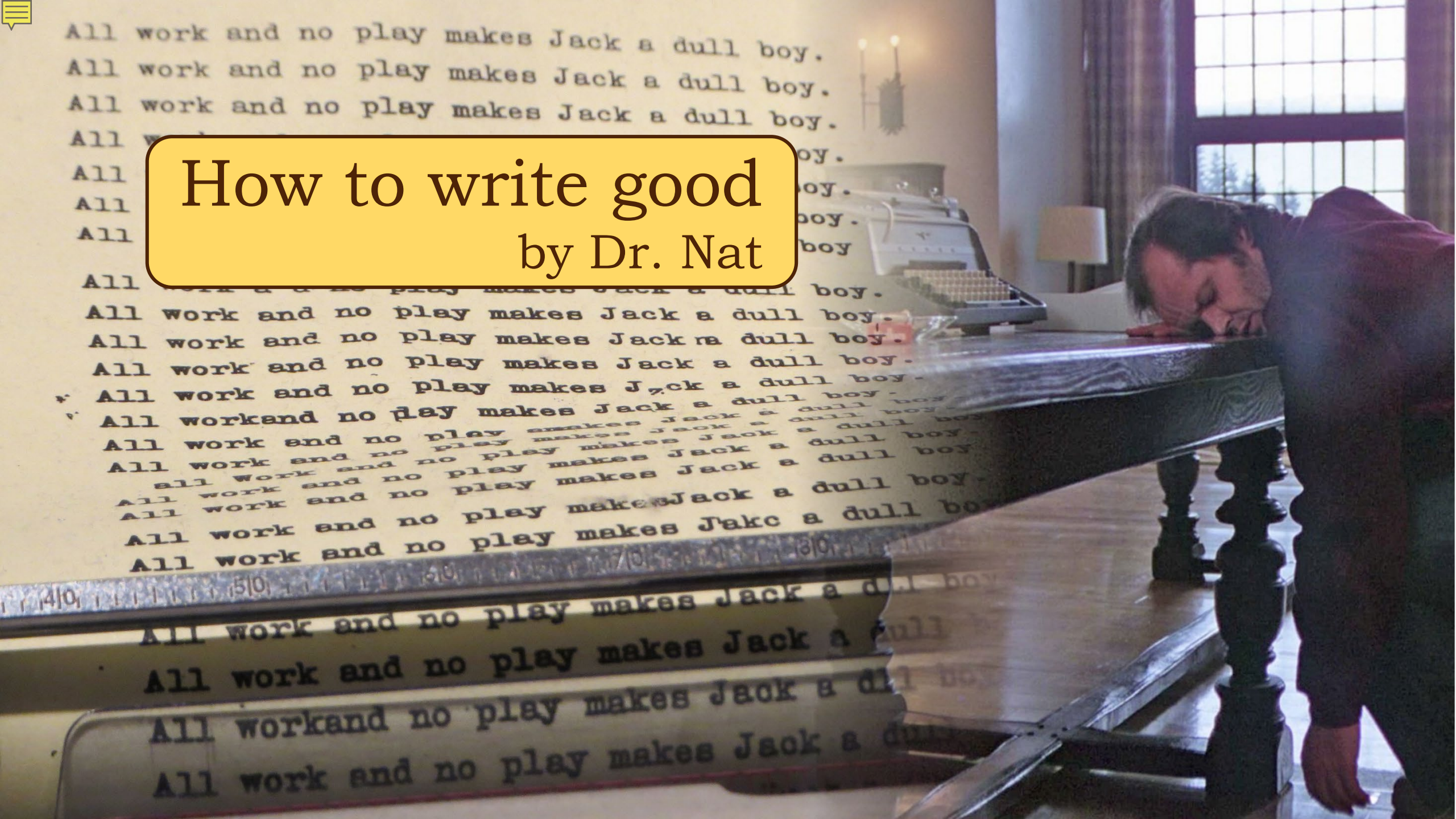


How to write good

by Dr. Nat









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I:GOT

P01 L01 C01 Insert Align

A Game of Thrones – Chapter 1

Bran

The morning had dawned clear and cold, with a crispness that hinted at the end of summer. They set forth at daybreak to see a man beheaded, twenty in all, and Bran rode among them, nervous with excitement. This was the first time he had been deemed old enough to go with his lord father and his brothers to see the king's justice done. It was the ninth year of summer, and the seventh of Bran's life.

The man had been taken outside a small holdfast in the hills. Robb thought he was a wildling, his sword sworn to Mance Rayder, the King-beyond-the-Wall. It made Bran's skin prickle to think of it. He remembered the hearth tales Old Nan told them. The wildlings were cruel men, she said, slavers and slayers and thieves. They consorted with giants and ghouls, stole girl children in the dead of night, and drank blood from polished horns. And their women lay with the Others in the Long Night to sire terrible half-human children.

