alternative would suffice.
8. Subject and verb always has to agree.
9. Placing a comma between subject and predicate, is not correct.
10. Use youre spell chekker to avoid mispeling and to catch typograhpical errers.
11. Don't repeat yourself, or say again what you have said before.
12. Use the apostrophe in it's proper place and omit it when its not needed.
13. Don't never use no double negatives.
14. Poofread carefully to see if you any words out.
15. Hopefully, you will use words correctly, irregardless of how others use them.
16. Eschew obfuscation.
17. No sentence fragments.
18. Don't indulge in sesquipedalian lexicological constructions.
19. A writer must not shift your point of view.
20. Don't overuse exclamation marks!!
21. Place pronouns as close as possible, especially in long sentences, as of 10 or more words, to their antecedents.
22. Writing carefully, dangling participles must be avoided.
23. If any word is improper at the end of a sentence, a linking verb is.
24. Avoid trendy locutions that sound flaky.
25. Everyone should be careful to use a singular pronoun with singular nouns in their writing.
26. Always pick on the correct idiom.
27. The adverb always follows the verb.
28. Take the bull by the hand and avoid mixing metaphors.
29. If you reread your work, you can find on rereading a great deal of repetition can be by rereading and editing.
30. And always be sure to finish what

Copyedit Me, Please

Copyediting can't make bad logic good, but it can at least help show the strengths (and weaknesses) of writing.

<u>Without re-writing</u> the following paragraphs, please a) identify how you might restructure them to make them more effective; b) identify the best thesis sentence; and c) copyedit for logic, clarity, syntax, and spelling. <u>USE TRACK-CHANGES</u>.

U.S. Cuba: _____

The past two years of dialogue between Cuba and the United States has focused on mutual interests, without ignoring remaining differences between us, however not allowing them to blot out hopes of mutual cooperation. Having held conversations in Havana, deep concerns have been expressed about President-elect Trumps's tweets and statements about Cuba, that will translate into efforts to slow, stop, or reverse normalization. Cuba will interpret a return to bombastic rhetoric, exaggerated conditions to reach a "deal," and the pressure tactics as a sign of U.S. willingness to put bullying a small neighbor, like themselves perhaps, eager for improved ties ahead of its own national interests. Cubans is already calibrating expectations for relations with the United States under Trump – hoping the normalisation process does not unravel utterly completely but preparing for a return to a sanctions-based policy from Washington.
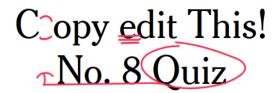
Cubans present the stiff upper lip in conversations and, not surprisingly, defiantly noted that they've already survived decades of U.S. pressure, but their disappointment is palpable.

- Cuba's small but growing private sector are generating jobs and income that effect the the pace of government's reform. Most concerned are

entrepreneurs about U.S. policy because it depends on investment from U.S.-based relatives and fiends.

- Cuba's reactions to Trump's election, including President Raúl Castro's congratulatory speech to him, so far suggest that it will hold its tongue and fall into the trap of being provoked.
- Long denied, nationalism has precluded Cubans from admitting that normalization promotes positive change, but many deny that good ties with the United States would eventually present Havana important opportunities. Looking at presedent, it thinks U.S. retrenchment will remove important incentives for the government to move ahead with its reform strategy.
- Rumors about percieved tensions between Cuban proponents of normalization and conservative opponents may have some merit but Cubans across the spectrum will close ranks if Trump gets real aggressive.

Looking toward the future, popular reactions to the recent passing of Fidel Castro evidence that of residual political legitimacy for the government and support for it to deliver on promised improvements. A U.S. return to full-boar Cold War tactics, would not posit an existential threat to Cuba, even considering the country's difficulties dealing with unrelated problems such as the crisis in Venezuela. In other words, Cuba's progress in normalization; its effective contribution to the Colombia peace accord; its new political dialogue and cooperation agreement with the European Union; and the recent Havana visit of Japanese Prime Minister Abe have boosted the country's international image – so no one seem likely to blame it for collapse of normalization, more likely the United States. However difficult it will be for the proud people of Cuba to resist rising to whatever bait the Trump Administration throws its way, showing forebearance in the bilateral relations and moving "without hurry but without pause," as Raúl Castro said, with its national reform plan would protect the investment that Cuba has already made in normalization.

