ACROSS THE STYLE-VERSE

A Comprehensive Guide

CLASS OF ENC4293

Across the Style-Verse: A Comprehensive Guide

In today's fast-paced and interconnected/ interdimensional world, the ability to communicate effectively through written documents and graphic elements is an essential skill. Whether you are a technical writer, a student (part timing as a vigilante in spandex), a professional in a scientific or engineering field like my friend Dr. Otavious , or anyone striving to convey complex ideas with precision and clarity, this manual is your comprehensive guide to mastering the art of technical communication no matter which universe you may end up in.

As you navigate through the various dimensions of this manual, you will find a web of information on the intricacies of crafting well-organized written documents that cogently express the ideas you seek to convey. From navigating the nuances of grammar and punctuation to harnessing the power of visual elements, and understanding the importance of rhetoric and documentation, this manual is designed to equip you with the knowledge and tools necessary to excel in the realm of technical communication.

This manual is not just an instruction guide; it is a beacon guiding you through the often intricate and sometimes daunting worlds of technical communication.

Each chapter includes tips on how to include writing for different diversity groups, so keep your "Spidey-senses" alert for the blips on inclusive writing scattered through-out each chapter.

Consider this manual as your dedicated trusty sidekick on your journey towards becoming an effective technical communicator. As you read, learn, and apply the principles and strategies presented within these pages, you will gain the confidence and competence needed to create impactful, well-organized documents that not only convey your ideas but also leave a lasting impression.

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Research & Documentation

Chapter One

Research and Documentation

1.1 Research Processes

Research is the foundation of all known knowledge, from the natural sciences to the social sciences, and from the humanities to engineering. However, the standards and techniques employed in research are as diverse as the fields themselves. The Oxford English Dictionary defines research as "The systematic study of materials and sources in order to establish facts and reach new conclusions. (O'Leary). Each field of study, whether it's physics, psychology, history, or economics, adheres to its own set of principles and guidelines to ensure the integrity, validity, and ethical conduct of research. Understanding these standards is not only vital for researchers within these fields but also essential for anyone who seeks to comprehend and critically evaluate the wealth of information generated by research endeavors. In this chapter, we will delve into the research and documentation practices that can be implemented for various fields of study.

Through the guidance provided in these pages, you will learn to navigate the practices of citations, research tools, and references, all of which are essential components of successful academic writing.

How to Begin the Research Process

You have a paper due in 3 days. You're panicking, as you haven't started yet. Writing can often be overwhelming. Take a breath and relax. Here are some ways to begin your research journey:

- **Understanding the Scope:** Take your fingers off the keyboard. Take the time to get a good understanding of the specific topic/field or work of art you need to write about. Read a couple of articles, or even watch a YouTube video. Just soak it in.

- **Define Your Research Questions:** Research often starts with exploration and inquiry. Identify questions that pique your curiosity and provide direction for your research. Questions that keep the writer interested will ensure that they are engaged at a deeper level.

- **Gather Your Sources:** Best if you have all your eggs in one basket starting off. Having an idea of the references and citations you will use will go a very long way in helping you write and structure your paper.

- **Verify that Your Sources are Credible:** What's worse than citing? Going through all the trouble of the process, only to find out that your sources are not credible. If left unchecked, this will likely result

in points being taken from your paper, or even a plagiarism accusation. Even worse than that is going back and trying to fix it up after you already wrote 2 pages based on a source. That is why it's always best to verify your sources before you start writing.

🕸 **Create an Outline:** Creating an outline for an essay is an essential step in the writing process. It helps you organize your thoughts, structure your essay, and ensure that you include all the necessary information. Here's a step-by-step guide on how to create an outline for your essay:

🕸 **1. Choose a Structure:** Decide on the essay structure that best suits your topic and purpose. Common essay structures include,

🕸 Introduction, Body (with multiple paragraphs), Conclusion

🕸 Introduction, Three-Point Thesis, Body (one paragraph per point), Conclusion

🕸 Problem-Solution, Cause-Effect, Compare-Contrast, etc.

🕸 **2. Create Main Sections:** Divide your essay into main sections based on your chosen structure. These will become the main headings or Roman numerals in your outline. For example,

🕸 I. Introduction

🕸 II. Background Information

🕸 III. Main Argument

🕸 IV. Supporting Evidence

🕸 V. Counterargument (if applicable)

🕸 VI. Conclusion

🕸 **3 Add Subsections or Subpoints**: Under each main section, add subsections or subpoints that represent the key ideas or arguments within each section. These will be labeled with letters (A, B, C) or numbers (1, 2, 3). For example,

🕸 II. Background Information

🕸 A. Historical Context

🕸 B. Relevant Statistics

🕸 C. Definitions

🕸 **4. Completion:** Once you're satisfied with your outline, you can use it as a guide to start writing your essay. Each point in your outline will correspond to a section or paragraph in your final essay.

🕸 **5. Write:** With the outline completes, and all your eggs in one basket, writing the essay should come very easy,

🕸 **6. Cite:** With the job almost done, it's time to arrange and organize all your citations. Do not forget your footnotes or in-text citations, as they are essential to avoid plagiarism, as well as acknowledging intellectual debts (Garfield).

🕸 **7. Peer Review:** Before submitting, it's best to get a second or third opinion. Show your work to colleagues or peers that you look up to and take their feedback to heart. Make changes and adjust as necessary.

Standards Of Research For Multiple Fields

Arts And Humanities

In the world of academia, the Arts and Humanities stand as a testament to the beauty, depth, and richness of human expression, thought, and creativity. Writing about art can often be seen as greatly enjoyable and quite relaxing, but as refined and tuned up high art is, an essay for art classes should often be bulletproof. In this section we aim to give the reader all the tools necessary to reach that status.

Citations

In research within the arts and humanities, the choice of citation style often depends on the academic tradition or specific field you are writing for. However, several citation styles are commonly used in these disciplines. Here are some of the most common citation styles. They are listed in priority for usage in the arts and humanities:

🕸 Modern Language Association (MLA) Style

🕸 Harvard Style

✿ Chicago Manual of Style

✿ American Psychological Association (APA) Style

Business Administration

Business administration is a multifaceted discipline, encompassing areas such as management, marketing, finance, human resources, and operations. It is a dynamic field where the art of decision-making meets the science of management.

Business classes often require students to write various types of essays and reports as part of their coursework. The specific types of essays and reports can vary depending on the course, instructor, and institution. Here are some common types of essays and reports you might encounter in business classes, along with examples:

✿ **Business Ethics Essays**
> *Write an essay on a recent corporate scandal, analyzing the ethical issues involved and proposing ways to prevent such incidents in the future.*

✿ **Marketing Analysis Reports**
> *Prepare a report analyzing the marketing strategies of a specific company or product.*

✸ Business Plan Essays

> *Develop a business plan for a hypothetical startup, outlining the business concept, market research, financial projections, and implementation strategies.*

✸ Case Study Analysis

> *Analyze a real or hypothetical business case and provide recommendations for solving   a specific problem or making strategic decisions.*

✸ Financial Analysis Reports:

> *Write a report analyzing the financial statements of a publicly traded company, including a discussion of its financial health, profitability, and investment potential.*

✸ Human Resource Management Essays:

> *Discuss the importance of diversity and inclusion in the workplace, and propose strategies for fostering a diverse and inclusive organizational culture.*

✸ International Business Essays:

> *Write an essay on the impact of globalization on businesses, including the challenges and opportunities it presents.*

✸ Operations Management Reports:

> *Prepare a report on improving the efficiency of a manufacturing process or a supply chain, including process analysis and recommendations for optimization.*

When choosing a citation style for your business administration research, consider the following factors:

- ✸ **Your Institution's Requirements:** Some universities or institutions have specific guidelines or preferences for citation styles. Always follow your institution's requirements.
- ✸ **Type of Research:** Consider the nature of your research and the preferences of your target audience.

However, these are the standard preferred standard of citation for business administration, listed in priority:

1. APA (American Psychological Association) Style
2. MLA (Modern Language Association) Style
3. Vancouver Style
4. Chicago Manual of Style

Engineering and Science

"Engineering scientists are a breed of engineer—often interdisciplinary—whose research aims to make fundamental contributions to basic science as well as to create novel artifacts and technologies. "(Nersessian).

Research within engineering and the sciences can be high-pressure. As aspiring engineers and computer scientists, you are part of a dynamic field where groundbreaking innovations, technological advancements, and problem-solving prowess are the driving forces to your career. Research is the bedrock upon which these advancements are built, providing the knowledge and insights that fuel progress.

Here are common types of essays that you are likely to complete in this field:

- **Argumentative Essays:** Present a clear and well-reasoned argument on a specific topic related to engineering or Science.

- **Expository Essays:** Provide a detailed and objective explanation of a concept, process, or technology in these fields.

- **Technical Reports:** Communicate the results of experiments, research, or project developments in a clear and concise manner.

- **Research Papers:** Requires students to conduct in-depth research and present their findings, often following a specific format such as APA or IEEE for citations.

- **Critical Analysis Essays:** Evaluate the strengths and weaknesses of a particular theory, approach, or technology in engineering or computer science.

- **Problem-Solution Essays:** Address a specific problem in these fields and propose viable solutions. These are particularly common.

✸ **Comparative Essays:** Compare and contrast different methods, technologies, or systems, highlighting their advantages and disadvantages.

The standard preferred citation styles for Engineering and STEM sciences, listed in order of priority, are:

1. APA (American Psychological Association) Style
2. MLA (Modern Language Association) Style
3. Vancouver Style
4. Chicago Manual of Style

1.2 References

In everyday life, people utilize references and sources in order to learn and process new information. A reference is a source of information that is used to learn something, as well as utilizing citations to cite where they found the information they learned. There are different types of references that we are going to be discussing throughout this section: MLA (Modern Language Association), APA (American Psychological Association), IEEE (The Institute of Electrical and Electronics Engineers), and Chicago style. In this section, we will establish different types of sources, how to locate different sources, how to establish the credibility and reputability of the source, and how to navigate the Microsoft Word Referencing Tool.

Types of Sources

There are a variety of sources that can be employed in conducting research and collecting information. There are also classifications that the sources can be categorized into:

primary sources, secondary sources, and tertiary sources. The main sources that are the most useful are scholarly articles, academic journals, newspapers/magazines, books, websites, and encyclopedias.

Primary Sources

Primary sources are considered the most credible sources because they can include first-hand accounts of those who were in an event and they give you information specifically regarding your research project. Some examples are statistics, newspapers, photographs, audios, diaries, and letters.

Secondary Sources

Secondary sources are sources that analyze and interpret the primary sources. Secondary sources are also sources that will help you decide your position regarding your research. Some examples are books, academic journals, textbooks, and documentaries.

Tertiary Sources

Tertiary sources are sources that combine information from both the primary and the secondary sources. There is no analysis of information, and it is used for introductory knowledge on certain topics. Some examples are encyclopedias, biographies, indexes, and dictionaries.

Scholarly/Academic Journals

Academic journals contain articles that are written by experts on specific areas and is considered one of the most, if not the most, updated source. The intended audience of academic journals are other experts in the field. This is because technical jargon that other experts know is used. However, these can also be used for student's research too. Academic journals report solely on original research, are peer-reviewed, and contain a biography of the sources that they cite in the journal. There are three different types of academic journals: original research articles, theoretical articles, and review articles.

Original research articles' main purpose is to provide and further publish data from an original source. This can also be considered as primary sources due to the fact that they utilize original research. Theoretical research deals with theoretical topics in a certain area or field. Review articles are extremely broad; they take the current knowledge and status of a particular field, compile the findings, and summarize it.

Newspapers

Newspapers are a great way to introduce you to a topic and get you well-versed in the basics before using scholarly and academic sources, which incorporates language that can be hard to understand at first. Newspapers not only introduce you into the topic, but also show how that topic is being discussed and seen in the real world. They are written by journalists with the intention of the general population reading and understanding it, therefore, technical language is rarely used.

Newspapers are reputable sources because they are fact-checked through editors and publishers. However, they do not generally have a bibliography Overall, the newspapers normally contain an analysis and overall opinion of a certain topic.

It is imperative to realize that newspapers are not always reliable because they can be written from a biased perspective, and you will see later in this section how to identify if a source is reputable or not. Overall, newspapers help provide general information regarding not only past events, but current ones as well, in order to help you understand your topic a bit better.

Textbooks

Textbooks provide in-depth information that are also written by experts, and their primary use is for thoroughly going through information on a topic. Textbooks reference sources such as research projects, data,

investigations, etc. A lot of knowledge can be found in these books because they have an overall review, previous research, and other information regarding their field of study. There can be a range of authors for these types of books, whether it be a single author or multiple authors working on different parts of the book. The books are edited by, at a minimum, a general editor. Similar to academic journals, books utilize technical language and provide a bibliography. Textbooks that utilize other sources and contain an overall review and previous research are written primarily for the general public rather than experts like academic journals do.

Websites

Just like newspapers, websites are great for preliminary research learning about a subject that you have little knowledge about. The issue with websites is that they are not always credible due to pitfalls such as not providing the author's names, not having a peer-reviewed site, and not citing sources. This is why it is imperative that you have the ability to identify whether sources are credible or not (see "How To Identify Credible Sources" below). A quick way to see if a site is reliable, you can see if it has DOIs (digital object identifier) or trusted domains, such as .edu (education) or .gov (government-related).

