**Writing Ideas/Strategies to Consider**

Project 1:

* Stronger introduction: Try to build suspense/create interest in the introduction, establish central claim while leaving some information unrevealed in order to keep the reader’s attention. Perhaps break up introduction, including a section to explain lenses. This way, the audience is more gradually introduced to new information. Use a clearer and more compelling motive device. Work on better organization of introduction paragraph.
* Citation/Sources: Use in-text citations more carefully and consistently, introduce some sources in prose to add credibility/ introduce audience to an extensively-used source. Make sure that audience has a good understanding of information’s source
* Paragraph organization: Establish main claims earlier in paragraphs. Set aside a separate section for critical argument, be sure to highlight this tension throughout the paper by referring back to lens sources/ making connections to critical argument throughout the paper.
* Evidence/supporting claims: elaborate more on claims and supporting evidence, better explain the information presented. Provide more concrete evidence, and perhaps use visual support (such as a photo or description of cultural document) in addition to textual support. Make clearer connections between evidence presented and your central argument.
* Clarity: use active, rather than passive sentence structure.
* Thesis: consider taking a more nuanced, complex position that carefully takes all information presented in the essay into consideration rather than just taking one rigid position.
* Transitions: use more precise and effective transitions between sentences and paragraphs
* Organization: organize paragraphs better in terms of content and arrangement in the paper.
* Title: Use a more effective and descriptive title.

Project 2:

* Title: Use a clearer, more descriptive title.
* Paragraph organization: Better focus topic sentences
* Clarity: Use more precise language to describe terms/concepts such as “globalization,” explain concepts more clearly.
* Evidence: Back up claims with higher quantity and quality of information. Don’t over-use quotes: summaries and paraphrasing are fine. Consider whether or not evidence is relevant to main argument.
* Audience: provide better context/ background information (better description of Powell’s Books), explain lens concept in more depth. Break up information/ introduce it more gradually so that the audience can follow it more easily.
* Essay organization: re-structure results section, remember to include an abstract.
* Introduction: Consider breaking up introduction into two or more paragraphs. Do not include too much information in the introduction (for example, hint at lens sources used rather than stating them explicitly).
* Claims/ Argument: re-think and refine claims: which claims should be made stronger? Clarified? Deleted altogether (not sufficiently convincing/ relevant to paper)?
* Case study analysis: Make it clearer how conceptual lenses drive analysis in the results section
* Sources/Citation: Select a more appropriate citation method for this paper, make use of foot-notes for side comments and additional information not directly related to the paper

Project 3:

* Explain topic’s greater significance
* Organization/ Design: Organize information better on website (for example by re-arranging tabs). Re-think paragraph structure/arrangement. Conclusion paragraph needs to be better organized/ split up.
* Evidence: Some areas need more/more detailed evidence. Some sections need a better connection between visual evidence and text description.
* Introduction: Remember to use motive formula (clearly establish a starting position, etc.) Use stand-alone section to better address Fleming’s claims.
* Arguments/claims: decide which claims are stronger weaker, strengthen or delete some claims if necessary.
* Sources/citations: use links to cite sources in the text.