

Emphasis

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How to cater to reader's references?

1.get to the subject quickly

2.focus on few subjects



How to cater to reader's references?



3.concrete characters

4.put complexity parts at the end

Understanding How Sentences End

- Emphasize the key point in first sentence.

Ex ; 1. A sociometric and actuarial analyze of ...

2. In this study , we analyze Social Security's...

- explicit the unfamiliar objects.

- Begin simply with a short introductory phrase.

Ex ; 1.Lincoln's claim that ... in the last part of the speech.

2.In the part of speech,Lincoln claims ...

Key Points

- Help your readers organize the sentences.
- Carry your readers from ''simplicity'' to ''complexity''.

New Term : Stress

The most emphatic part of a sentence is called “STRESS”.

- The first few words are the most vital part.
- If you end a sentence on words that carry little meaning, sentence seem to end weakly.

Ex :

1.Global warming could raise sea levels...according to the most atmospheric scientists.

2.According to the most atmospheric scientists...low-lying coastal areas would disappear.

Key Points

- Avoid ending with anticlimatic metadiscourse.
- Put the topic on the beginning and let ending strongly.

Stress Revision

- Shift peripheral ideas to the left.
- Shift new information to the right.
- Trim the end.

Example sentences

Our genes control our social behavior in the way we act in situations we are in every day.

social behavior

= in the way we act in situations we are in every day

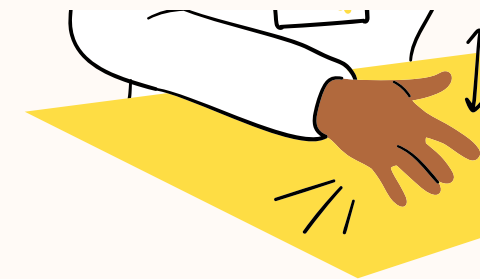
→ trim the end

✓ Our genes control our social behavior.

Stress Diagnosis

By reading sentences aloud. 

As we speak the last few words, raise our voice and tap the table with fingers.



Syntactics Devices to Emphasize the right word

- There, what, it shift.

- Passives

Some claim that our genes influence aspects of behavior.

[active]

Some claim that aspects of behavior are influenced by our genes.

[passive]

Syntactics Devices to Emphasize the right word

- Not only X , but (also) Y.
- Pronoun substitution and ellipsis.
Simplify content to highlight key points.

Thanks for your attention