A DOI serves as a permanent, standardized, and globally recognized identifier that makes it easier for researchers, scholars, and readers to access and cite digital and physical content.

This system helps maintain the integrity of citations. In some citation styles, particularly for academic journal articles and online sources, the DOI may be included as a permanent and unique identifier.

Encyclopedias

Encyclopedias reference works that specifically have overviews of topics instead of their own original opinions and their own research. They are in alphabetical order and do not specify who wrote the pieces and don't include knowledge about scholarly sources. Encyclopedias are best used as background information in the beginning of your research due to their lack of in-depth material. There are two different types of encyclopedias, general and subject:

- General encyclopedias have multiple entries about many topics.

- Subject encyclopedias only have entries focused on a specific field.

Where to Locate Sources

In conducting your preliminary research, it is imperative to use a combination of primary, secondary, and tertiary sources: "Preliminary research can be conducted through reading material in sources such as textbooks, websites with reputable domains, encyclopedias, research magazines, and news reports" (Ryan). It is important to use all three types of sources because it ensures that you are getting accurate, reliable information. A source that is commonly used are academic journals, but it is important to know where to find other sources to use.

Research Databases and Websites

Research databases and search engines are very useful when conducting research because they provide you with different features that can ensure that you find the best sources in correlation to your research. Firstly, before we go into specifics regarding what different databases and websites you can employ, you have to know how to work the database to find the information that you need.

When searching for a specific book, "you can search for it in a research database using the author's name of the publication that you are looking for, or just the title of the book" (George). However, if you are not looking for anything specific and just want to find sources that will be convenient to your research, utilize common keywords that are associated with your research problem to find sources that will be useful to you.

A database that is useful for finding journal articles is JSTOR. If you want to find more information, look at section 1.4 to see additional information about this database.

If you are looking for information that is medically related, PubMed Central is a useful database. It is credible because it is run by the National Library of Medicine and offers students access to literature regarding medical information. Additionally, it has over 7 million records that can be utilized, making it a very useful resource in regard to medical research. Similarly, Science.gov is useful for scientific research and also has full-text documents that are useful to students.

Google Scholar and Books

Google Scholar and Google Books are two places where you can find a lot of the scholarly information that you need. Google Scholar assists students in finding articles, journals, and books that are relevant to their field of study. Google Scholar is a great resource because it contains scholarly research and gives you the most credible and reliable information on whatever topic you are researching.

Google Books is also useful for finding scholarly information, as there are over 40 million books at your disposal for your research, with around 10 million books having the ability to download the full text. The difference between Google Scholar and Google Books, however, is that with Google

Books you need to double check and ensure that the author is credible to your research.

If you want to find out more information about this, look at section 1.4.

Library Resources

One of the best, if not the best, place to find resources is your university's library. The library offers digital information as well as print information through books, journals, newspapers, and much more. If you utilize that specific database, you can go through and find specific sources related to your research and where to locate it in the library. Another great way to find multiple sources is to look at the other resources that are around sources that you are already using. Librarians can also help you find sources that are not only relevant to your research, but are credible and useful.

If you want to find more information regarding this topic, look at section 1.4.

How to Identify Credible Sources

Before we establish how to dive in and evaluate a source and its credibility, it is important to define what a credible source is: "A credible source is a source that is backed up with evidence, unbiased, and the author and publication that produced the source is reputable" (George). It is imperative that you only use credible sources because it ensures that

your reader will see you as a trustworthy person and that you engage in thorough, accurate research.

CRAAP

CRAAP stands for Currency, Relevancy, Authority, Accuracy, and Purpose. It is a checklist to go through when identifying whether or not your source is credible enough to incorporate in your research.

- **Currency** deals with the time period that it was written and if this source is still considered up to date. It is suggested by reputable scholars and researchers that the source you are citing should have been written within the past 5 to 10 years.
- **Relevancy** deals with identifying whether the source is relevant to your research.
- **Authority** deals with the people who produced the source. It is important to look at the author and the publishers or where it was published and whether or not they are reputable and trustworthy. You can do this by looking at their credentials and whether or not the publication that produced this is seen as an unbiased organization.
- **Accuracy** deals with whether or not the source cites their own sources and backs up their claims with evidence.

🕸 **Purpose** deals with the author's intent in writing this piece. It is important to determine whether or not the author or publishers have any ulterior motives in publishing the source and whether or not they are specific to a certain field.

Additional Useful Information to Consider

When establishing the credibility of a source, on top of using the CRAAP method, also observe features such as the objectivity of the source, the depth, and whether or not the source was peer-reviewed. The depth of a source can be seen through its length, as well as how they are able to connect their data to the topic. You want a source that gives in-depth data rather than one that glosses over the main point and only gives you a brief overview.

Checking to see if a source is peer-reviewed helps give an extra sense of security that the source is credible, as the source has not only been identified by one author, but by multiple to ensure that the data is accurate.

Navigating the Microsoft Word Referencing Tool

The Microsoft Word referencing tool is beneficial in regard to "allowing you and helping you to add references to your word document, such as citations within the document" (University of Reading). It also helps you with your bibliography at the end of your document. Here's how to use this tool:

1. Create a document and start working on your project. Once it is time to insert a citation, navigate to the **References** tab that is at the top in the ribbon.
2. Click on Insert Citation and then Add New Source.
3. Select **Type of Source** and fill in what it prompts you to fill in.
4. Add all citations into your document that you need.
5. Go to the end of your document and click the **Bibliography** button.
6. You can choose from preformatted options if that is what you want to do, or you can format it yourself.
7. If you want to change what style your references are, such as "**APA**" to "**MLA**", click on the **"Style"** button and you can select the style that you want.

1.3 Citations

Citations are imperative in any writing that you do. Not only does it show the reader that you have done your research and are a reliable source, but it also gives your readers other places to go if they need additional information that they weren't provided with. The citations that are most commonly used are MLA, APA, IEEE, and Chicago.

MLA

MLA stands for the Modern Language Association. MLA format is "used in writing literature and language, as well as humanities" (University of Washington). MLA format uses parenthetical citations within the document which corresponds to a bibliography at the end of the document that is alphabetized. MLA is commonly used in subject areas of Philosophy, Language, Literature, and English, and are made to refer to a lot of sources that are associated with specific texts.

There is a common citation format that is used for most MLA sources. In order to make this citation in a bibliography, you include,

1. the author's last name,
2. the author's first name,
3. the title of the source (make sure to add quotation marks around the title),
4. the title of the container,
5. the other people that contributed to the piece that you are referencing,
6. the version of the source,
7. the page numbers you used,
8. the publisher name,
9. the date it was published,
10. the location

Sometimes, you won't be able to find all of this information, but the more you have the better the citation.

In order to make this citation in the text, you,

1. Use parentheses and put the author's last name first,
2. Then the page number(s) that you used and close it off with another parentheses.

Even though both text and bibliography citations share a general format, different sources require variations of this general format.

In order to cite different sources into MLA format, you need to know how to cite it in the bibliography as well as in-text. Below, the first example is how to cite a bibliography and the second example is how to cite within the text.

Academic Journals

> Author(s). "Title of Article." *Title of Journal*, Volume, Issue, Year, Pages.

> (Author's Last Name, Page Number)

Books

> Author's Last Name, Author's First Name, *Title of Book*. City of Publication, Publisher, Publication Date

> (Author's Last Name, Page Number)

Websites

> Author, or compiler name, *Name of Site*, Version Number, Name of Publisher, date of

creation, DOI (if not, include URL), Date of Access

> (Author's Last Name, Page Number)

APA

APA stands for American Psychological Association. APA is "utilized in documents for fields such as psychology, sociology, and anthropology. It also can be used in education, but it varies" (Lorenz).

In order to make this citation in a references list, you include,

1. the last name of the first author (if there are multiple),
2. the first initial of the author,
3. the year the source was published (in parentheses),
4. the title of the source,
5. the journal that published the source (in italics),
6. the volume number (in italics),
7. the issue number,
8. page numbers (in parentheses),

In order to make this citation in the text, you use parentheses. The author's last name goes first, and then after that you put the year that was published after that. This way, it is able to align effectively with its corresponding source in the reference list. However, there are certain sources that have specific variations of the common citation that is mentioned above.

In order to cite different sources into APA format, you need to know how to cite it in the bibliography as well as in-text. Below, the first example is how to cite in a bibliography and the second example is how to cite within the text.

Academic Journals

> Author's Last Name, First Initial., (Year). Title of article. *Title of Periodical*, *volume number* (issue number), pages. DOI.

> (Author's Last Name, Year)

Books

> Author's Last Name, First Initial., (Year of Publication). *Title of work: Capital letter*

also for subtitles. Publisher Name. DOI (if available)

> (Author's Last Name, Year)

Websites

> Author's Last Name, First Initial., Middle Initial., (Year, Month Date). *Title of page.*

Site name. URL

> (Author's Last Name, Year of Publication)

IEEE

IEEE stands for The Institute of Electrical and Electronics Engineers. "IEE is a different style from APA and MLA in the sense that it uses the citation numbers within the text which then corresponds to the references list at the end of the document" (New Jersey Institute of Technology).

In order to cite this in a references list, you include,

1. the author's first initial,
2. the author's last name,
3. the title of the article (in quotation marks),
4. the title of the journal or book (in italics)

In order to cite this within the text, you refer to the source with the number in the square brackets and that will then be affiliated to the source in the references list. Make sure to place it after whatever you are quoting and ensure there is a space between the previous word and the bracket. Once you have assigned a source to a number, both of those are correlated for the rest of the piece. If you have to cite multiple sources at one time, list

each number in their own bracket and separate the brackets with a dash or a comma in between the different numbers. However, there are certain sources that have specific variations of the common citation that is mentioned above.

In order to cite different sources into IEEE format, you need to know how to cite it in the bibliography as well as in-text. The first example is how to cite in a bibliography and the second example is how to cite within the text.

Academic Journals

> Author's Initials. Last name, "Article title," *Journal Name*, Volume, Number, Page

Range, Month Year, DOI

> Author's Last Name [Source Number, Page Number]

Books

> Author's Initials. Last name, *Book Title*, City (and state if in the US), Country:

Publisher, Year.

> Author's Last Name [Source Number, Page Number]

Websites

> Author's initials. Last name. "Page title." Website Name. URL (accessed Month Day, Year)

> Author's Last Name [Source Number, Page Number]

Chicago

The Chicago style is extremely flexible. It combines the two main referencing styles: footnotes and author-year style. According to Neumann, "the [style] that is preferred depends on how long the piece actually is . . . when there are longer academic texts, it is better to utilize the footnotes. Author-year systems are usually used with shorter pieces" (Neumann).

Keeping this in mind can help you determine if you should use a footnote referencing style or an author-year style. This is one of the main reasons as to why the style is extremely flexible.

In order to make this citation in a bibliography, you include,

1. the author's first and last name,
2. the title of the book (in italics),
3. the place of publication,
4. the publisher,

5. the year in parentheses,

6. the page numbers

In regard to citing this within the text, it is the author's last name, year, and the page number or numbers in parentheses. However, there are certain sources that have specific variations of the common citation that is mentioned above.

In order to cite different sources into Chicago format, you need to know how to cite it in the bibliography as well as in-text. Below, the first example is how to cite in a bibliography and the second example is how to cite within the text.

Academic Journals

> Author last name, first name. "Article Title." *Journal Name Volume*. No. Issue (Month or Season Year): Page range. DOI or URL

> (Author, Year, Source Number)

Books

> Author's Last name, First name. *Title of Book*. Place of publication: Publisher, Year of publication.

> (Author, Year, Source Number)

Websites

> Author's Last Name, First Name. "Title of Web Page." Name of Website. Publishing

organization, publication or revision date (put access date if that is the only one

available). URL

> (Author, Year, Source Number)

1.4 Research Tools

When it comes to professional and academic writing, research becomes an essential part of creating any type of document, and you may be required To step outside of your comfort zone and write about a topic you have minimal knowledge of. This is fixable with research tools. There are many ways to acquire research, whether it's by taking information out of a book or gathering information online. Throughout this section of the chapter, there will be guidelines on how to find useful and valid research tools that can help guide an academic or professional document.

With an incredibly vast number of resources that is constantly at everyone's disposal, this section will focus on covering:

🕸 Credible research tools

🕸 Online research

🕸 Books

🕸 Documents

🕸 Interviews

🕸 Images

Credible Research Tools

A research tool is a tool that can help students and academics with their school and work projects. To determine a usable research tool, you must think about the validity of the tool. While working on large amounts of research, it can be tempting to use anything that is convenient and at your disposal. Though, when writing instructional documents, one must consider using reliable and credible sources.

How to Verify a Source

It can be difficult to find a viable and trustworthy research tool. When working on professional and academic writing to make your work valid and useful to others, your sources must come from a credible source and have depth and purpose.

Here's some steps you can take to check if a source is viable:

⊛ **Investigate the Author's Credentials:** To get clarity on the author's expertise, you can research the author's qualifications, work experience, and degrees they have in the related topic.

⊛ **Investigate the Publication:** Invest some time into searching where the information is published. See if the material comes from a reputable source. Look out for publications that claim to be self-published and make sure the publication is verified.

⊛ **Investigate the Publisher:** Look into the background of the publisher and decipher if the publisher's history is accurate and reputable.