2

Copy edit This!
No. 8 Quiz

By **PHILIP B. CORBETT** AUG. 17, 2017

The reason there was a new chief of staff, of course, is because the last one, Reince Priebus, was ousted last week after a blistering attack from Mr. Scaramucci.

But the calendar doesn't stop at the end of the century, and continued warming beyond that will begin to make parts of the planet uninhabitable for mammals like ourselves, because of the dangers of heat stress.

The Roman Catholic Church, one of the few institutions in the country that provides reliable statistics, estimates that at least 3,300 people have been killed in the region since October.

Gen. Hulusi Akar, the current chief of staff, remains in his post, but one of the three newly appointed armed forces chiefs are likely to replace him when he retires.

He also swiftly defended the younger Mr. Trump, one of his friends, whom he said did nothing wrong.

There are still hurdles to clear in a Capitol where the Republican majorities have been reticent to confront Mr. Trump.

Later, when he was aboard the destroyer Luce, which supported landings on Okinawa, Japan, in 1945, a kamikaze plane sunk the ship.

With the expansion of the suburbs and a push to conserve wooded areas, deer and mice populations are thriving.

This conservatism served him well both under Pope John Paul II, who made him a cardinal in 2003, and Pope Benedict, who worked with him in the Vatican's powerful doctrinal office.

Mr. Trump entered the meeting hoping to put an end to the scrutiny over his election. Mr. Putin wanted a way out of the Western sanctions that have hobbled the Russian economy since he annexed Crimea and interfered in Ukraine. Neither got what they wanted.

He confirmed the general outline of the schools deal and said mayoral control could be extended for one or two years, although either seemed amenable to the Republican majority.

Watching over it all was her daughter, a medical social worker, and her son-in-law, a financial planner.

Summary and Exercise

Write Short. Write Clean. Write Concise.

Tip	What to do	Why it helps	Why it's hard
Edit everything.	Always self-edit what you write.	After the draft is done, keep only the best bits.	You don't set aside editing time.
Aim for a word count.	Determine target count at the start.	It makes your brevity goal concrete.	Hard limits cramp your style.
Say what you really mean.	After drafting, figure out your true meaning.	You can rewrite to make that meaning clear.	You must cut cherished stuff that's off topic.
Start boldly.	Get rid of introductory warm-up text.	It's more powerful to get right to the point.	It's uncomfortable to open with no intro.
Organize relentlessly.	Combine related points; cut redundancy.	Result is shorter and easier to comprehend.	Reorganizing and rewriting is hard work.
Prune sections and arguments.	Delete extra arguments and examples.	Three strong points beat five weak ones.	You want to show off how much you know.
Use bullets or tables.	Replace prose with lists or tables.	Lists make structure visibly explicit.	It forces you to think in rigid structures.
Use graphics.	Replace text with simple diagrams.	Pictures are easier to comprehend.	You're a writer, not an illustrator.
Trim connective tissue.	Reduce linking verbs and transition text.	Connecting words make noisy prose.	You like to show when you're shifting gears.
Delete weasel word and qualifiers.	Get rid of qualifiers like "very" and "generally."	Qualifiers make writing mushy.	You're worried you might be wrong.

>>>>>>>>

Adapted from *Writing Without Bullshit*, by Josh Bernoff ©WOBS LLC

EXERCISE

1. Analyze why this paragraph isn't consistent with "short, clean, and concise."

Inovalon is a leading technology company that combines advanced cloud-based data analytics and data-driven intervention platforms to achieve meaningful insight and impact in clinical and quality outcomes, utilization, and financial performance across the healthcare landscape. Inovalon's unique achievement of value is delivered through the effective progression of Turning Data into Insight, and Insight into Action.® Large proprietary datasets, advanced integration technologies, sophisticated predictive analytics, data-driven intervention platforms, and deep subject matter expertise deliver a seamless, end-to-end capability that brings the benefits of big data and large-scale analytics to the point of care.

