



Reader Engagement

TIPS FOR SPECIFICITY & PERSONAL CONNECTION

AVOID THESE GENERALITIES

- ▶ Many people
- ▶ There are
- ▶ Some people
- ▶ Studies show
- ▶ Scientists say
- ▶ We (exception: group writing)
- ▶ Too much YOU
- ▶ Everyone has/says/feels
- ▶ Society, culture, etc.

CHOOSE ACTIVE OVER PASSIVE

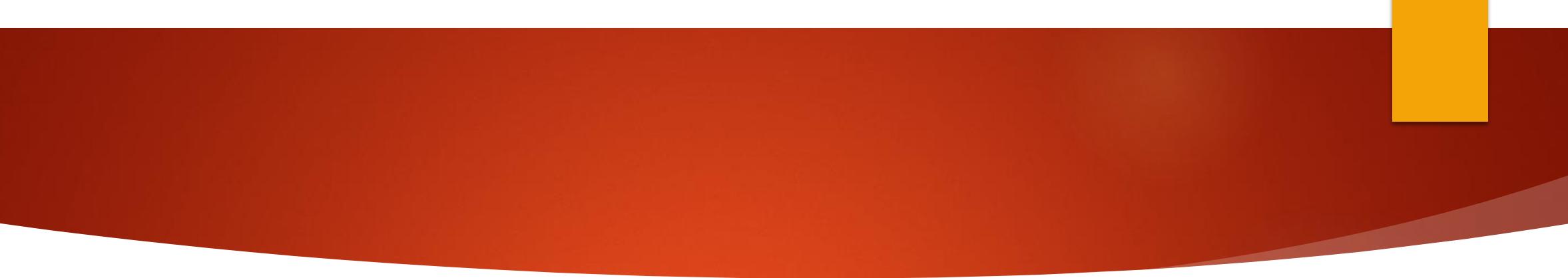
- ▶ Active, clear verbs – MOTION
- ▶ Cut down on unnecessary helping verbs
- ▶ Eliminate past tense (unless conventions dictate or perspective/sequencing is affected)
- ▶ Keep subjects acting/moving instead of being acted upon

USE STORY

- ▶ Storytelling is **EVERYTHING**
- ▶ We think of story as retelling a “specific event in time and place where informational texts deal with that which is generally true.” - Tom Newkirk, *Minds Made for Stories*
- ▶ Harness this power

DON'T FORGET APPEALS

- ▶ **LOGOS**
- ▶ **ETHOS**
- ▶ **PATHOS**
- ▶ Does generalization build these? (hint: w/o research there are **TOO** many questions)
- ▶ Does storytelling (not necessarily fiction) build these?



WE OFTEN THINK WE ARE KEEPING OPTIONS “OPEN”
FOR READERS BY BEING GENERAL – THAT WE ARE
SOMEHOW “LETTING THEM IN.” BUT MORE OFTEN, WE
GIVE THEM A WAY “OUT” AND WE DISTANCE THEM
FROM THE POINT WE HOPE TO MAKE.

WE CONNECT WITH READERS THROUGH BEING
PERSONAL, SPECIFIC, TELLING “STORY.”