But the man they found bound hand and foot to the holdfast wall awaiting the king's justice was old and scrawny, not much taller than Robb. He had lost

1	á	2	é	3	í	4	ó	5	ú	6	ção	7	ões	8	ç	9	ê	0	à
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It's not about the tools...



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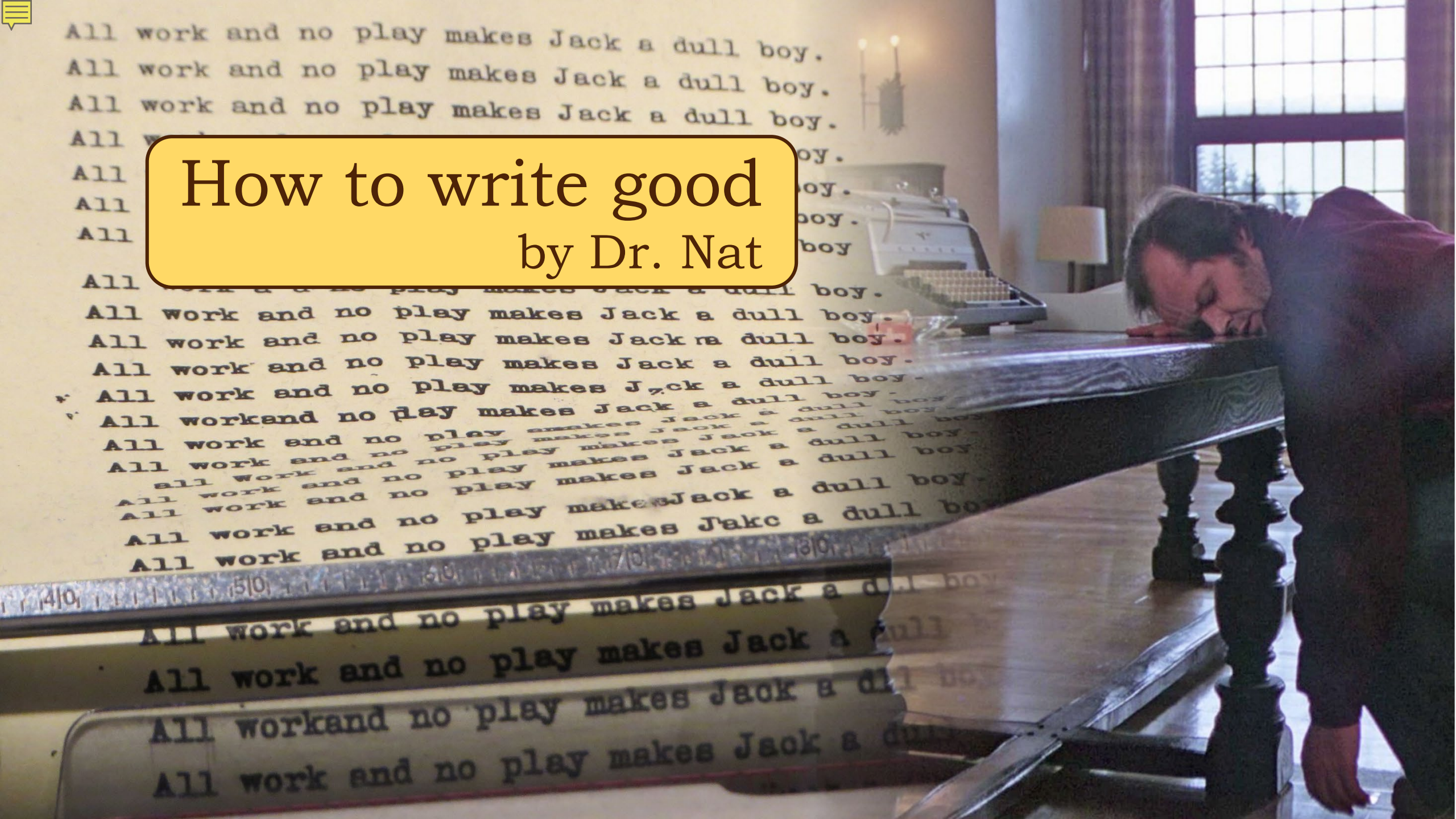
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How to write good

by Dr. Nat

THE END



What's
wrong
with
you?





Perfectionism

This is you
if...

What's good
about it?

Problem!

*Your attention is drawn back to **that one sentence**...*
You can't move on until you fix all the niggly problems...