> Review:
> 92 words. 38 (in bold and bold italics) are "not meaningful"
> "Meaning ratio" of 59 percent.*

2. Identify the clutter

Inovalon is a **leading** technology company that combines **advanced** *cloud-based data analytics* and *data-driven intervention platforms* to achieve **meaningful** insight and impact in clinical and quality outcomes, **utilization**, and financial performance **across the healthcare landscape**. Inovalon's **unique achievement of** value is delivered through the **effective** progression of Turning Data into Insight, and Insight into Action.® **Large** *proprietary datasets*, **advanced** *integration technologies*, **sophisticated** *predictive analytics*, *data-driven intervention platforms*, and **deep** subject matter expertise deliver a **seamless, end-to-end capability** that brings the benefits of *big data* and *large-scale analytics* to the point of care.

3. Rewrite it.

Inovalon has more insight into health data than anyone else. We analyze that data and apply the knowledge to help you improve care options, reduce costs, and improve compliance. We help hospitals, doctors, insurance payers, and patients. We identify gaps in care, quality, and data integrity, and apply our unique capabilities to resolving them.
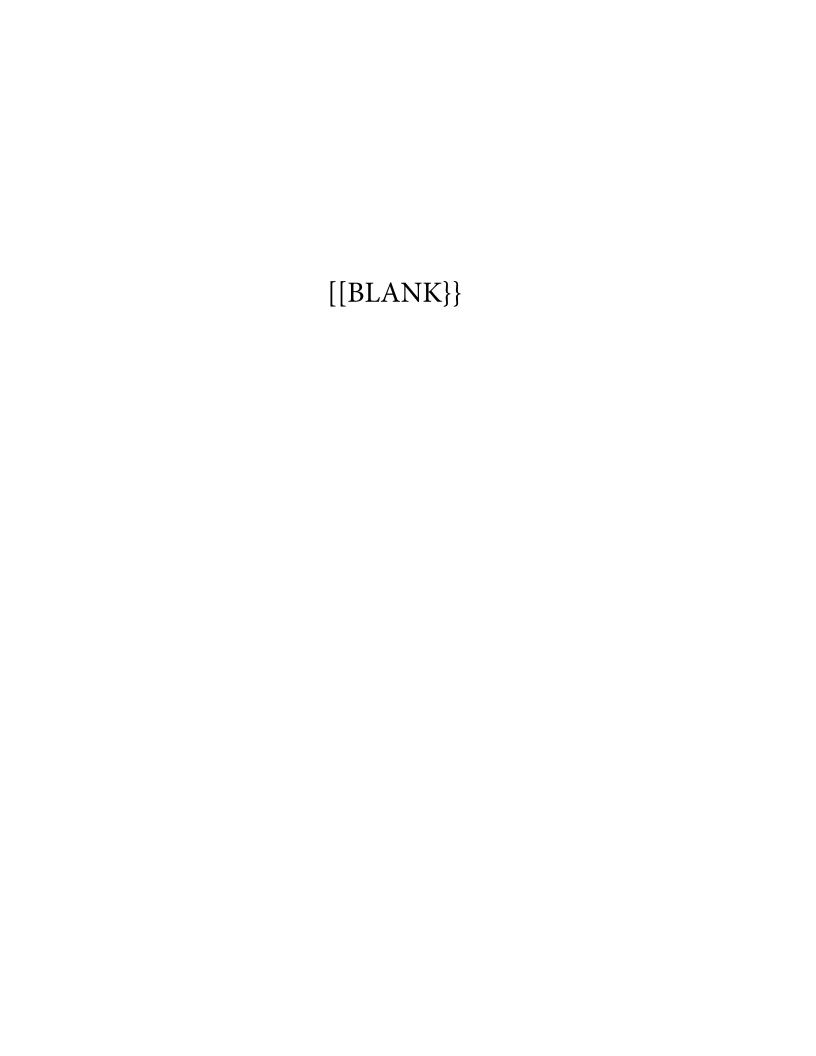
(54 words)

*100 percent is perfection. 80 percent is readable. Below 70 percent is "b___t territory."
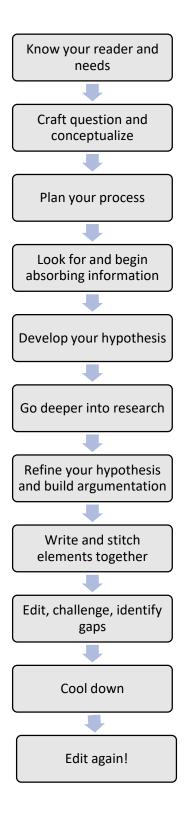
RUBRIC

