

BEFORE YOU DIG

- **THE BIG THREE:** GENRE CONVENTIONS, AUDIENCE CONSIDERATION, WRITER'S PURPOSE/MESSAGE

RECOGNITION OF CRAFT + RHETORICAL "MOVES" (READ LIKE A WRITER)

- **"PLOT" MOTION:** FORWARD MOTION, SHIFT SPOTS, TIME-PLAY (FLASH BACK OR FORWARD), ZOOM IN/OUT, FULL-CIRCLE FEEL, PACING
- **ORGANIZATION:** LEAD STRATEGY, CLOSING STRATEGY, SPECIFIC USE OF DETAILS/SUPPORT/EVIDENCE, ORDER OF "INFO" (SPACE, IMPORTANCE, CHRONOLOGY), SUSPENSE-BUILDING
- **REPETITION:** WORDS, PHRASES/THOUGHTS, IDEAS, PATTERNS/SERIES, STRUCTURAL REPETITION (SECTIONS, STANZAS, ETC.)
- **"SHOW-NOT-TELL":** VISUAL IMAGERY/DESCRIPTION, FIGURATIVE LANGUAGE/METAPHOR, ALLUSION + ANALOGY
- **NEGATIVE SPACE** - WHAT'S NOT THERE?
- **WORD CHOICE / CONVENTIONAL CHOICES:** VOCABULARY CHOICES, PUNCTUATION CHOICES, SPECIAL USE - ITALICS, BOLD, NON-STANDARD SPELLING, ETC., DIALOGUE
- **WORDPLAY:** RHYME, ONOMATOPOEIA, EMPHASIS, ALLITERATION, HYPHENATED MODIFIERS
- **STRUCTURAL CHOICES:** FRAGMENT / RUN-ON CHOICES, SENTENCE LENGTH VARIATION
- **RHETORICAL APPEALS:** ETHOS/CREDIBILITY, PATHOS/EMOTION, LOGOS/EVIDENCE
- **OTHER MOVES:** VOICE/PERSONALITY, SO WHAT?/FOCUS, DISCOVERY/REVELATION, HUMOR