- Each bit of writing is perfect before you move on.
- This instils confidence and releases energy.
- Your flow is interrupted, your attention is split.
- You zoom in on details and lose sight of the big picture.



Last-minute crisis writing

This is you
if...

You find it hard to get started, then wait until there's severe time constraints and inhuman levels of pressure.

What's good
about it?

- It forces your harsh internal critic to shut up.
- This releases enormous energy and motivation.

Problem!

- It takes lots of skill to pull off – very little revision time.
- It's unreliable (even for expert writers).

SUSTAIN =

3. **To keep from failing**

4. To keep in being; to cause to continue in a certain state; to keep or maintain at the proper level or standard; to preserve the status of ME. 5. **To keep going** (an action or process) intermission; to carry on (a conflict, contest) ME.

†6. **To support life** provide for the life or b with the necessities of life; to keep -1700. †b. To supply (a person's need). SHAKS.

the upkeep of (an institution, **(etc.)**.) -1592.

8. To endure without failing or giving way; to bear up against, withstand. Also †*intr.* ME.

9. To undergo. experience, have to submit to (evil, hardship, damage; now chiefly with injury, loss) have inflicted upon one.

organism 1877.
life; sustenance
plied to spirit
The action of
ing; the condit
concr., a suppo
attrib.: s. fu
Scotland and o
support for mini
Sustentati
1640. [*f. L. sust*
1. Having the
Pertaining to
Sustention
detain, detenti
taining or keep
ing-on of a m
being sustaine
2. A paragraph
Sustentive

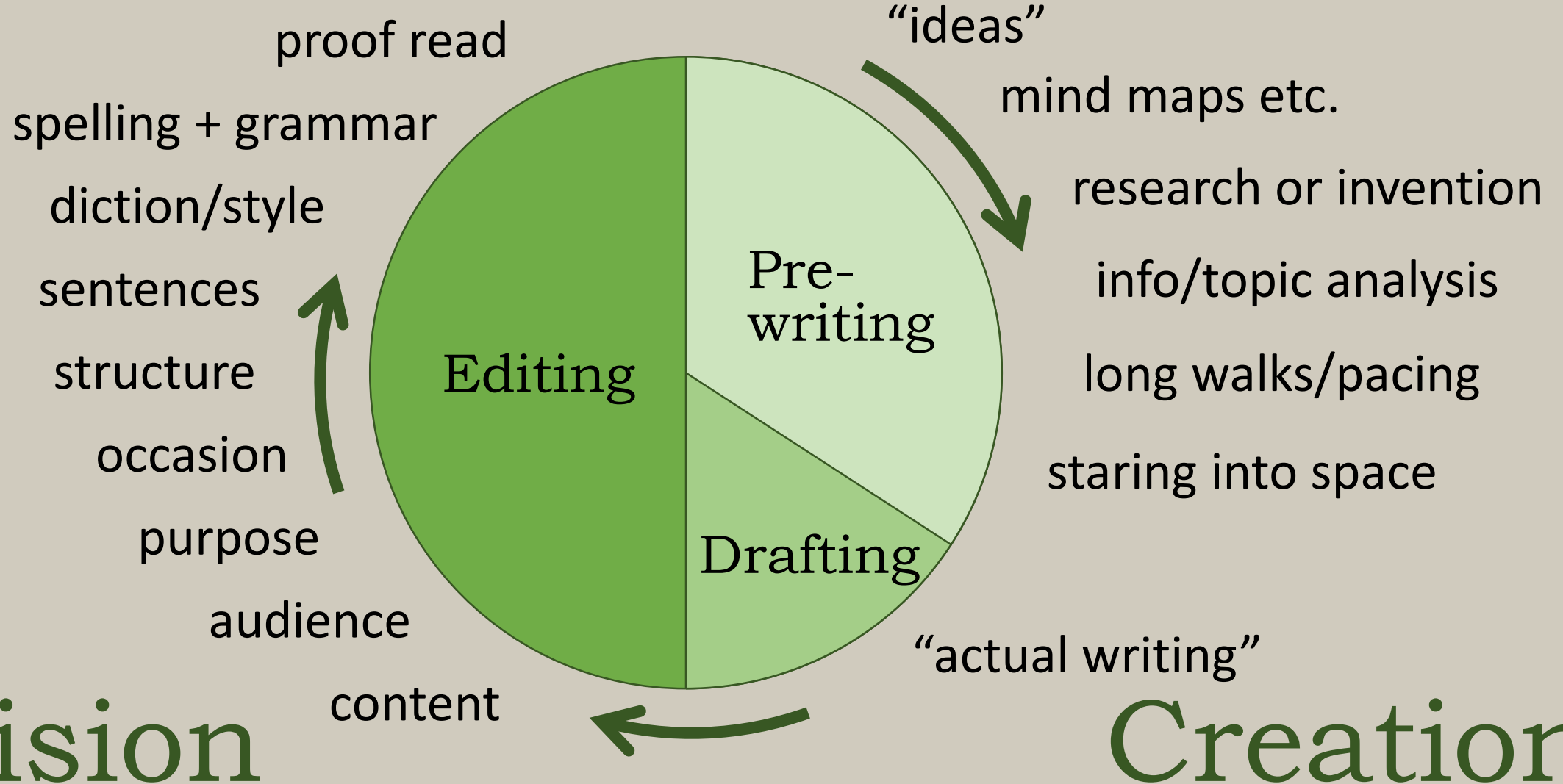
Perfectionism and crisis writing
are unsustainable, unhealthy
ways to release creative energy