To Evaluate Analytic Writing Exercise

Paper by: _____   Reviewed by: _____

Topic: _____

As a whole, the piece …   COMMENTS

    has a clear, analytical message   yes / no / some   _____

    helps me understand the issue   yes / no / some   _____

    is interesting   yes / no / some   _____

    is balanced   yes / no / some   _____

    gave me confidence in the author   yes / no / some   _____

The thesis sentence …

    conforms to KISS and BLUF   yes / no / some   _____

    draws me in; has relevance   yes / no / some   _____

    contains the key analytical conclusion   yes / no / some   _____

The language …

    is clear, unambiguous, concise   yes / no / some   _____

    uses active voice   yes / no / some   _____

    is grammatical   yes / no / some   _____

    is interesting   yes / no / some   _____

    is jargon-free   yes / no / some   _____

The analysis …

    is logical   yes / no / some   _____

    is supported by evidence   yes / no / some   _____

    is transparent   yes / no / some   _____

    identifies drivers, trends, scenarios,   yes / no / some   _____

    identifies probabilities   yes / no / some   _____

    presents alternative interpretations   yes / no / some   _____

    presents consequences   yes / no / some   _____

[[BLANK}}

O

_____
Building Blocks

Thesis

_____

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Framing (Basic info)

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WHY is it happening?

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SIS Honing Analytic Writing Skills

What will happen?

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Why does it matter?

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Other Analytic Points

_____

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How do I write an analytic paper?

Know your reader and needs
↓
Craft question and conceptualize
↓
Plan your process
↓
Look for and begin absorbing information
↓
Develop your hypothesis
↓
Go deeper into research
↓
Refine your hypothesis and build argumentation
↓
Write and stitch elements together
↓
Edit, challenge, identify gaps
↓
Cool down
↓
Edit again!

Although each of us prepares papers differently, most successful analytic writers go through various stages.

- Conceptualizing the problem and defining what our reader "needs"

- Planning the approach and product

- Looking for and absorbing information

- Developing a hypothesis

- Going deeper into research, information

- Refining the hypothesis while considering alternative explanations

- Writing segments and then stitching them together

- Reviewing information and adjusting text as warranted

- Editing and polishing

In other words …

Know your reader and his/her needs
- Know where you want to go

Craft the question; conceptualize
- Make it yours, in your words
- Determine style, approach

Plan
- Timeline
- Define universe of sources
- Think about filling, overcoming gaps

Wade into the information
- Ankle or knee deep
- Get familiar with issue dynamics
- Take spare notes
- Fill in analytic worksheet

Rough out a hypothesis
- Set up "scientific" method
- Channel bias and assumptions
- Use it to give research focus

Go deeper into research
- Test your hypothesis
- Identify and fill gaps
- Take notes

Refine your hypothesis and build your argumentation
- Organize notes against hypothesis
- Honestly adjust hypothesis

Begin assembling, stitching and writing
- Words >>> sentences >>> paragraphs

Read and edit
- Challenge
- Think about gaps
- Edit!!!!

Edit
- Edit, polish, refine

"Voice"

What do people "hear" when they read your writing?

What do you WANT people to "hear" when they read your writing?

> "Of all effects created by writers, none is more important or elusive than that quality called *voice*."
> - Roy Peter Clark
> *Writing Tools*

Do we want a unique, personal voice in ANALYTIC writing?

NO

- Generally institutional voice
- Want minimal manipulation
- Want facts, logic to speak

YES

- Need reader's trust
- Want non-sterile connection
- Facts, logic depend on you

What creates your institutional or personal voice?

The SUM of

- Level of language
  - style, culture, class, technicality
  - where on the ladder of abstraction
- Person
  - 1st singular or plural
  - neutrality
- Allusions
  - high-end philosopher, or Uncle Bob and Aunt Betty-Lou?

- Figures of speech
  - metaphors
  - similes
- Sentence length, structure
  - complex, simple
- Image of neutrality
  - Adjectives, adverbs
  - Exaggeration or related cues

Your reader asks: Does the writer respect me?
- Condescension?
- Too dense, too simple?
- Let me judge?

Visualize your reader and communicate with them at the level that works for them.

NOTES