⊛ **Investigate the Publications Date:** Make sure that the source you're taking from is not considered outdated. Try finding the most up-to-date information on your desired subject.

Online Research Tools

Online research tools are one of the most common and most used resources available. A research tool such as the internet has become integral in our society as it holds an incredibly vast amount of information. While it is a fantastic resource, it is also very large and overwhelming. So, it is always good to remember that some information is false and should not be used for documentation. Rather than spending time looking for credible research sites try one of the sites below:

⊛ **UCF Library Website:** The first place that UCF students and faculty can look to find credible research material is UCF's online library, a

valuable database that can aid you in locating various helpful resources. To clarify, a database is a collection of data that can be stored online allowing information to be accessible and user-friendly. It offers a variety of resources such as articles, books, eBooks, dissertations, government documents, images, scores, audio, and videos. To gain access to the database, go to the [UCF library](#) website. Once the page loads, you will see the search bar where you can look for a specific topic. If you want to narrow your search down, you can select the type of document you're looking for underneath the search bar, whether it's a book, video, chapter, or article. If you need to do an even more specific search, you can click "Advanced Search" and find more options on how to narrow your search.

🕸 **Google Scholar:** Google Scholar is a platform that helps you search for scholarly literature. It provides a space where users can search across many databases while looking for scholarly literature. The sources that are available include: articles, books, abstracts, court opinions, online repositories, and other websites.

🕸 **Google Books:** Google Books is another option when looking for sources that you might need to cite. With this tool, you can search for books that you can buy or borrow from their library, including eBooks. A feature that makes this resource worthwhile is its reference pages; for every book, there is a reference page that will

provide you information such as web references, maps, and book reviews.

- ✸ **Scopus:** Scopus is a curated abstract and citation database that connects academic literature across a variety of sources. Its goal is to curate relevant research that identifies with your research needs.

- ✸ **Science.gov:** Science.gov is known as a gateway to the United States Government's scientific information. It allows free access to technical and scientific research that is sourced from thirteen federal agencies with over sixty databases that cover over two-hundred million pages of federal science information

- ✸ **Library of Congress:** The Library of Congress is considered to be the largest library in the world, as it holds millions of resources such as manuscripts, books, photographs, videos, maps, newspapers, and films. It is user-friendly, and even has assistants available that can help you look for what you need.

- ✸ **JSTOR:** JSTOR is a platform that holds millions of articles, images, journals, and books. The platform was built to allow access to academic research that can be used by professionals and academics. JSTOR is a great alternative resource if the other sites above are not what you are looking for.

Special Note for Wikipedia

Though the use of Wikipedia is controversial, there is still a way it can be helpful. Wikipedia should not be used as one of your primary sources, but

it can be used as a place to gain a basic understanding of your topic. Identify the key components of your topic and find your resources elsewhere.

Additional Online Research Tools

The internet is an incredibly expansive resource, so of course not every research tool could be mentioned. If there is a need to find more research, feel free to look here:

🕸 Blogs

🕸 Online Directories

🕸 Additional Databases

🕸 News Sites

🕸 Digital Archives

Citation Managers

Citation Managers are beneficial because they contribute to your writing process by keeping your material organized. As you find source material that you want to use for your projects, the citation manager will keep track of articles and documents that you will eventually need to create your bibliographies.

- ❀**Zotero:** Zotero is a free citation manager that markets itself as being your personal research assistant. Its purpose is to assist you in collecting and organizing your research sources.

- ❀**Endnote:** Endnote is another citation manager that is said to be one of the best for reference management. It keeps track of your citations and prepares them for when making your bibliography.

- ❀**Mendeley:** Mendeley is another free citation manager that generates easy referencing and citations that can be used for bibliographies.

Books and Documents

Books

Searching for research in books used to be every professional and academics go-to way to find credible information. Now, it's common for many to use the internet when finding resources. The internet and online databases are vast, but some information is still found through literature.

Ways to find and use these research resources:

- ❀Public Libraries
- ❀School Libraries
- ❀Academic Libraries
- ❀Private Collections
- ❀Special Collections

🕸️Bookstores

🕸️Your Own Library

🕸️UCF Library

The UCF library is the perfect place to find books or documents when conducting research. The library carries a large physical book collection and can carry up to one million pieces of print literature. The online database can be used to find print and digital literature, as mentioned before. Once you find the piece of literature you want to use, you can check it out and pick it up at the John C. Hitt Library or any of the other UCF library locations.

Types of books that can be used for research include:

🕸️Textbooks

🕸️Commercial books

🕸️Fiction books

🕸️Encyclopedias

🕸️Guidebooks

🕸️Almanacs

🕸️Bibliographies

🕸️Atlases

🕸️Handbooks

Special Note on Handbooks

There are many handbooks that can assist you, such as the *MLA Handbook (Official) 9th Edition, The Chicago Manual of Style, 17th Edition,* and the *APA 7th Edition Manual.* Handbooks use a system to credit authors and organizations, these handbooks are guides that can aid you while working on your academic or professional writing.

Documents

Documents are another great source of information where you can gather research. For many professions and fields of study, there are multiple types of documents that can be used to gather information, such as:

🕸 Statistical data

🕸 Lab reports

🕸 Letters

🕸 Technical Reports

🕸 Patents

🕸 Dissertations

🕸 Correspondence

🕸 Progress Reports

🕸 Maps

Images

Throughout this style guide, we will be discussing the use of images. In this section, we will be giving a brief list of websites that you can source images from, such as:

- 🕸️ **Adobe Stock**: Adobe products are very well known and a reliable company that has a library full of public domain images that academics and professionals can use.

- 🕸️ **Library of Congress**: This library can be used to source many academic and professional journals and articles, but it can also be used to source images.

- 🕸️ **The New York Public Library**: This library has a large digital collection of public domain images that are available to the public.

- 🕸️ **The Internet Archive**: On archive.org, there is an assortment of public domain images that can be used.

Interviews

If you are looking for a more personal research method, you can conduct an interview. For your field of academia or profession, it can be a good idea to go straight to the source and interview a specialist who has experience in your field.

In-Person Interviews

An in-person interview can be a very valuable research method for assembling detailed and personal information from an expert.

Here are some tips on how to conduct an in-person interview:

- 🕸 **Research Goals:** Firstly, before you give the interview, you should define your research goals. Create an outline of what information you're trying to get out of your interviewee.
  - 🕸 What specific information are you trying to obtain?
  - 🕸 What is the main purpose of the interview?
- 🕸 **Recruit a Participant:** Find and recruit someone to participate in your interview. Try to find the perfect subject that will meet all of your research goals. This is easier said than done. There is a possibility that you might need to conduct many interviews so according to the interviewee, curate the questions to their expertise.
- 🕸 **Scout a Location:** Find a location that is suitable for all participants. Make sure the location is comfortable and a space that is instrumental in conducting an honest and respectful conversation. Some location ideas include,:
  - 🕸 Coffee Shop
  - 🕸 Library
  - 🕸 Office

🕸 Restaurant

🕸 **Schedule the Interview:** Coordinate a time that works with all participants. Make sure not to schedule a time that is inconvenient and that can affect the rapport between the participants.

🕸 **Conduct the Interview:** Be a respectful and present listener. While giving the in-person interview, ask questions that give room for the participant to expand on their thoughts. By doing this, the participant will feel welcome giving you plenty of information that will be beneficial for your project.

🕸 **Record the Interview:** It might be helpful to get a recorded version of the interview, so you can go back while you're working on your project. Before recording any interview, you must get your participants' consent and respect whether they want to be recorded or not.

While you are incorporating the interview in your research make sure to attribute all the participants that you interviewed. Be sure to gather the appropriate information during the interview that will be used to source it.

In-person interviews are the most ideal interviews to conduct as you can build a rapport with the participant and maybe even create a personal connection and build a professional relationship with them. Be ethical and respect all of the participants' boundaries when conducting an academic or professional interview.

Additional Options

If an in-person interview is not convenient for all parties maybe invite the participant to join a zoom call whether face-to-face or over the phone. Another option is an email interview.

An email interview can be the most convenient way to conduct an interview, depending on distance and participant's availability. Though this is an asynchronous approach to conducting an interview it might be the best way to get detailed information with the least amount of work. To prepare for this, use some of the same steps from the in-person interview section. The main difference between the two methods that should be focused on is making sure you set a strict deadline.

1.5 Documentation

Documentation has a long history, even dating back to ancient times when hieroglyphics would be used to record daily life. Because of these records, we are able to learn about history and the people that came before us.

The purpose of documentation is to write down information that needs to be preserved for future reference or use. Depending on what the document is used for there can be many purposes behind its creation, such as preserving knowledge, aiding in planning and decision making, and publishing and disseminating information. For research projects, for

example, you can document your findings so they can eventually be referenced by authorized users.

This section will cover topics significant to the process and practice of documenting information, such as collaborative documentation, plagiarism, and online security.

Challenges

When it comes to documentation, it will usually be very easy if the creator was the subject matter expert on that specific topic. But if the creator is a beginner at the topic he or she is documenting for, they could face some challenges as the documentation process goes on. Some common challenges could be the following: to what extent should the documentation goes while they are documenting it, what format should be used for a certain subject, what type of references are the best for this field of study, should the creator include the usage of tools to make the documentation more trustworthy, and etc.

Challenges for Arts and Humanities

- 🕸 **Ethical Issue** - Solution is that study and documentation should be unbiased and done objectively rather than subjectively
- 🕸 **Use of References** - Documentation on such research should include a good amount of references from other studies that were conducted on the topic of discussion.

Challenges for Business Administration

- ✸ **Relevancy** - Documentation on business research should include data from business across the world rather than just United States

- ✸ **Participators** - Including professionals from different career fields with different experience, background, and etc.

Challenges for Engineering and Computer Science

- ✸ **Ease of understanding** - Documentation should be produce with the idea of making it easy to understand for people reading it, use of graph, demonstration, and tools will be really helpful

- ✸ **Hardware restriction** - use of more advanced technology might not be available, research resources should be easily accessible

Challenges for Medical Science

- ✸ **Regulation** - Prior to documentation, creator should be familiar with the regulation within the medical study field

- ✸ **Privacy -** Creator should be aware of sensitive information when documenting research that includes people's personal information

Challenges for Sciences

- ❀ **Formatting** - Depending on the topic of research, different formatting should be used to make it easier for the public to understand the topic of study
- ❀ **Graphs** - The use of graphs will give the readers a better understanding of the research visually.

Collaborative Documentation

Individual documentation is argued to be easier as compared to doing it in a team setting. Collaborative documentation involves more people and ideas, and with that, it can cause conflicts among the team. But, depending on the group members and how well everyone can get along together, working collaboratively could have multiple benefits.

Benefits

- ❀ The more people in a group, the more knowledge and experience there is for the team to share and incorporate.
- ❀ Documenting on a group level will likely take less energy and time.
- ❀ You will have less stress since you do not have to worry about every aspect of the documentation.
- ❀ There is a lower risk of burnout as work will be distributed among the team members.

Potential Issues

- It will be difficult trying to keep everyone updated if communication isn't strong or respectful within the team.

- Unequal distribution of work may occur during the documentation process.

- Different working styles among the group can make the documentation have different tones throughout, therefore, it is important to constantly look over the whole document to ensure a uniform tone.

- Disagreements will likely occur, causing tension or a complicated workspace without effective problem-solving in place.

Factors for Successful Collaborative Documentation

- Everyone having access to the documentation will reduce the chance of unauthorized changes and ensure the work is secured.

- Deadlines need to be in place to ensure people are working on the same goal at the same time.

- Different tools and technologies should be explored as knowing how to use different collaborative platforms can be helpful to open up more ways to work together effectively.

❀Willingness to compromise with each other will be a big factor on
   how a team of people can work together.

After the Covid-19 pandemic, working remotely has become the new norm.
The traditional style of working together in an office setting has
transitioned to a virtual setting. This change not only affected the
workforce but also students, scholars, and many more. Therefore, a lot of
collaborative work is being done virtually with little to no in person
meetings or interactions. But, with the advancement of technologies and
online tools, it is quite easy to work together virtually.

Intellectual Property

During the process of creating documentation, it's common to come
across other people's intellectual property and directly quote it or use it
entirely to produce our project. Therefore, you should have a solid
understanding of how to handle such intellectual property when you are
documenting it in your own work.

Intellectual property is any and all rights associated with assets that are
intangible (non-physical property) and are owned by a person or
company. and they are protected against use without their consent.
Intellectual properties include but are not limited to the following
properties:

❀**Patents** - An official document that gives the inventor the exclusive
   right to make or sell an invention for a certain period of time.

✸ **Domain Names** - Web address used to identify a specific business.

✸ **Industrial Design** - Visual features of a product, for example, its shape, pattern or ornament.

✸ **Confidential Information** - Any information that is deemed confidential by its owner or company.

✸ **Inventions** - Including physical products like goods and tools, to ideas and designs that are not physical.

✸ **Database Rights** - Also known as sui generis right, protects databases from being extracted or reused without authorization

✸ **Service Marks** - It can be brand name, logo, and even sound mark that identifies the provider of a service.

✸ **Logos** - A symbol or other design an organization or company uses to identify its product, uniform, etc.

✸ **Trademarks** - Any word, phrase, symbol, design, or a combination of all these things that represent a company.

✸ **Computer Software** - Computer code or program that is designed and developed by an individual or company.

Intellectual property laws are not standardized across the world, therefore it's important to remember that certain actions that do not cause copyright infringement in our country does not mean it won't be an issue in another. This also means that the use of intellectual properties from

other countries will be subjected to that particular country's intellectual property laws.

In addition to being aware of the multiple intellectual properties, it is also vital to know why they are important. They

- Create and support high-paying jobs, with the average worker earning about 46% more than their counterpart in a non-IP industry.
- Drive economic growth and competitiveness, the direct and indirect economic impacts from inventions and innovation are accounting for more than 40% of the U.S. economic growth.
- Help generate breakthrough studies and lead to creating solutions to global issues, and encourages innovation and rewards entrepreneurs for their ideas.

Tips for Avoiding Intellectual Property Infringement

- Understand that the information that will be used is other people's intellectual property.
- Take note of the specific regulations and laws for the specific topic when documenting your research.
- Use citations, preferably the ones that are widely accepted in that particular field of study.

- 🕸 Notify intellectual property owners and ask permission for the use of their work and other related materials.

- 🕸 Taking intellectual property training prior to the start of your documentation process if possible, it will greatly enhance your understanding of this topic and be mindful throughout the process.

Plagiarism

Another topic that everyone should be aware of when it comes to documentation of research is plagiarism. The act of using other people's work without permission will be considered plagiarism, so we can refer to the section above (intellectual property) when we talk about plagiarism. There are many consequences when it comes to plagiarism, loss of trustworthiness, legal issues, loss of credibility, educational consequences, and more.

There are many ways you could implement when documenting to avoid plagiarism. For example, always cite the resources you are using, regardless of how much or how little you used in your documentation. Use of plagiarism detectors or check tools are also a really effective method to use to avoid plagiarism (Joshi). There are many plagiarism detectors and check tools available online for free for people.

- ❀ **Grammarly:** this online resource also provides advice on your grammar, punctuation, readability, and other additional writing issues that are within your documentation.

- ❀ **Plagiarism Detector:** you can also find a paraphrasing tool on this website. A great way to avoid plagiarism is to paraphrase your finding, but you still don't want to copy word from word. Use the paraphrase tool to produce a text, read it thoroughly, and then produce your own. Therefore, at the end of the paraphrase process, it will be a lot different from the actual source.

- ❀ **DupliChecker:** you can use this resource to input your documentation or writing, and then enter the url of the resources that you used. It will compare your writing to the resource website to check for similarity, a great tool to use for your paraphrased writing.

Common Plagiarism Mistakes in the Different Fields

Arts and Humanities

- ❀ Borrowing themes and concepts from other artwork

- ❀ Self-plagiarism, use of same work

- ❀ Directly copying from someone else's visual designs

Business Administration

- ❀ Using other business data in another report

- ❀ Misuse of company data or information

Engineering and Computer Science

- 🕸 Direct use of other people's code or script for software

- 🕸 Misuse of open source code and software

- 🕸 Lack of attribution on development

Medical Science

- 🕸 Misuse of patient data

- 🕸 Failure to cite medical procedures

Science

- 🕸 Inadequate paraphrasing

- 🕸 Uncited quotations

> The easy access of information from the Internet makes it easy to use other people's intellectual properties without a second thought. Learning how plagiarism works, and what you can do to prevent it, is important when it comes to documenting!

Integrity and Security

Maintaining integrity and security of your documentation is crucial as there are countless cases of cyber attacks that have led to the loss of intellectual property and finances. It is important to know what attacks could be coming your way that might compromise the integrity of your work and the security of your documents.

Some examples of malicious threats to your technology include,

- ✸ **Malware:** There are many types, but ransomware is the most common one. When it comes to significant documents, attackers will hold and deny you access to your document until you pay them a ransom.

- ✸ **Phishing:** A type of attack where the attacker pretends to be your team member and trick you into sending them your documents.

- ✸ **Data Interception Attacks:** When you are working on your documentation on a public network, the attacker will be able to see what you are doing and steal your data.

Although there are a lot of dangerous threats out there that will temper the security of your documents, you can also adopt different measures while conducting your documentation process to help you reduce the threat and the damage caused by it if it does happen.

To begin with, you can use antivirus and anti-malware software at all times on your electronic devices, especially if you are working on it at a public location. Installing antivirus software could significantly reduce potential attacks from cyber attackers. Implement two-factor authentication for accessing your documents, it could be a one time code from a trusted device or an authenticator application. Lastly, constant back up of your documents will be a great way to reduce loss if the data is compromised, and having an incident response plan in plan will also help reduce the damage by a cyber attack (Sukianto).

Accessibility and Inclusivity

When it comes to the process of creating documentation, the product's accessibility and inclusivity should be looked at to increase the usefulness of the work. Since the purpose of documentation is to record your findings for other's access, it is important to know that there will be many types of readers that will be reading your work. These readers could have different language backgrounds, reading preferences, or education levels. Different types of accessibility and inclusivity include,

- ❀ **Age -** document should be written, formatted, and produce in a way that people at all age can access to, especially the elderly since they have a hard time accessing anything involve the use of technology
- ❀ **Devices -** different devices like phone, ipad, desktop, and laptop should all be able to access the document
- ❀ **Different learning style -** while documenting, it should be done in a way that it can be useful to people with different learning style

If a documentation is done with the idea of accessibility and inclusivity in mind, the product will be more acceptable to everyone and can help you produce work that is trustworthy, professional, and be used by various kinds of people.

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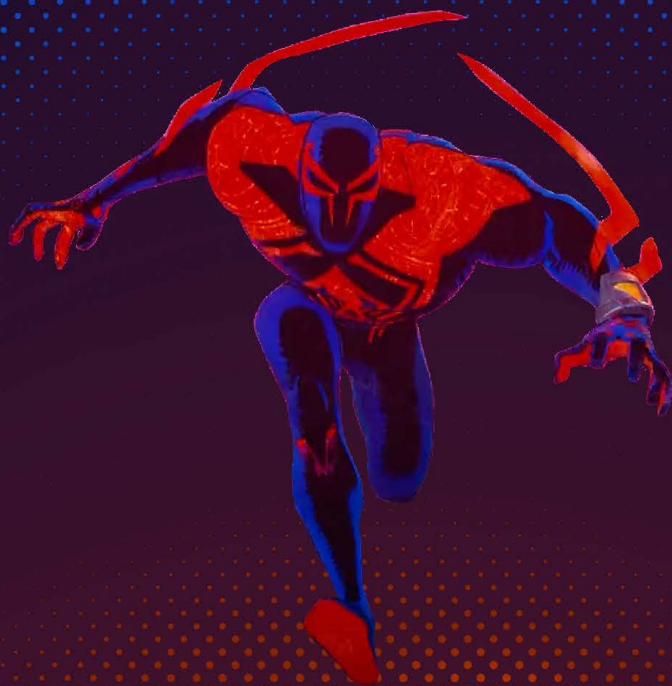
Writing Rhetoric

Chapter Two

Rhetoric

2.1 Introduction to Rhetoric

Definition and meaning

Rhetoric is the art of effective or persuasive speaking or writing, especially the use of figures of speech and other compositional techniques. It is all about making sentences with purpose, intent, and technique. It is the art of effective or persuasive speaking or writing that not only emphasizes the content of the message but also how it is conveyed, how it feels and how it resonates. Rhetoric can also be explained as a bridge constructed of figures, speech, tone, structure, and various other compositional techniques.

History

The term 'rhetoric' traces its origins back to Ancient Greece about 2500 years ago and is derived from the Greek word "rhētorikos," meaning "related to public speaking." Rhetoric as its essences is the craft of communication. If we dive a little deeper into its history, rhetoric is not a

modern invention, and the discipline was used at the time when oratory and discourses were paramount. The word "rhetorikos" had a fundamental importance in ancient society as it related to public speaking. It was not just about any kinds of communication, but it was specifically meant to be shared and debated in the public domain.

Rhetoric has about four main purposes. The first purpose of rhetoric is persuasion. As its core, the goal of rhetoric is to persuade and convince audiences. It is an essential tool across various fields and domains. The art of persuasion ensures that messages are not just heard, but are acted upon. A good example can be a politician rallying supporters for a cause. Another example can be a marketer presenting unique features of a product to a potential customer. A last example could be an eloquent writer that tries to compel the audience toward a specific point of view.

The second purpose of rhetoric can be information and clarity. Rhetoric plays an important role in promoting information in a clear and coherent manner. When some information is hard to understand, rhetoric can express complex ideas in synthetic messages that can be easily understood and retained in the long run.

A third purpose of rhetoric is an emotional connection. Humans, by nature, are emotional. Rhetoric in this sense has the purpose of making sure that the audience's feelings and sentiments are sublimed by logic and facts. A good rhetorician is capable of creating an emotional bond between listeners and readers. The use of emotional rhetoric can be

useful to enhance a message by increasing its meaning, enhancing its impact, making it easier to understand and remember.

Rhetoric has a fourth purpose of making decision-making easier. In daily life, rhetoric uses arguments to highlight benefits or mitigate risks in an effective manner. A good example would be a citizen voting in an election, a consumer trying to purchase something, or a community trying to work on a collective action. In these examples, rhetoric can be extremely useful to influence the decision-making process.

The Timeless Relevance of Rhetoric in Modern Times

Nowadays, rhetoric is still omnipresent, and it remains a vital tool and study field. It is still widely used in eloquent leaders' speeches. It is also frequently used by narrative authors and debates of activists who need well-crafted communication. It is also widely used in the digital world which even amplifies rhetoric significance. This writing art is truly timeless and transcending through eras.

2.2. Message

One of the primary pillars of rhetoric is the message aspect– or, specifically learning how to apply rhetorical techniques to your writing to

effectively convey the message of a particular piece and achieve your goal.

While the use of rhetoric is most commonly seen in persuasive writing as mentioned earlier, its overall use is to enhance your writing through purpose, intent, and technique, which can be used in a variety of different styles.

Before drafting your writing, it's important to decide on a few aspects to lay out a solid foundation and format that best aligns with your overall intent for the piece.

Thesis

In order to pin a starting point for your writing, forming a thesis is the natural first step. A thesis in its most simple form is your primary point or claim in your writing.

It is crucial to develop the most compelling message for your audience and writing, and by following a set of guidelines, you can draw in your audience effectively.

According to Harvard University's Writing Center, the thesis should include the following:

🕸 Should be arguable, not descriptive

🕸 Should be a response to an analytical question or be a solution to a problem

🕸 Should be able to convince readers why your message is important

🕸 Not overly detailed or overly broad

🕸 Understand when to apply analytical and normative claims

While it may be an extensive list, addressing each of these factors will work as a checklist to make sure that you create the highest quality work and foundation for your writing.

Arguable over Descriptive

Your thesis should be arguable, rather than descriptive, which simply means that a strong thesis is **formed by an arguable claim.** Such a claim should intrigue the audience to keep listening and form their own conclusions, **rather than stating a predisposed conclusion** to the readers that they can easily form on their own or is already apparent to them.

Convincing Readers with Evidence

By creating a more arguable thesis, you are able to pose a thoughtful question and not only convince readers of the importance of your claim, but also understand and highlight the importance of your writing.

With that being said, the arguable factor is fed by claims and evidence, so it is important to ensure that your writing is not too broad or too specific to where you are unable to find applicable evidence to support it.

Types of Evidence and Claims to Use and When

It is important that your thesis can be backed up with evidence, meaning you should familiarize yourself with how and when to use different forms of evidence based on what kind of writing you're doing.

Analytical claims are based on data and facts, whereas normative claims are more opinion-based or evaluations. A general guideline on when to use both types is as follows:

Analytical Claims:

Example: "The multiverse watches are the most effective and advanced gadgets developed due to their proven impact on preventing interdimensional glitching, lessening the risk of dimension traveling, and playing a great role in repairing canon events."

- Most commonly, analytical claims are any type of thesis/argument that requires fact or data to convince readers to be on your side.
- This example of a thesis would only be arguable through convincing with factual and data-based information, rather than just a claim of value.

Normative Claims:

Example: "The trap boxes used to hold individuals captive lack a guideline for use and are inhumane, requiring the implementation of a new policy to ensure moral and proper use of the technology."

- 🕸 These types of claims will primarily be used in proposals, opinion writing, etc. The goal of using these claims is to share your personal opinion about how things should be, rather than using factual evidence.

- 🕸 This thesis example would depend on more personal opinions about the technology, with a claim on what we should do to solve the problem.

Styles of Writing

Persuasive Writing

Persuasive writing is a style of writing with the goal of convincing an audience to hold a certain opinion. With that being said, the thesis or claim should be argumentative, implying that there should be more than one side to the claim.

[According to the University of Minnesota](#), persuasive writing should include the following aspects:

- 🕸 Utilize an argumentative and engaging thesis

❀ Acknowledge a variety of perspectives and different point of views

❀ Include opposing arguments earlier in your writing and address properly

❀ Make your bias, or your point, initially clear without overdoing it

❀ Focus more on data and fact, although it is okay to include strong opinions

A big factor in raising your credibility through your message is including the opposing arguments earlier in the writing. Doing this not only allows you an opportunity to refute your claim, but also shows that you're open to respectfully debating your point rather than claiming yours as the sole opinion.

It is important to make your claim (which implies a slight bias), but do not overdo it to where your writing is flooded with opinion. Depend more on data and facts for this style of writing.

Example:

Miguel O'Hara's trap boxes (should/should not) be abolished because of (point A, point B, and point C).

This example is written with the intent to persuade the audience whether or not the "trap boxes," used to hold canon event disturbances captive, is morally correct or incorrect. Points A, B, and C can be a mix of analytical and normative claims, but it is recommended to depend more on fact and

evidence than personal beliefs. You are able to implement uses of logos, ethos, pathos, and kairos for this writing style. Read more about these rhetorical principles in the *Tailoring your Message* section of this chapter.

Informative Writing

Informative writing is about as straightforward as the name– the entire goal is simply to inform. Unlike persuasive writing, this style should have absolutely no bias with the intent of sharing information.

[Brigham Young University](#) laid out a couple factors to consider when writing in this style:

- There should not be a goal to change or convince the audience

- Only use data and facts, absolutely no opinion/normative claims

- Used to educate, describe, etc.

- Ideal for breaking down details of a topic

- Shouldn't include biases to any argumentative sides

This style of writing is implemented for purely educational and explanatory purposes. In this case, you will use analytical claims only and not normative claims.

Example: The Alchemax Collider and the Earth-42 Spider: Explaining the Spider-Man Science Behind Miles Morales' Transformation

In this example, the intent of the thesis is not to sway readers to a certain viewpoint or hold any argumentative or convincing factors. This topic is purely a display of explanation and education of how the spider was transported across universes and the scientific process behind the spider and bite, with no opinion or bias.

Analytic Writing

The last style, analytic, is a way to approach writing a little differently. By breaking apart a concept into its pieces, it allows your message to be understood by its details and the way they form together to create its entire meaning. This style helps create a compelling message and delves deeper into more complex, academic writing.

A couple things to note about analytical writing have been summarized by [Colorado State University](#)'s textbook guideline.

- Usually has an underlying theory for analysis
- Breaks down interdisciplinary topics (personal, professional, public)
- Built on a goal to break down and understand the parts of a concept rather than the initial perspective of the whole
- The analysis process varies depending on the topic. Some may have a concrete method, whereas some may require some creativity to fully grasp each detail

🕸️It is important for in depth analysis, since you will likely have to argue the validity of your findings (whether theoretical, philosophical, data driven, etc.)

Example:

"Miguel O'Hara's firsthand experience with grief and a personal universe collapse plays a personal role in the exacerbation of canon event preventions and how the entire Spider Society operates."

Rather than just informing an audience about the Spider Society and canon events as a whole, this topic narrows down on a personal part of the concept with a more philosophical/psychological approach.

Analytical claims tend to be a bit more complicated to construct and learn the inner workings of, but with practice and exposure, it becomes easier to recognize the patterns of analysis.

2.3. Audience

Do you remember that time Miles cried and begged Spot for mercy, and then Spot just immediately stopped being evil? Exactly. It never happened. That's because Spot and Miles have opposing morals. Miles' tears have no

effect on someone who doesn't care about him at all. But if Miles cried to his mom, she would respond with a great deal of empathy. In order to survive, Miles had to learn how to interact with these characters in different ways. Think about it: we do this every day in the way we speak to our professors versus friends, or coworkers versus bosses. To be clear, I'm not asking you to be fake. I'm simply encouraging you to be aware of how your words and tone could be interpreted by different people with varying backgrounds or beliefs.

What is an Audience?

An audience is the group of people to whom your message is addressed. Every time you write, you are speaking to an audience. Of course, this audience can be the people who will actually receive your writing, but it could also be the audience you imagine yourself talking to. Either way, always decide who your audience is before you begin a project. This step is so important because each audience is different. Much like Spot and Miles' mom, every audience you address has its own opinions, prior knowledge, and characteristics.

If you have no clearly intended audience in mind, your writing will consist of you speaking to yourself, which may lack rhetorical appeal. Speaking directly to your audience is the best way to persuade. Now that we understand what an audience is, let us discuss the importance of this concept in rhetorical contexts.

Why is this Important?

If you want to write "good writing," start by realizing that there is no such thing as universally good writing. Instead, there is writing that is received well by its audience and writing that is not. Thus, if you want your writing to be received well, you need to write in a way that addresses your audience's needs. To do this, start by analyzing your audience. This includes determining who they are, what they know, and what they care about.

If you understand your audience, you can tailor your message to meet their expectations. Audience analysis is the first step in producing strong rhetoric. In the "Knowing Your Audience" section, I'll give you some tips to figure out what kind of audience you're working with. Next, think about what it might take to persuade them. Will they respond to passion and emotion, or do they need cold, hard facts? Ask yourself whether they might trust your authority on whatever subject you're writing about, or if you'll need to prove your expertise. Once you spend some time thinking about all that, flip to the "Tailoring Your Message" section, where we look to the great philosopher Aristotle for some help.

Knowing your Audience

As we established, every audience is different. The various characteristics of audiences can be used to understand how difficult it will be for you to persuade them. The University of Central Arkansas offers a guide to analyzing your audience to help you tailor your writing to their interests.

Basically, audiences can be split into three categories: friendly, neutral, and hostile. These groups summarize the extent to which an audience already agrees or at least sympathizes with your argument. To explore these various categories, let us imagine how political parties would play into your hypothetical presidential campaign.

Friendly Audiences

Friendly Audiences are already sympathetic to you and your message. Assuming you are affiliated with a particular political party, most of your fellow party members would be your friendly listeners. To them, your party affiliations are credible, your political views are well-informed, and your values are solid. But although such shared beliefs lead to some level of bias, they do not guarantee a vote for you.

If you determine that your audience is primarily friendly to your message, there are several steps you can take to keep them on your team:

- Early on, state your objective in clear terms

- Emphasize points of common ground

- Reinforce their support with emotional appeals

- Encourage the taking of specific and urgent action

By adopting these strategies, you appeal points of agreement, reiterating the reasons they chose your side in the first place (University of Central Arkansas).

Neutral Audiences

The neutral category is made up of people who could truly be convinced either way. This could be due to lack of information or lack of motivation. They are much like audience members who are not affiliated with any particular party. They likely have no bias towards you, so you will need a solid, well-rounded argument to earn their vote.

For this kind of audience, focus on your argument's most appealing aspects to help them understand and care about your topic.

- Grab their attention
- Help them relate to the topic
- Establish common ground
- Be patient; there is no need to push for an immediate response.

Such strategies have the power to gently push an uninformed or uncaring audience onto your side (University of Central Arkansas). Though it is certainly not guaranteed that you will persuade a neutral audience, these tools can help.

Hostile Audiences

Hostile audiences are generally disapproving of you and your message. Though they may be open-minded, they are likely skeptical of your claims. They could consist of affiliates of an opposing political party. Though they

likely possess opinions contrary to your own, hope is not lost. If their trust in their own party is broken or they gain faith in you, they may move to the supportive side.

🕸 State your objective later on to avoid a defensive reaction

🕸 Avoid asking too much of them

🕸 Find and highlight common ground

🕸 Empathize with the audience's beliefs

🕸 Present both sides

🕸 Prove your credibility

By implementing the above strategies, your writing is likely to appeal in some way to your given audience (University of Central Arkansas). In the next section, we will further dive into the various ways you can write a compelling argument.

Tailoring Your Message

Aristotle defined four rhetorical principles: ethos, pathos, logos, and kairos. Each of these addresses a different aspect of the rhetorical situation. **Ethos** is all about the rhetor ("What is Ethos?). Do they seem credible? Do they have good morals? Do they have robotic octopus arms? If a rhetor passes these tests, an audience is likely to tune in. **Pathos** focuses on the impact a message has on an audience. What does a message make them think and feel? This can have a massive impact on

whether they agree with you in the end. **Logos** deals with the message itself and whether it makes sense. Basically, logos is logic ("What is Pathos?"). **Kairos** is about the relevance of the situation itself. This principle asks whether the message actually matters at the time it is delivered ("Guide to Kairos").

Let's take a deeper look at what each of these principles really is. By understanding when and how to use each one, you will be better equipped to engage and persuade your listeners.

Ethos

What is Ethos?

Would you take relationship advice from Kingpin? I certainly would not, because everything I have witnessed of him has led me to believe he is corrupt and all-around awful. In other words, he has not successfully appealed to ethos. Ethos can be roughly translated from the original Greek as "moral character." It embodies the light that your own message paints you in. Good ethos leads an audience to believe that a rhetor is credible, both morally and factually.

History of Ethos

Ethos originates from the Greek word, meaning "moral character." Ethos as a rhetorical device has played a huge role in credible writing throughout history and has been effectively incorporated in many influential individuals' speeches and demeanors. Using this device persuades

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audiences, encourages education, and promotes understanding through all types of writing.

Ethos has been used to establish the author's credibility, and appropriate personal experiences of the author can be used to persuade readers and encourage remembrance of important speeches ("What is Ethos?").

How to Use Ethos

Ethos can be established in many ways. In this section, we will discuss how to increase your ethos in every aspect of a project.

🕸Respect

Good ethos leads an audience to view you as virtuous and trustworthy.

🕸Similarity

Good rhetoric is often about finding common ground with your audience members. If they see you as someone with similar values, traits, and opinions, they may be more likely to pay attention to your message.

🕸Authority

Authority is all about credibility. By proving your knowledge on the subject and using reputable sources, you will instill trust in your expertise.

🕸️Reputation

> Establishing your reputation can quickly and effectively grab your audience's attention. They may also give more weight to your arguments if they perceive you as an expert. If you have notable experience on the topic you are speaking on, be sure your achievements are known.

Ethos holds a few staple aspects, such as the four listed above, so you're able to can effective ethos in your writing in a variety of different ways (Gini).

When to Use Ethos

Ethos in its essence is where an author or figure establishes their character and credibility in order to persuade an audience. In using this style of persuasion, the most important goal is to build trust between you and the audience. When trying to convince your audience that an argument is the best among other options, you would apply ethos.

Building Trust and Author/Audience Relationships

🕸️Connecting with the Audience

> 🕸️ When implementing rhetoric in a writing piece or speech, there are goals within each type of persuasion
>
> 🕸️ Pathos: Persuasion via appeals to emotion
>
> 🕸️ Logos: Persuasion via appeals to logic

🕸 Kairos: Persuasion via appeals to timeliness

🕸 Read more about each individual type in the following
chapters.

With ethos, you appeal to your audience not based on blatant emotion or
logic through data, but rather your character. When speaking to your
audience, you can build trust by establishing what qualifications you have
that makes you trustworthy and worthy of persuading whatever topic
you're presenting.

For example, if someone were to attempt to persuade you that a certain
brand of web fluid is the best to use for Spiderman activities– you would
trust the advice from Miles Morales over a random individual with no
personal experience or background.

🕸 Building a Position of Authority and a Strong Reputation

🕸 The application of ethos occurs long before any presentation
or persuasion settings occur.

🕸 To persuade based on ethos, you need to build your case on
why YOU are qualified to state your claim and provide an
argument about this.

In the example of Miles Morales and what web fluid is the best, Miles has
built up a figurative resume of experiences that make him an authority
figure on this topic. Through his experiences of using web fluids
consistently– especially on field during his fights with villains– he builds a

reputation of successfully saving the day, making him knowledgeable about techniques and tools.

Ethos Using Visuals and Anecdotes

Building up ethos in your argument extends past writing and speech and can be applied in visuals. Commonly, Ted Talks include a combination of spoken speech and visual presentations which further the persuasive aspect of the talk.

In connecting with your audience and creating a universal learning experience, applying visuals in your work can cater towards visual learners and serve as a type of concise summary of the information you are presenting.

While logos' use of graphs, charts, and visuals follows a straightforward concept through inclusion of easy-to-read data about the content of the presentation (read more in the logos section), ethos has a different application.

As mentioned earlier, ethos is the art of persuasion through authority, credibility, and character. To build up trust with an audience, you can follow two approaches.

🕸️Visuals

🕸️ Through including personal images, videos, or visual data that furthers what makes you a credible and reliable individual, you

can build up ethos in your presentation. For example, if Miles Morales includes images of him accepting an award for creating top web fluid structurality and durability in his presentation, it shows his qualifications in the topic.

🕸 Personal Anecdotes

🕸 Another method of building credibility is sharing personal anecdotes to build your authority in what you are presenting. Like submitting a resume to a company you want to work for, you include your skills and personal experiences to convince the hiring managers you're best fit for the job. Similar to how interviewers may ask the popular question, "When have you come across a problem in the workplace and how did you solve it?", you should be able to have an answer that shows your proficiency in that field.

Pathos

What is Pathos?

Pathos is defined as "an appeal made to an audience's emotions in order to evoke feeling" (Masterclass). It's a way of making an audience sad, happy, passionate, or even mad. Before you start writing, consider what kind of emotion you want to evoke.

When to Use Pathos

Though pathos should be used to some extent in most rhetorical contexts, some situations rely on this principle more than others.

This principle can be used to establish common ground with an audience. Empathy is a powerful tool. If you empathize with your audience and help them to relate with your argument, they will be far more attentive to your message.

Pathos can also be used to make an argument memorable. If your primary goal is to inform, consider how to use pathos to gain your audience's interest. Though pathos will not be your primary appeal, you can utilize it to make your audience care about the topic. If they care, they may be more receptive to the facts you present. (Lunsford and Ruszkiewicz).

How to Use Pathos

The first step of utilizing pathos is understanding where your audience's feelings lie. Emotional appeals only work if you can find some amount of common ground. For example, a video of crying dogs would break Peter Parker's heart, whereas Kingpin would laugh. That is why it is so important to tailor your appeal directly to your audience. Appeals which neglect common ground turn out to be completely ineffective.

Once you identify the kind of emotion that will be most useful, you can achieve a successful pathos appeal through several means. As you consider these strategies, consider what is appropriate in the context your

argument will take place. Be aware of whether such methods may be considered unprofessional.

🕸️Images

> 🕸️ Consider how the use of images, if appropriate, could make your points tangible to an audience. If I told you "The Prowler's mask is scary," you may feel nothing. On the other hand, if I showed you an image of him fighting Spider-Man, you might get chills. The image allowed you to feel, rather than simply consider, what I was saying.

🕸️Language

> 🕸️ Your tone and style can have a massive impact on how an audience interprets your message. Emotionally charged language, metaphors, similes, rhetorical questions, and imagery can greatly increase the emotional appeal of your writing. As you implement these strategies, be careful not to overdo it. Remember that emotional appeals work best within areas shared ground with your audience.

🕸️Stories

> 🕸️ The use of personal or testimonial anecdotes can paint a picture of your message for your audience. Stories can draw out empathy and keep a listener's attention. Be sure that any stories you tell are relevant to your argument.

🕸Humor

> 🕸 If the use of humor is appropriate, it may help your message appeal to your audience. Wit has a way of prompting even your most skeptical listeners to consider your points. By catching listeners off-guard, you can disarm their prejudices momentarily. Consider using satire, sarcasm, or ridicule to keep your audience's attention (Lunsford and Ruszkiewicz).

No matter how logically sound an argument is, it will mean virtually nothing to an audience that simply does not care. If you encounter this issue, remember the importance of pathos. Find where your audience's sympathies overlap with your argument and stress the necessary points. By doing this, you will make your arguments far more enticing, potentially persuading more of your listeners.

Logos

What is Logos?

Logos is an appeal to the audience's rationality. Logos is achieved by a clear flow of logic and undermined by any fallacies.

History of Logos

Logos, originating from the Greek word for "word" or "reason," is the appeal to the audience's rational side. Among Aristotle's rhetorical strategies, logos is the one that deals strictly with the substance of the argument

itself. It is about the facts we present in our writing and how we structure our arguments to persuade through reason. (Grammarly Blog)

The Use of Logos

Logos requires robust and factual data to support a claim. This data can be found in statistics, research findings, historical data, or concrete examples. When using statistical evidence, it is important to cite credible sources, ensuring the audience can trust the data being presented. Logos is not just about what we say but also about how we say it. A logically structured argument, where each point builds upon the last and leads seamlessly to the conclusion, is essential. This often involves a structure such as claim, evidence, and explanation.

Logos also involve drawing parallels or making comparisons to elucidate a point. When done effectively, these analogies can make complex ideas more accessible and relatable. For instance, when explaining a difficult scientific principle, you might compare it to a more familiar, everyday process or object to make it easier to understand. In summary, logos is the appeal to the brain, to the rational and analytical thought processes of the audience. It is about making a statement or claim clear and reasoned with logic and evidence. (blog ethos-logos-pathos)

Logos and Credibility: Spider-Man's Example

Let us use Spider-Man as an example to explain logos. Peter Parker, the young man behind the Spider-Man mask, is often presented in his stories

as a scientifically minded individual. His life changes drastically after a genetically modified spider bites him. Now, if we were to craft an argument about the scientific possibility of such a transformation, we would lean into logos. We would gather data, from biology and genetics research, to either support the possible reasons for mutation. We would cite renowned geneticists and credible research papers, ensuring our audience can trust the sources of our information.

By rooting our research with hard facts and widely accepted scientific theories, we could gather trust and credibility to ensure our audience does not only engage with but also places confidence in our deductions and assertions. By doing so, the concept of logos would get all its sense. This example of Spider-Man shows a built logical and a well-reasoned argument surrounded by verifiable facts.

Logos using graphs and charts

Graphs and charts, inherent in their design, are great to use for the visual representation of data. When used properly, graphs and charts to represent data come as one the most important aspects of logos within the communication sphere. Data visualization serves the purpose of linking complex datasets and human cognition. It offers audiences an intuitive, visual conduit to a representation with facts, figures, trends, and nuances. However; in order to use logos in data representations, it is essential to respect a few fundamental principles to deliver good results.

As a first rule of thumb, for a graph to appeal to logos, it needs to be clear and easily interpretable. Overly complex graphs with too much information can confuse the audience, with unnecessary elements undermining the logical appeal. Simplifying visuals, using appropriate scales, and focusing on the most relevant data points can enhance clarity and make it easier for the audience to understand.

Just as in written arguments, the source of the data presented in a graph is crucial. Including a clear citation or reference to the source directly on or below the graph improves its credibility and ensures that the audience knows the information is trustworthy. It is essential that information always maintains its credibility; thus, graphs can maintain their integrity and trustworthiness.

When presenting one or multiple graphs in a sequence or comparing data across different graphs, maintaining consistent scales, units, and design elements helps ensure a seamless logical flow. Employing inconsistent visuals not only interrupts the logical progression of the presentation but can also lead to confusion or, in more severe cases, misinterpretation of the data. This consistency is critical for ensuring that the audience can easily follow, compare, and derive meaningful conclusions from the information displayed.

Every piece of data or information incorporated into a graph or chart is there to support and advance the argument or point being highlighted. It is vital to recognize that including unnecessary or irrelevant data can

potentially weaken the impact and clarity of the intended message. Before finalizing any graphical representation, one should meticulously review and ask themselves if each data point or series genuinely contributes including narrative or argument. If not, it might be best to review it carefully to ensure a clear and compelling presentation.

When incorporating graphs within the framework of logos, it is typical and beneficial to use various visual aids like labels, legends, and short annotations. These elements help clarify the data and make it easier for viewers to understand the core message. A thoughtfully placed note or label on the graph can act like a guiding star, ensuring that viewers follow the intended logical pathway. This guidance is important, as it guarantees that any conclusions drawn from the graph are in line with the message we try to explain. Therefore, these small additions make a big difference in ensuring the graph's clarity and effectiveness.

Honesty is a very important aspect of logos in rhetoric. When we create graphs, it is tempting to adjust the scale, choose only certain data points, or use visuals in a way that might make our argument look stronger. However, these methods can mislead or trick the people who are looking at our graphs. Even if these tricks seem to work at first, they can eventually hurt our credibility and the trust people have in our information. It is super important to be truthful and clear when presenting data. After all, we want people to trust what we show them, and that means being honest every step of the way. Changing how a graph looks, picking only certain

data, or using tricks to make it look better can fool people. Even if it seems right at first, it's not honest, and people might stop trusting us. It's important to show data in a true and clear way. Honesty is a very important aspect of logos in rhetoric.

Comparisons and references are effective ways to enhance logos. Graphs are great tools because they can show how different sets of data relate to each other or how they measure up against a common standard. Think of it like comparing scores in a game. By carefully showing these comparisons, the graph can help people better understand the bigger picture or how things stand in relation to one another. This gives more meaning to the data and helps everyone see things more clearly (Purdue OWL)

In today's digital era, the way we present and engage with data has been revolutionized, particularly through interactive graphs. These graphs, made possible by advanced digital platforms, are not just passive visual representations; they actively invite users to engage, interact, and explore data more in depth.

 Features such as hover-over tooltips provide quick insights or explanations about specific data points without overwhelming and can be very helpful to the viewer. Zooming allows users to focus on particular sections of the data, enabling them to see finer details or view broader trends. Filtering, on the other hand, gives users the flexibility to sift

through data based on certain criteria, making the information more tailored and relevant to their needs.

All these interactive elements relate to the concept of rhetorical logos, which emphasizes logical reasoning and evidence-based arguments. By enabling viewers to engage with data at their own pace and depth, interactive graphs empower them with a stronger grasp of the logic behind the presented information. This not only ensures that the data's message is clearly understood but also reinforces its credibility, making the argument more compelling and practical. In summary, when graphs and data visualizations are designed with the principles of logos at their core, they can become compelling instruments of persuasion. They not only showcase data but tell a clear, logical story that resonates with the analytical faculties of the audience.

Kairos

One of Spider-Man's most helpful traits is his "spidey-sense." He can feel when an object is about to pummel into him or when a bad guy is sneaking around the corner. But imagine if Spider-Man's spidey senses alerted him to danger after it already occurred. If that were the case, he could get punched and *then* his senses would say "hey, you're about to get punched." That would be both pointless and annoying. Clearly, his senses are only useful when they act in a timely manner.

What is Kairos?

Timeliness is what kairos is all about. Though the term originated as the name of the ancient Greek god of opportunity, kairos is now defined as "a propitious moment for decision or action." (Oxford Referance). Implementing kairos into your writing means being aware of the context your audience lives in. ("Guide to Kairos")

When to Use Kairos

Consider kairos every time you write. You probably already do this. When you are tasked with picking a topic for a speech, you probably want to pick one that the audience will actually care about. You know to keep a lab report void of emotion, but you openly display your passion within a personal statement. That is exactly what kairos is: knowing what to say to a given audience at a particular point in time.

How to Use Kairos

Kairos proves especially useful when thinking about both the content and style of your writing.

- ⚜ Audience
  - ⚜ Audience analysis is a practice of kairos. For more information on how to define and appeal to an audience, visit the "Knowing Your Audience" section of this chapter.

🕸 Content

> 🕸 If your society is currently faced with a particular concern, an audience will likely be happy to hear more about the topic. For example, they may want to talk about politics during an election, health around a sickness outbreak, and the environment after a large oil leak. Think about your audience's stage of life as well. If you are writing to students in high school, new parents, or graduate students, consider the kinds of information that are most relevant to them in those moments.

🕸 Style

> 🕸 In addition to considering what kind of information your audience wants, think about how they may want that information to be presented. Spend some time getting to know the *genre* you are writing in. Genre is defined as "a form of writing with set functions determined by its social need" (Purdue OWL). Are you in a professional setting? Is emotion appropriate? Questions like these help you understand the genre you should write in and how you can adapt to it.

Kairos is the key to implementing ethos, pathos, and logos successfully. If you can understand your audience and meet their needs, your argument is likely to be a success.

Review of the Rhetorical Principles

Read the following statements and determine whether they appeal to ethos, pathos, logos, or kairos.

1. Run! Kingpin is coming!
2. As the chief of police, I can tell you with complete certainty that Spider-Man should be detained.
3. If the portal closes, I'll never see my home again. Please help me.
4. These statistics prove that legally speaking, Spider-Man is technically a criminal.

Answers: 1. Kairos; 2. Ethos; 3. Pathos; 4. Logos

The Ancient Greek god of opportunity, Kairos, encouraged people to seize the moment. He was said to sprint around with a lock of hair hanging from his forehead. As he ran, passersby had just a brief moment of opportunity to grab him by that lock.

2.4. Author

In rhetoric, authors play a significant role. They not just create content, but also use their passion to make their messages credible and authentic. An author's background, experiences, beliefs, and expertise greatly influence the way the audience perceives and receives a message. In many cases, the author's identity and reputation can improve or diminish the rhetorical potential of a presented argument. Some authors with higher reputations would carry more weight in their words due to their established position. Conversely, an author with less renown might face more skepticism from readers.

However, the influence of the author extends beyond just their credentials. Their ability to connect with the audience, provide insight, and bring emotion can transform an ordinary message into an intense narrative. The author's voice, style, and even personal anecdotes can humanize a topic, making complex or abstract ideas more accessible and relatable. Moreover, an astute author understands the nuances of their audience and can craft their rhetoric to resonate deeply with them, ensuring that the message isn't just heard, but also felt and internalized. In essence, the author's presence, both implicit and explicit, deeply shapes the rhetorical landscape.

Purpose

The purpose of the author in rhetoric is to persuade, inform, or motivate an audience using effective communication. Through their choice of words, style, and structure, the author aims to shape and present their message in a way that resonates with readers or listeners. By considering the audience's beliefs, values, and emotions, the author crafts their argument to be more compelling. Essentially, in rhetoric, the author's role is not just to convey information but to influence how the audience thinks or feels about a particular topic or idea.

Tone

In authorial rhetoric, "tone" refers to the attitude or emotional quality of the writing, as conveyed through word choice, sentence structure, literary devices, and other elements of language. Tone helps establish the writer's posture towards the subject, the audience, or both, and can significantly influence how the message is received.

For example, an author might adopt a serious tone when discussing grave issues, a humorous tone to entertain or make a point with fun, a sarcastic tone to criticize, or an enthusiastic tone to express approval or excitement. The tone can be formal or informal, passionate or detached, optimistic or pessimistic, among many other possibilities.

Understanding and effectively using tone is essential in rhetoric because it helps the audience connect emotionally with the author's message,

making it more impactful and memorable. An author's tone, when consistent with the content and audience's expectations, can enhance credibility and persuasiveness.

Maintaining Professionalism

Enhancing Professionalism Through Rhetoric

When employing rhetoric, it is important to maintain professionalism in a dialogue. In the workplace or in workgroups, communication is not always clear and efficient. The communication can easily be misunderstood or ambiguous which can lead to costly errors, strained relationships, or missed opportunities. Rhetoric by nature has a lot of tools and techniques to offer to manage these problems.

Credibility Through Rhetoric in Professionalism

Rhetorical principles can ensure that professional communication is not just heard, but truly understood, leading to a productive and harmonious environment. Rhetoric can also help build credibility. When rhetorical strategies are effective, writers and speakers can improve their stature creating an aura or a feeling of expertise and reliability. Using ethos is a great example in maintaining professionalism and bringing credibility.

Negotiation in Rhetoric

Another important aspect of maintaining professionalism in rhetoric is negotiation. In the realm of professionalism, we all have moments where

we need to negotiate. Possessing rhetorical finesse allows writers and speakers to articulate their positions with conviction which can be beneficial to their intent.

Rhetoric in Professional Communication

Moreover, rhetoric aids in enhancing active listening, a vital skill in the professional world. By understanding and applying rhetorical principles, individuals are better qualified to genuinely understand and respond to others' perspectives. This two-way street of communication, enhanced by rhetoric, ensures that dialogue is constructive, rather than confrontational. Furthermore, the nuanced use of rhetorical devices, such as metaphors, analogies, and anecdotes, can add depth and relatability to professional communication.

These tools, when used appropriately, can simplify complex ideas, making them more accessible to a wider audience. From ensuring clarity and building credibility to facilitating effective negotiation, the tools and techniques offered by rhetoric are indeed indispensable.

Mastery of Logos, Pathos, Ethos, and Kairos in maintaining Professionalism

Example: Professionalism and Logos

Spider-Man attends a meeting at The Daily Bugle, where he proposes a new approach to cover superhero news. Instead of just claiming that his close connection to Spider-Man would yield better photos or leaning on

his reputation as a photographer, Peter Parker, alias Spider-Man, presents a comprehensive analysis. He showcases past newspaper sales spikes when featuring exclusive Spider-Man content, a breakdown of reader engagement with different superhero-related articles, and a comparison of the advertising revenue generated. He even proposes web content to capture a broader audience.

By providing this data and logically structured reasoning, Peter not only convinces Mr. Jameson of the viability of his proposal but also shows his professionalism and dedication to improving The Daily Bugle's readership and revenue through evidence-based strategies.

Example: Pathos and Professionalism

Using the power of pathos, Spider-Man appeals to the emotions of his audience, emphasizing that superheroes are not just powerful figures but also beings with deep feelings and vulnerabilities. He encourages storytellers and media outlets to highlight instances where superheroes show compassion, empathy, and humanity. By sharing personal experiences and emotional moments, Peter Parker tries to resonate with readers on a deeply personal level. He believes that by focusing on these emotional connections, stories can paint superheroes in a kinder, more relatable light. In doing so, Peter, as both Spider-Man and a dedicated journalist, showcases the importance of empathy and emotional connection in storytelling. He reinforces the idea that behind every mask is a heart with a story waiting to be told with compassion and sincerity.

Example: Ethos and Professionalism

Peter Parker, also known as Spider-Man, has earned the trust of New Yorkers through his continuous acts of bravery and dedication to the principle, "With great power comes great responsibility." At the press conference for The Daily Bugle, Peter introduces a program to help at-risk youth, suggesting that if Spider-Man stands behind this cause, others should too. By tapping into Spider-Man's respected reputation, he underscores his message, illustrating how the power of ethos can boost an argument.

Example: Kairos and Professionalism

Amidst rising crime in New York, Spider-Man obtained crucial evidence against the main criminal. Instead of immediately revealing it, he waited for the city's annual Safety & Security Conference. Collaborating with Peter Parker's article at The Daily Bugle, Spider-Man unveiled the evidence at the conference. This strategic timing, a kairos strategy, maximized the impact, leading to the criminal's quick arrest. It also boosted Spider-Man's professional standing by demonstrating his experience in choosing the right moment for maximum effect.

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CHAPTER 3

Mechanics, Punctuation, & Grammar

Chapter 3
Mechanics, Punctuation & Proofreading

3.1 Grammar

There are various aspects of the English language that you need to be made aware of in order to express yourself properly. Within this section we will be going over topics such as nouns and prepositions, and explain how they can be implemented within UCF's writing standards. For a more comprehensive guide on grammar that is coupled with learning exercises, use Purdue University's OWL"Grammar" resources website.

Parts of Speech

According to Grammarly, an online mechanic and grammar checking tool, "Every word in English can be classified as one of eight parts of speech" ("The 8 Parts of Speech"). Given this, it's imperative to learn about each part in order to correctly format sentences, and subsequently, communicate effectively.

Nouns

A word that refers to a person, place, or thing is a **noun**.

Uncountable vs. Countable Nouns

A **countable noun** is a singular or plural noun that can be quantified, and they usually are a person, place, or thing.

> *Miles has <u>one uncle</u> named Aaron Davis.*

An **uncountable noun** is a singular noun that can not be quantified or made plural, and they usually are an emotion, concept, or quality.

> *He wanted to acquire <u>knowledge</u> about Spiderman.*

Common vs. Proper Nouns

A proper noun is a word that is always capitalized as its a name of something or someone.

> *<u>Miles</u> and his father live in <u>Brooklyn, New York</u>.*

Examples of proper nouns include:

- Locations
- People
- Animals

- Dates (day, year, month)
- Holidays
- Languages

🕸Company or trademarked

names

🕸Acronyms

🕸Addresses

🕸Titles of books, movies, etc

A common noun is a general word that refers to a person, place, or thing. No capitalization is needed unless it is at the beginning of a sentence.

> *She thought the **spider-webs** looked shiny.*

>*Cats are really loud.*

Proper UCF Nouns

Here are the following terms that need to capitalized when writing or referring to UCF, as they are considered proper nouns within the university:

🕸Knights

🕸Knightro

🕸Any college name (Business, Arts and Humanities, etc)

🕸Majors (English, Finance)

🕸Courses (Documentation and Project Management)

🕸Buildings (Student Union, Business Admin)

🕸Offices (Housing and Residence Life, Financial Aid, etc)

🕸KnightConnect

🕸Homecoming

Plural Nouns and Indication of Possession

Most nouns can be made plural by adding -s or -es to the original

singular, such as balloon → **balloons** or dish → **dishes**.

In order to show a noun's possession or relation to another object, 's

can be added to the end of the noun. In the case of a noun ending

with an s, UCF will use the 's method in order to remain cohesive.

> The **_teacher's_** notebook was full of lesson plans.

> **_Miles's_** dad loves to go running.

Pronouns

A word that replaces a noun in a sentence is called a **pronoun.** This noun
is replaced due to the fact that the reader is aware of the person or thing
that is being discussed, allowing for a less repetitive sentence as a result.
While we will be briefly covering different types of pronouns, more detailed
information can be found at Grammarly ("What are Pronouns?").

Subject

I, you, he, she, it, we, you, they

Used as the subject of a verb, and is performing the action.

Usually placed before the verb

> *When Miles went into the research facility,* **he** *discovered he could become invisible.*

🕸 The subject pronoun "he" is performing the action of "discovering" (the verb).

Object

Me, you, him, her, it, us, you, them

🕸 Used as the object of a verb, and is receiving the action

🕸 Usually placed after verb in a sentence

> *The other Spider-Men need to return home or else cellular decay will kill* **them**.

🕸 The object pronoun "them" is receiving the action of being killed (the verb).

Reflexive

Myself, yourself, himself, herself, itself, ourselves, yourselves, themselves

🕸 Replaces noun when action is reflecting back to the subject

🕸 Can not be used interchangeably with subject or object pronouns

> *Do you think Miles blames* **himself** *for his uncle being killed?*

🕸 The subject "Miles" is using the verb "blames" against himself, therefore leading the reflexive pronoun to be used. "He" or "Him" would not fit into this context as the action is being performed and received by the subject.

Possessive

Mine, yours, ours, his, hers theirs, its

🕸 Acts as a substitute for noun by replacing it to indicate possession

🕸 Must be used by itself and without a noun

🕸 Usually placed at the end of a sentence

NOT to be confused with possessive adjectives. See "Adjectives" section in this chapter.

> *Miles Morales' life is crazier than **mine.***

🕸 The phrase that the pronoun "mine" is replacing is "my life". Using "mine" helps show possession of the noun "life", which was referenced earlier in the sentence.

Personal

She/her/hers, he/him/his, they/them/theirs

A person's preferred method of reference

> *Jefferson sets difficult expectations on <u>his</u> son, Miles.*
> *<u>He</u> should loosen up.*

Personal pronouns usually follow after an individual's name in Webcourses, emails, memos, usernames, or other media. If their preferred pronouns are included, use them when referring to the individual. If not, still be mindful and encourage safe environments for individuals to express themselves.

> *Gwen Stacy <u>(she/her/hers)</u>*

🕸 They/them/theirs is a proper term for a single individual, both in cases where 1) the individual's gender is unknown / unmentioned or 2) the individual uses they/them/theirs pronouns.

> *I heard this person at the grocery store today had five cats with <u>them</u>!*

> *I'm not sure what's up with Lee. I told <u>them</u> to meet me at six today, but <u>they</u> haven't responded to me.*

Verbs

A word that describes a state of being, an action, or an occurrence is a **verb,** as defined by Merriam-Webster ("Verb"). Every sentence is required to have a verb within it to avoid becoming fragmented and incomplete. We will be covering topics ranging from action verbs to verb forms.

Stative (Non-action) Verbs

Like, have, care, know, taste, believe, remember, etc.

Describes a state of being, not actions

🕸 Can not be used in the continuous tense (see "Tenses" below).

>Do you think Mary Jane will _believe_ this story?

Dynamic (Action) Verbs

Play, swim, talk, run, wash, shop, drive, etc.

🕸 Describes actions

🕸 Can be used in any verb tense

> Why was Gwen _talking_ so little today?

Auxiliary (Helping) Verbs

Is, be, have, may, can, should, must, would, am, etc.

A word that supports another verb to express its tense or voice

> Gwen _should have_ done her homework, but she slept instead.

Regular & Irregular

🕸 **Regular verbs** have normal conjugations of past forms, usually ended with "-ed" (see "Verb Forms" chart below)

🕸 Ex: The verb "dance" has the past forms of "danced".

🕸 **Irregular verbs** have different conjugations past forms

> 🕸 There is no way to uniformly conjugate irregular verbs, so it's best to be aware of all irregular verbs or research their past forms.

> 🕸 Ex: The verb "drink" has the past forms of both "drank" and "drunk", both of which are used differently depending on the context of the sentence.

Active & Passive Voice

Both voices are a way of describing a situation that happened, just in different ways.

🕸 **Active voice** follows the formula of *subject + dynamic verb + object*

> 🕸 Demonstrates the subject is actively doing the action to the object

> 🕸 This method will be used by UCF, if applicable, in order to increase clarity and concise within writing

> > Miles *(**subject**) swung (**dynamic verb**) on the buildings (**object**)*

🕸 **Passive voice** follows the formula of *object + action verb + subject*

🕸 Demonstrates the object is "performing" the action as opposed to the subject

🕸 Uses the past participle of the verb (see "Past Participle" below)

🕸 Auxiliary verbs to use: was, were

> *The buildings* **(object)** *were swung* **(dynamic verb)** *on by Miles* **(subject)**

Verb Forms

Root

🕸 Base form of the verb without any conjugation

Simple Past

🕸 Used for explaining actions that have already happened in the past

🕸 Verb ends in -d, -ied, or -ed

Past and Present Participles

Verb	Simple Past	Past Participle	Present Participle
talk	talked	talked	talking
cry	cried	cried	crying
ring	rang	rung	ringing
swim	swam	swum	swimming
eat	ate	eaten	eating
rise	rose	risen	rising
chase	chased	chased	chasing
go	went	gone	going

Past Participle

🕸 Used for passive voice sentences, past perfect tenses, or as an adjective

🕸 Auxiliary verbs need to be used (had, has)

Present Participle

🕸 Used for continuous tenses or as an adjective

🕸 Verb ends -ing

Verb Tenses

Tenses are an integral part of any language as it allows for one to determine the time in which an action took place, whether it was the past, present, or future.

Simple

Describes an action in a straightforward, uncomplicated way. Due to the act being the focus of this verb tense, the sentences don't add new information in regard to time, relation to other events, or additional factors.

> *Past: Miles __traveled__ through different dimensions.*

🕸 *Auxiliary verbs to use: did, was, were*

> *Present: Miles **travels** through different dimensions.*

🕸 *Auxiliary verbs to use: do, am, is, are*

> *Future: Miles **will travel** through different dimensions.*

🕸 *Auxiliary verbs to use: will*

Continuous / Progressive

Describes ongoing actions, with the verb usually ending with -ing to display this. The focus of these sentences is on the continuing of the action.

> *Past: Miles **was web-swinging** on city buildings.*

🕸 Auxiliary verbs to use: was, were

> *Present: Miles **is web-swinging** on city buildings.*

🕸 Auxiliary verbs to use: am, is, are

> *Future: Miles **will be web-swinging** on city buildings.*

🕸 Auxiliary verbs to use: will be

Perfect

Describes actions that have been completed during a specific or unspecific time. The past, present, and future tenses have different rules on what must be included to render the action as occurring within that time. There is emphasis on the completion of the action as opposed to the duration of the action.

> *Past: Miles **had** graffitied an abandoned subway station before he was bitten by a spider.*

  🕸 Explains a past action that happened prior to another past action

  🕸 The term "before" is commonly used here to show the sequence of actions.

  🕸 Auxiliary verbs to use: had

> *Present: Miles **has** been bitten by a spider before.*

  🕸 Explains an action that happened in an unspecified time in the past, but is still relative to or continues in the present moment.

  🕸 Can be used to describe a very recent past action for emphasis on its significance (ie: "I have just painted a masterpiece").

🕸 Auxiliary verbs to use: have, has

> *Future: Miles **will have** already gained his spider-like abilities by the end of the week.*

> 🕸 Explains a future action that will be completed before a specific future action or time

> 🕸 Must have a time frame or date within the sentence

> 🕸 Auxiliary verbs to use: will have

Perfect Continuous / Progressive

Describes actions that have started in the past and have occurred, will occur, or will continue occurring. The focus is on the continuation and completion of the action.

> *Past: Miles **had been** living in Brooklyn for his whole life until he was forced to move across the country.*

> 🕸 Explains an action that began and continued in the past, but ended at a specific time.

> 🕸 Auxiliary verbs to use: had been

> *Present: Miles **has been** living in Brooklyn since he was born.*

> 🕸 Explains an action that began in the past but is continuing on in the present moment

🕸 Auxiliary verbs to use: has been, have been

*> Future: By the time September rolls around, Miles **will have been** officially living in Brooklyn for six years.*

> 🕸 Explains a future action that reflects on something that has already began, has continued, and is expected to continue in the future
>
> 🕸 Think of this as thinking ahead to a certain point in time and looking back to see how far you have come (Grammarly).
>
> 🕸 The verb used must be an action verb such as walking or singing.
>
> 🕸 Auxiliary verbs to use: will have been

infinitive: to dance	Simple	Continuous	Perfect	Perfect Continuous
Past	danced	was dancing	had danced	had been dancing
Present	dance	am dancing	have danced	have been dancing
Future	will dance	will be dancing	will have danced	will have been dancing

Adjectives

Words that describe, or modify, nouns are called **adjectives**. They do NOT modify verbs.

> *Spider-Man has a __red__ suit.*

🕸 Can be used to describe the number of something

> *There are __hundreds__ of versions of Spider-Man in the multiverse.*

Possessive Adjectives

Not to be confused with possessive pronouns, which replace nouns, possessive adjectives are placed before a noun to modify them by exhibiting ownership.

🕸 My, your, his, her, their, our, its

> *Jefferson drops __his__ son off to high school.*

🕸 The possessive adjective "his" modifies the noun "son", and lets readers know that the son belongs to Jefferson.

Articles

Words that explain whether a noun is specific or general are called **articles.** While there are only three of them, these noun modifiers give lots of context for readers.

🕸**The** = Definite (specific) article

   🕸 Used when something specific is being referred to

   🕸 Can be plural or singular

     > _**The** radioactive spider bit Miles._

🕸 **A** = Indefinite (unspecific) article

   🕸 Used when referring to something countable, singular, and unspecific

   🕸 The modified noun must have a <u>consonant</u> sound (any letter besides a vowel).

     > _**A** radioactive spider bit Miles._

🕸**An** = Indefinite (unspecific) article

   🕸 Used when referring to something countable, singular, and unspecific

   🕸 The modified noun must have a <u>vowel </u>sound (a,e,i,o,u)

     > _Miles was sent to **an** alternate universe._

🕸**No article** = Indefinite article

   🕸 Used when referring to something uncountable, plural, and unspecific

🕸 For general things, such as sports, school subjects, weather, languages, etc.

> *I don't like chicken.*

Adverbs

Words that modify verbs and adjectives are **adverbs.** According to Merriam Webster, they answer the questions of "when?, where?, how?, how much?, how long?, or how often?" ("Adverb").

> *Peter B. Parker **quickly** ate his burger.*

🕸 Adverbs are usually created by adding "-ly" to the end of a verb, but some adverbs don't require this

🕸 Adverbs also modify other adverbs in some cases

🕸 Some examples are included below.

🕸 For more information regarding the rules of different adverbs, consult Scribbr's article (Ryan).

Prepositions

Words that connect ideas together to display the relationship between them are **prepositions.**

> *Gwen was able to communicate <u>with</u> Miles <u>through</u> different dimensions.*

Common prepositions

⏱ **Time**	in (month/year), on (day), at (time), before, during, after, since, until
📍 **Location**	under, over, above, below, between, in, out, on, at, by
✈ **Movement**	to, into, towards, through, across, up, down, around, past
👥 **Other relationships**	for, by, from, of, as, with, about

Conjunctions

Words that connect phrases and clauses together to enhance the complexity of a sentence are **conjunctions.**

Coordinating Conjunctions

🕸 Connects "grammatically equal" contents, such as two phrases or independent clauses (Luo).

🕸 The term **FANBOYS** is helpful for remembering the seven conjunctions: for, and, nor, but, or, yet, so.

> *Miles wanted to help send the other Spider-Men back to their dimension **but** they wouldn't let him due to his lack of experience.*

Correlative Conjunctions

🕸 Word pairs that are commonly used together in sentences, and also join equal contents.

🕸 Examples include either/or, neither/nor, not only/but also, whether/or

🕸 MUST have parallel sentence structure in order to work (refer to "Sentence Structure" in section 3.2).

> *__Either__ Miles went to prep school, __or__ he went home; he had no other option.*

Subordinating Conjunctions

🕸 Connects independent (a sentence that can stand on its own) and dependent clauses (sentences that can not stand on its own).

  🕸 Read more about independent and dependent clauses in "Sentence Structure" in section 3.2.

🕸 Examples include because, since, as, although, though, while, whereas, until, after, before, etc.

> Aaron didn't want to kill Spider-Man (independent clause) **because** he was his nephew. (dependent clause).

Interjections

Words that add emphasis, enhance feeling, or make a demand are **interjections**. These are informal, and are more appropriate for informal communication. They are not grammatically required in any sentence, but are merely for adding context. Exclamation points are usually the punctuation of choice.

🕸 Some include,

  🕸 Oh no

  🕸 Wow

  🕸 Oops

  🕸 Oh

  🕸 Aww

  🕸 Eww

  🕸 Psst

  🕸 Hush

3.2 Mechanics

Just as grammar is needed to understand and communicate the English language correctly, mechanics are required to write correctly. We will be covering the building blocks of writing, such as types of sentences and capitalization rules. Spelling will have its own section, 3.4, due to its density.

Sentence Structure

Sentences are derived from many different elements pieced together. It is necessary to have the knowledge of each piece, and how they fit within one another. All sentences have a **subject** and a **predicate**.

Parts of a Sentence

The **subject** is the main noun/ noun phrase of a sentence. The subject identifies what tense the main verb of the sentence will be. A singular subject takes a singular verb and a plural subject takes a plural verb. The subject is **bold**, the predicate is <u>underlined</u>.

> The ***police car*** <u>*moves*</u> *through the neighborhood.*

> The ***police cars*** <u>*move*</u> *through the neighborhood.*

One exception to this rule is subjects that are compound nouns.

> The **bed and breakfast** <u>is busy</u> during the holidays.

The **predicate** is the main verb or verb phrase of a sentence. As said previously, the predicate describes what the subject is doing.

A **linking verb**, also known as a *state-of-being* verb, is almost always followed by an adjective. The verb is **bold**, the adjective is <u>underlined</u>.

> Miles' dad **is** <u>a cop</u>.

One exception to this rule is when affirming your state of being: I am.

A **transitive verb** always takes an object, more specifically, the **direct object**. This is the most common type of verb. The verb is **bold**, the direct object is <u>underlined</u>.

> *My spider* **made** *you* <u>*Spider-Man*</u>.

An **intransitive verb** does not take an object.

> *Miles* **sighs**.

The **direct object** receives the action of the verb in the sentence. As mentioned previously, transitive verbs always have a direct object. The verb is **bold**, the direct object is <u>underlined</u>.

> *Miles* **approaches** <u>*the figure*</u>.

The **indirect object** receives the direct object. The direct object is **bold**, the indirect object is <u>underlined</u>.

> *Peter gave* <u>*Miles*</u> *a* **fist bump**.

The **object complement** modifies the direct object. The direct object is **bold**, the object complement is <u>underlined</u>. For more information on object complements, read Richard Teschner and Eston Evans' *Analyzing the Grammar of English: A Brief Undergraduate Textbook*.

> *Peter holds up his* <u>*untied*</u> **hands**.

A **preposition** is a word or phrase that connects the noun and a different part of a sentence. They can indicate location, time, a connection, etc. The preposition is **bold**.

> *This might open a black hold* **under** *Brooklyn*.

All prepositions have an **object of the preposition**. The object of the preposition is **bold**, the preposition is <u>underlined</u>.

> *The Prowler takes off* <u>*after*</u> **Miles**.

A **phrase** in a sentence has no subject or predicate. The phrase is **bold**.

> *Miles leaps* **into the air**.

A **clause** in a sentence has a subject and predicate. There are two kinds of clauses: an **independent clause** and a **dependent clause**.

The independent clause, also known as the *principal clause*, is able to stand alone in a sentence.

> *Miles races down the tunnel.*

The dependent clause, also known as the *subordinate clause*, cannot stand alone in a sentence and needs an independent clause to make sense. The dependent clause is **bold**.

> *Miles flies around his room,* **tossing various items in a suitcase**.

Sentence Structures

There are four different sentence structures. These are identified by the amount of dependent and independent clauses a sentence has.

A **simple sentence** includes one independent clause with no dependent clause.

> *Uncle Aaron traces Miles' silhouette on the wall.*

> *Prowler whizzes through the busy streets on his motorcycle.*

A **compound sentence** includes more than one independent clause. They include multiple simple sentences and are under the section labeled Conjunctions).

> *I was bitten by a radioactive spider and for ten years I've been the one and only Spider-Man.*

The first independent clause is *I was bitten by a radioactive spider* and the second clause is *For ten years I've been the one and only Spider-Man*. If both clauses can easily become separate sentences when removing the coordinating conjunction, then it is a compound sentence.

A **complex sentence** is not to be confused with a compound sentence. A complex sentence includes one independent clause and one or more dependent clauses.

> *For the last twenty-two years, I thought I was the one and only Spider-Man.*

The independent clause is *I thought I was the one and only Spider-Man* and the dependent clause is *For the last twenty-two years*. The latter does not make sense as a sentence by itself, so it is a dependent clause.

A **compound/ complex sentence** is a complex sentence that has one or more dependent clauses. That means there are more than one independent clause, as well as one or more dependent clauses.

> *Because of you, I lost my job, my life, my face, my family won't even look at me.*

The independent clauses are *I lost my job, my life, my face* and *My family won't even look at me*. The dependent clause is *Because of you*.

Sentence Types

There are four different sentence types. Each one has its own purpose in writing.

A **declarative sentence** is the most common sentence type. This is simply a statement or fact.

> *Miles has fallen through a hole in the floor, smoke billowing everywhere.*

An **imperative sentence** states a command. These sentences are always in the second person, so the subject in these sentences is *you*.

> *Stand clear of the closing doors, please.*

The subject of this sentence is *you*, but it is omitted. If the subject were to be included, the text would write, *You stand clear of the closing doors, please.*

An **interrogative sentence** asks a question.

> *Are you finished packing for school?*

An **exclamatory sentence** is exactly what it says – an exclamation. These sentences are not usually used in professional writing, as they are overtly casual. These sentences are used to express strong emotions.

> *Man, I was in the middle of something!*

Common Mistakes

Although it is very useful to know what parts make a sentence, there are many common mistakes that can still form. It is important to watch for

these oversights in order to create a piece of writing that is effective, professional, and accurate.

A **comma splice** is when two independent clauses are separated by a comma instead of a coordinating conjunction. These are also called **run-on sentences**.

> *Incorrect: The only thing standing between this city and oblivion is me, there's only one Spider-Man.*

These two independent clauses are joined by a comma instead of a coordinating conjunction, period, semi-colon, etc. Here are ways you can fix this sentence:

> *The only thing standing between this city and oblivion is me. There's only one Spider-Man.*

> *The only thing standing between this city and oblivion is me and there's only one Spider-Man.*

Dangling modifiers occur when a dependent clause that functions as a modifier does not modify the subject. This error comes down to word choice in a sentence.

> *Incorrect: Flying open, Miles runs out the door.*

The modifier *flying open*, although supposed to modify *the door*, makes it seem that *Miles* is flying open.

> *Flying open, the door breaks off its hinges when Miles pushes it down in a rush.*

The modifier *flying open* is now correctly modifying *the door*.

A **fragment** is simply a dependent clause or phrase.

> *Incorrect: On the ceiling.*

This sentence is missing an independent clause. It is unfinished.

> *On the ceiling, Peter Parker struggles against Doc Ock.*

Inconsistent parallel construction occurs when verb phrases are not consistent with one another. Make sure all the verb tenses are the same in a sentence.

> *Incorrect: He shoots a web and swinging off into the chaos in the collider room.*

The verbs *shoots* and *swinging* are not parallel with each other.

> *He shoots a web and swings off into the chaos in the collider room.*

Capitalization Rules

In order to appear professional within your writing, you need to be aware of what words need to be capitalized. A few examples include,

- The first word of a sentence
- Proper nouns
- Time periods or specific eras
- