



Advanced & Digital Media Virtual Learning

HS/Advanced & Digital Media

May 19, 2020



Lesson: [Writing Skills (5/19/20)]

Objective/Learning Target:

Recognize rhythm and flow within writing. Work towards developing a signature writing style. Create a story that focuses on writing with rhythm, flow, and personality.

Bell Ringer

1. Do you believe writing has rhythm? Does your writing have a rhythm?
2. Go to www.newyorktimes.com and read through the lede paragraph of three different stories. Do they all have a rhythm? Is it the same rhythm?





Writing Skills

Adding more to your writing tool kit



I

Rhythm & Flow

Making your writing more
natural and easier to read



Balance

Use balanced sentences. This is where the two segments of the sentence are similar in length and in grammatical structure.

Examples

- KFC once had an advertising slogan of “Buy a bucket of chicken and have a barrel of fun.”
- “Every man has a right to utter what he thinks truth, and every other man has a right to knock him down for it.” - James Boswell
- “Her needle-work was seen on the ruff of the Governor; military men wore it on their scarfs, and the minister on his band; it decked the little babies cap; it was shut up to mildewed and moulder away, in the coffins of the dead.” - from the Scarlet Letter

The image features a white background with two large, stylized red curtains on either side, framing the central text. The curtains have a subtle vertical pleat pattern. The main title is centered and underlined.

Uses of Balance

Balanced sentences add rhythm and allows the sentence to stand out. Use balanced sentences to emphasize meaning. It's a great way to draw attention to an idea or thought.



Variety

A good piece of writing is varied in sentence structure. Some sentences are balanced and other lack it. Some sentences are long and some are short. You want to develop your own rhythm to your writing. Using one type of sentence too often becomes monotonous to the reader. You want your writing to mix long and short sentences or even a fragment.

II

Personality

Good writing has a voice
or point of view.

The image features a white background with two large, stylized red curtains on either side, framing the central text. The curtains have a subtle vertical pleat pattern. The word "Conversational" is written in a bold, dark red serif font and is underlined with a thin red line.

Conversational

Journalistic writing needs to be conversational. Academic writing often requires an almost clinical adherence to proper language. Journalism needs to flow naturally. It should read like something that can be spoken.

Example

Instead of writing something like “It is imperative that we commence immediately” you can write something more conversational like “Let’s get started.” There’s no need to make things complex for the sake of complexity. There should be a reason behind complexity.



Tips

1. Listen to yourself and talk and listen to others. Try and make the patterns in your writing mimic those found in speaking.
2. Read your writing out loud. Not only is this a good editing trick it will help you identify flow and rhythm.
3. Change anything that sounds choppy or stilted. Awkward reading is just as bad as an awkward conversation.

The image features a white central area framed by red curtains on both sides. The curtains have a subtle vertical pleated texture. In the center, the text 'Be Original' is written in a bold, red, serif font and is underlined with a thick red line.

Be Original

Writing is like any other creative pursuit. There are rules we have to follow, but you want to find your voice and style within those rules. Finding your voice, your rhythm, your style will go a long ways towards making your writing have personality. People want to read from a point of view. Writing with no personality and no voice is bland and uninteresting.

Assignment

One of the best ways to practice writing with rhythm, flow, and personality is to write an opinion piece. Sometimes it's easier to think about your voice and creativity when you're able to express your opinion. So, I would like you to write a 500-word opinion piece (either a column or review). You'll want to really focus on the writing as you express your opinion. Vary your sentences and use balanced sentences to emphasize major points. Make sure it's conversational and being trying to find your voice.