writing is a *process*,
not a *product*

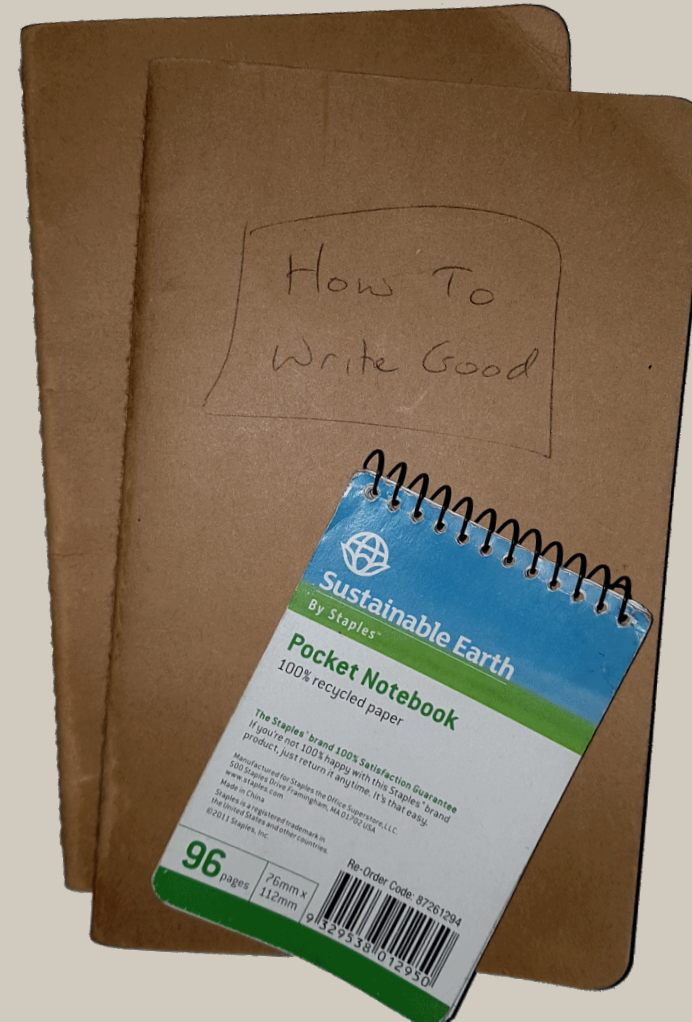
The writing process

writing is a *process*,
not a *product*





Tools & Tricks: Notebooks



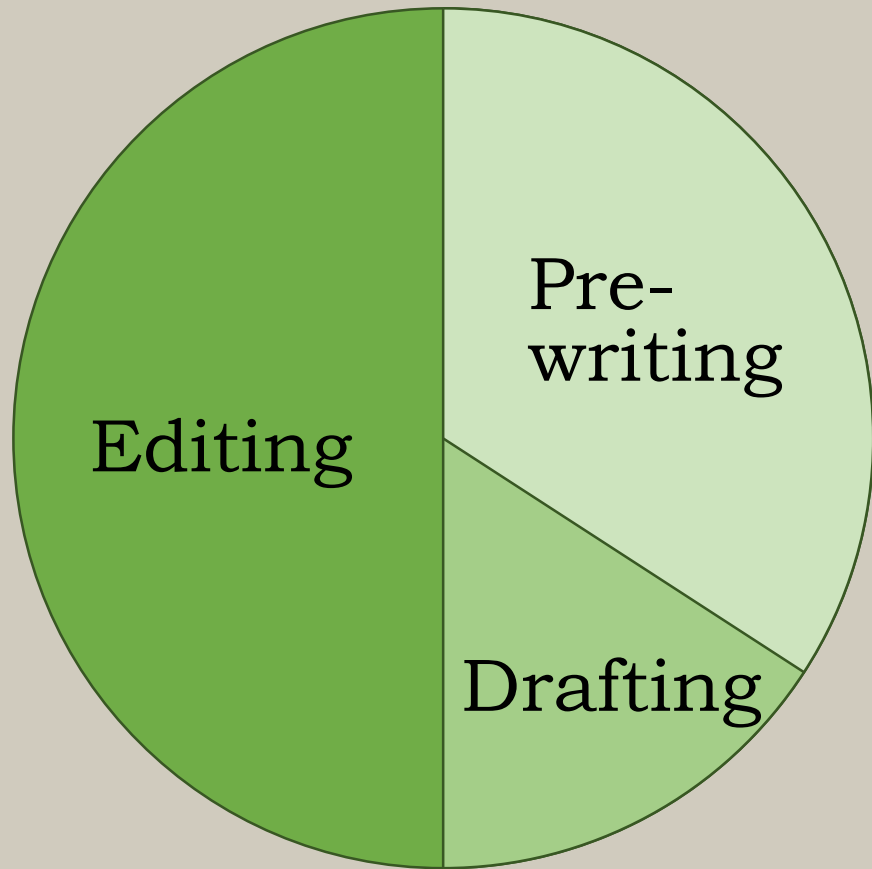
My secret weapon



Tools & Tricks: Notebooks

Freewriting

Peter Elbow
Writing With Power



- Force yourself to “just write” for 10 minutes
- Stream of consciousness – just *don't stop*

(*why?*)

- Practise disconnecting from your inner critic
- A useful outlet to get unstuck
- A tool of discovery
- An exercise which will improve your writing



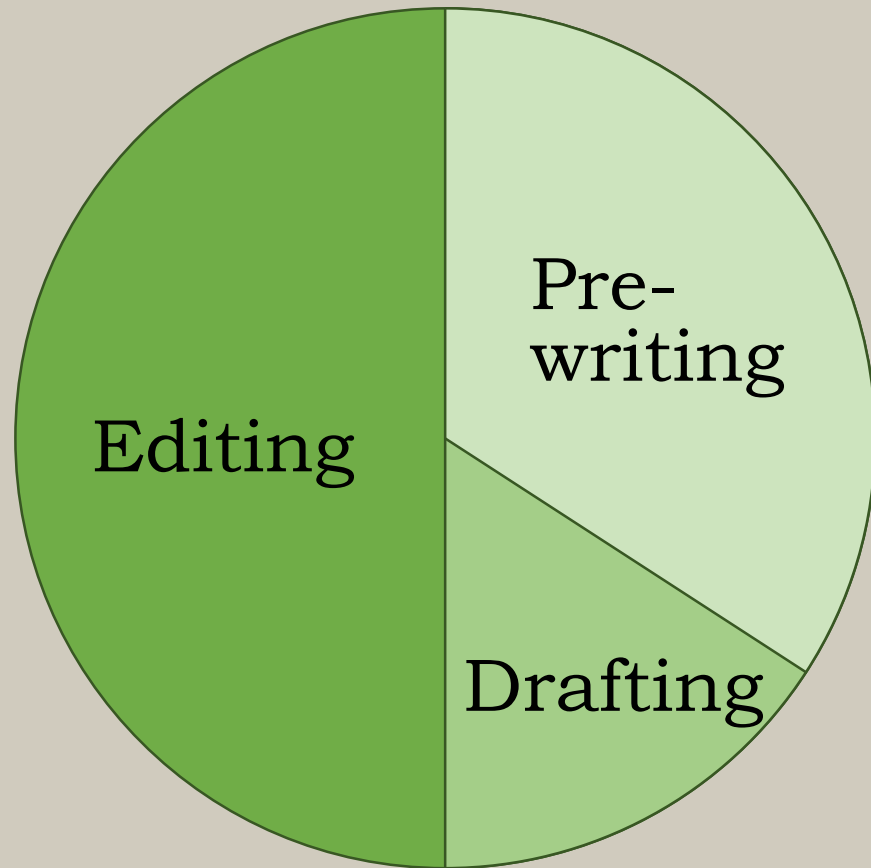
Tools & Tricks:

Notebooks

Freewriting

Direct Writing

Peter Elbow
Writing With Power



*Think carefully on the topic,
Divide your total time in half...*

1. Write fast, keep your momentum going, without allowing repetition or tangents.

Stop half-way!

2. Then do structural clean-up and editing.



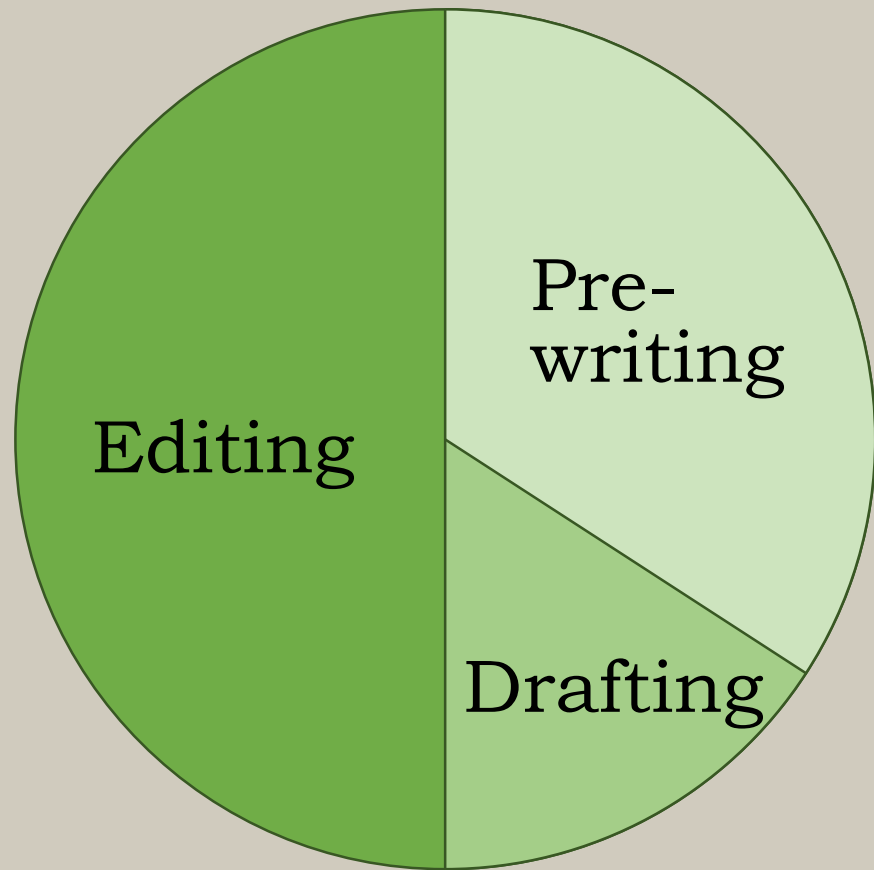
Tools & Tricks:

Notebooks

Freewriting

Direct Writing

Edit ruthlessly



- Don't get too attached.
- Cutting stuff out generally improves the piece.
- Edit later, this frees you up in the drafting stage.

Edit ruthlessly

**WE
WELCOME.**

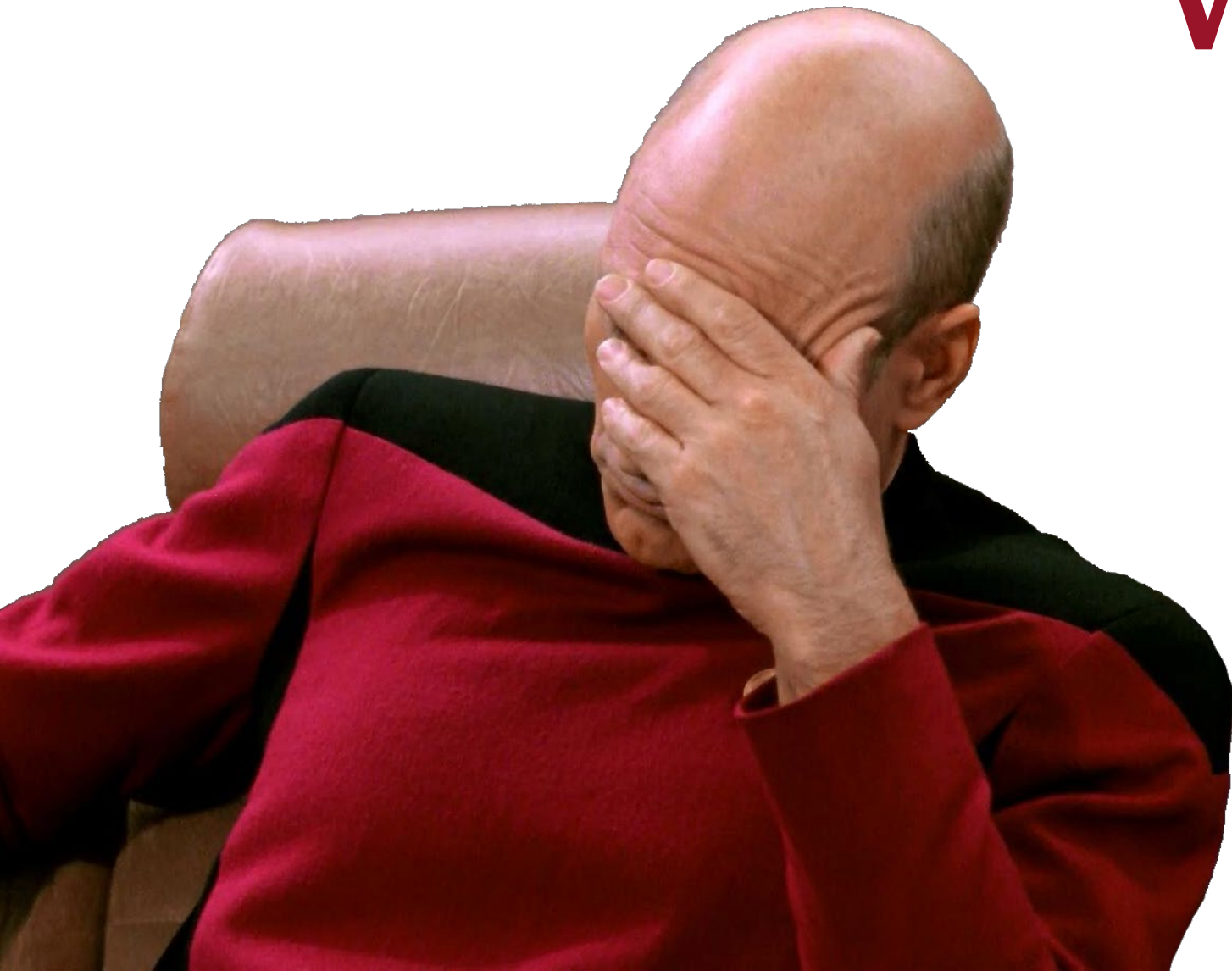
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What's
wrong
with
you?



Writing for Teachers

The Problem

- Often we learn by writing essays at school or uni.
- The teacher already knows the topic inside out.
- Most teachers focus on grammar, spelling, and structure.

What's wrong with that?

- Normally the author is the expert, not the audience!

Bad habits

- Writing to prove how smart you are, or to seek approval.
- Not considering your audience and their needs.



Charging off on a tangent

Case study of a writing disaster: “To PV or not to PV”

Step One: *Set unreasonable expectations*

Two: *Research – Write – Get stuck – Repeat*

Three: *Allow scope to balloon out of all proportions*

The main
issues were

- I wasn't clear what I was trying to achieve
- I hadn't defined my audience





Rhetorical Situation

Exigence ?!?

Audience

Purpose

Genre

straits 1630. 2. That which is needed; demands, needs, requirements 1581.

2. The various e. of time and occasion *Bk. Com. Prayer*. The exigencies of theology 1857.

Exigent (e'ksidzěnt), *a.* and *sb.*¹ ME. [ad. L. *exigentem*, *exigere*, f. *ex-* out + *agere* to drive; see EXACT *v.*]

A. adj. 1. Requiring immediate action or aid; pressing, urgent 1670. 2. Requiring too much; exacting 1828.

1. That e. cry for help CLARENDON. 2. A love that clings not, nor is e. SIR H. TAYLOR.

†**B. sb.**¹ 1. A state of pressing need; an occasion that requires

Exigence = Why?
(context & demand for
you to write something)



#1 step in
the process

Rhetorical Situation

Exigence

What's the pressing need for this thing?

!! ➡ Audience

Define your audience(s)

What are their expectations and needs?

Purpose

(1) Your purpose as an author

(2) Your audience's purpose as readers

Genre

Form and presentation, type of writing
What are the genre conventions?

Where's the energy?

Exigence
Audience
Purpose
Genre



Awesome!

Channel that energy and write
with your audience in mind...

Where's the energy?

Exigence
Audience



*Hostile
audience?
That's ok...*

Purpose
Genre

Maybe focus on Author's Purpose
or Structure to get your words out.
Come back later when editing and
tweak to fit your audience.



Example: Disability Pride Week

Exigence

- Disability Pride Week coming up
 - My work signing up for Accessibility Tick
-

Audience

- Executive Team
 - Co-workers
-

Purpose

My purpose: • Raise awareness – *Why*

My readers': • Don't get lectured at

• Curiosity: *Tell a story!*

• Sell it: *Business case!*

Genre

- Intranet
- Personal blog

Example: Disability Pride Week

Exigence! → context/
Situation

facts on
the ground

It's 20 August 2019 today

- in one month = Disability Pride Week
16-22 Sept.

- Big reveal/rollout of Accession to meridian stuff (incl. presumably a st

- Kimi ora school visit

birds w/
complex &
profound
disob. 1.13

Warning! could go without effort + education reinforcement alienation +

⇒ Series of educational
(+ lunch +

- "Diversish" video

- Ted Talk, "my dis"

- Disabled filters just

their lives, meaning to
to society.

- Disability = the last great civil rights movement (yet to happen!)

- "Did you know" FYI / frequently note asked

- leads to pay less than minimum wage

- etc. Stots (issues people face)
- Ans) people steal your parking space.

⇒ Need to educate + convince people,
explain why there's a need for Accessibility Tools

Need to convince Neel first!

⇒ Exec mem?

Genre = A series of short intranet blog posts,
to build up to Disability Pride Week.

eg, brief, short, shiny videos
- Diversify

I was talking with my friend Sean over lunch.

Take out all the moving parts, how the pieces fit
together that maybe I need to do some thing parts.

∴ This can be an example for my
conference talk.

analyse distanced situation / heuristic
+ throw it on my blog site as such.

Wait a minute, here's how some of that audience stuff fits together.

couldn't wait to get back to my desk
and blurt a bunch of it out on paper

(That's where little notebooks come in handy!)

I couldn't hold it back.

Doing research on my phone (on the train)
looking up stats + figures
and writing in a note book.

This stuff is obvious + makes sense, you know it intuitively.

My big concern about the Kiri trip is ^{the high} ~~the~~ level of misunderstanding ^{at a distance} ~~with~~ the mention about disability (that I found when discussing Angus' Talk with two of Kiri's)

Did like for people to see it as another group of school kids want to visit.
I'm worried that many people may see it as parading a bunch of disabled
kids around the office.

★ Explain just this as a personal story blog post.

★ Explain just this as a personal story blog post.

1864. One of the

Zeolite. A mineral of the Zeolite group; a hydrated silicate of aluminium and calcium, found in crystals of various colours with pearly lustre.

Heureka, the proper sp. of EUREKA, q. v.

Heuretic (hiure'tik), *sb.* *rare.* [ad. Gr. εὐρητικός inventive.] The branch of logic which treats of the art of discovery or invention. SIR W. HAMILTON.

Heuristic (hiuri'stik), *a.* (*sb.*) 1860. [irreg. f. Gr. *εὐρίσκειν*, app. after words in *-istic* from vbs. in *-ιζειν* *-IZE*.] 1. Serving to find out; *spec.* applied to a system of education under which the pupil is trained to find out things for himself. 2. *sb.* = *prec.* ABP. THOMSON.

Invention heuristic = a series of questions to determine all aspects of the rhetorical situation

DrNatJG.com/Heuristics

Check out the
heuristics on
my website
DrNatJG.com



Heuristics

A **heuristic** is a method of guided discovery which enables students to discover answers for themselves.

Here are a few sample heuristics, based on notes by Anne Hungerford and the Technical Writing Advanced Workshop course at Simon Fraser University. Let me know if you find them helpful for your writing process!

- [Heuristic for Blog Posts](#)
- [Creating a Conference Presentation](#)
- [Documenting a System or a Process](#)
- [Writing a Proposal](#)
- [Writing a Business Letter](#)
- [Drafting a Press Release](#)
- [Creating a System Change Recommendation](#)

...or create
your own!



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Conference Presentation

Exigence

- What's the conference theme or topic?
- What's the idea in a nutshell? (one simple sentence)



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Conference Presentation

Exigence

Audience

- Who's my audience? Who's coming to this conference?
- What level am I pitching this to? Is there a range of levels of understanding in the audience?
- Do I anticipate any audience issues? (e.g. expectations, preconceptions, hostile, disinterested...)
- If they have options at the conference (e.g. Stream A vs Stream B) then what would make them want to show up to my talk?



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Conference Presentation

Exigence

Audience

Content

- What information do I want to impart to my audience? Prioritize the key pieces of info.
- How does that differ from audience expectations?
- What do I have to offer that's new?
- How much material have I already got that I could recycle?
- How much new research is required?



DrNatJG.com/Heuristics

Conference Presentation

Exigence

Audience

Content

Genre

- What's the most appropriate format? (e.g. PowerPoint, video, Prezi, etc.)
- What info can I pull out of the presentation? (e.g. handouts, web references, etc.)
- What's an appropriate tone for the talk?
(e.g. inform/persuade, lecture/entertain, etc.)



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Conference Presentation

Exigence

Audience

Content

Genre

Sanity check

- There's *always* too many slides and too much text in a presentation.
- Leave time for questions.
- Seriously, what possessed me to submit this abstract/proposal?



THE END