



IAT309W Midterm

Writing Methods for Research (Simon Fraser University)

IAT309W

1. what is an audience? what are the two categories?

the person you are writing for/to, who is reading your work/evaluating it
lay and professional

2. what is the writer?

the creator of the message

3. what is the message?

what you want to communicate/persuade/educate

4. what is purpose?

the goal of the message

5. what is medium?

the container/context of the message

6. what is ideology as discussed by Mike Sharples? what is another definition of ideology?

A package of cultural and social assumptions that influence a person's understanding and action. Ideology is what seems to you to be entirely natural and obvious, but to others appears strange, annoying or threatening

We all have backgrounds from different cultures and social situations, and these backgrounds influence our worldview

Ideology is what seems to you to be entirely natural and obvious, but to others appears strange, annoying or threatening" (M. Sharples, 159).

7. what are Bakhtin's 3 levels of dialogue as discussed by Mike Sharples?

1. the reader's DIRECT response to the writer's text
2. the writer's internal dialogue that comes with ANTICIPATING the reader's response
3. the dialogue between the writer and society (culture, discourse community)
 - the culture shared by the writer and reader

OR:

Dialogue directly with the reader

-The reader interprets the writing in how well the writing directs the reader to the message.

-Dialogue with self

The writer is actively anticipating the reader's response and continuously making adjustments to bridge the cultural differences

-Dialogue with society

Conceptual spaces are social constructs created from the societal influences of the writers context

8. what are Sharples' 6 design principles?

- not present unwarranted belief as fact
- provide justification for assertions, by reference either to the publicly observable world or to an acknowledged authority
- reference the sources of ideas
- not selectively ignore facts, but offer all the information that is relevant to an argument
- acknowledge the limitations of an argument
- present the text in a form that is designed to assist, not mislead, the reader

9. what is ethos as discussed by Beason and Cockcroft/Cockcroft?

persuasion through personality and stance

- personality gives us confidence in the person we're talking to = credibility

- stance is the issue giving rise to the interaction, what's the persuader's position
stance needs to be aware of the current state of opinion

Ethos: The set of values held by speaker or writer reflected in his/her attitudes and social behaviour

Personality: The persona or characteristics of a speaker that distinguishes him as a unique individual

Stance: The speaker's position or particular stand on an issue

10. Beason's categories of writers -> what's the key point?

1. writer as writer

- not pro writer but job includes writing

2. writer as business person

- not just writing ability but other traits, skills or attitudes important for someone in business

3. writer as representative

- the image of an individual reflected on an organization

KEY POINT: ethos at stake in varying amounts

11. what are ethical, emotional, and logical appeals as discussed by Cockcroft/Cockcroft?

ethical appeals establish writer's authority and trustworthiness/reliability

emotional appeals focus on reader's VALUES and NEEDS, feelings

logical appeals are appeals to authority/reason, backing up claims with evidence and good reason

12. what is a narrative?

stories and histories that can inform, entertain, clarify, and persuade
can be a timeline (chronological), show how the world works, how ppl behave, how events unfold

13. what are some types of examples?

diff types: anecdotes (short illustrative accounts of events), actual instances (case studies) or hypothetical

14. what is a description? what does it do? what are the 2 types?

adds interest and creates clarity

concrete details and specific words appeal to senses -> form vivid mental images

TWO TYPES:

objective -> observable, factual details expressed in unemotional language

subjective -> expressive language to convey writer's feelings

15. what is definition and what does it do?

-defining key terms/ideas/concepts shows writer's expertise

-using sources appeals to authority and ethics

-helps audience understand writer's message

16. what is process analysis and what are the two types?

explaining how something's made or how a procedure is done ->

breaking something down into its components/parts

-directional process analysis -> steps in a process that reader can follow

-information process analysis -> explains how something's made/done but reader doesn't perform process

17. what is genre?

how we classify the message in the bottle

set of expectations shared by writers and readers and codified by society into categories

18. Ethos 4R 3R

3R:

Recency:

- Are you including the most recent research about your topic?
- Would an historical perspective be useful?

Relevance:

- How closely does it relate to your topic?

For example, if you've found information that differs in culture / size from your topic, is it still relevant?

Reliability:

- Who is the author & what's their expertise?
 - What is the purpose of the document?
 - Type of source?
- (scholarly, popular, government, etc.)

19.

Good rhetoric:

Good character, good reasoning, good will

Emotional Appeals - Pathos:

Focus on the reader's values and needs.

"how we feel about an issue can determine our decision and what we think about it" (Clouse, Pg. 353)

Logical Appeals - Logos:

Focus on reader's sense of authority and reasoning

"To convince your readers by appealing to their sense of logic, you must offer compelling reasons as evidence for your claim" (Clouse)

Ethical Appeals - Ethos:

Establish the writer's authority and present the writer as trustworthy and reliable.

"No matter how strong your support is, you cannot convince an reader who does not trust you" (Clouse)

Writing Patterns:

Exemplification, Description, Definition, Narrative, Compare and Contrast, Process Analysis, Classification and Division, Cause and Effect

Narration:

- Stories and histories can inform, entertain, clarify and persuade.
- They can show us how the world works, how people behave, and how events unfold over (chronological) time.
- They are comprised of other patterns such as story, descriptive details

Exemplification:

Examples are part of most writing:

Methods include anecdotes, actual instances, hypothetical issues.

- Can be anecdotes or short illustrative accounts of events
- Can be actual instances of occurrences or case studies
- Can be hypothetical instances of what could happen or could have occurred

Description:

Concrete details and specific words appeal to the senses and can help readers form vivid material

- Description adds interest and creates clarity for your reader
- Concrete details and specific words appeal to the senses and can help the reader form vivid mental images

Objective Descriptions:

observable factual details, expressed through unemotional language

Subjective Descriptions:

Expressive language to convey reader's feelings about what is being described or to move the audience's feelings

Definition:

Defining key terms, concepts and ideas to illustrate the writer's understanding and expertise

Writer as Writer:

Writer's Credibility as a writer

- Hasty writer
- Careless writer
- uncaring writer
- uniformed writer

Writer as Representative:

Errors affecting the credibility of the organization

- Representing the company to customers
- Representing the company to court

Research Strategies:

Do Research, narrow topic, use other sources, do field research

What are the main questions to ask?

Is there debate?

Are there stakeholders?

What has been written about it?

Can I offer recommendations?

What are the three r's for research?

Recency, relevancy, reliability

External Sources:

Paraphrase and always cite

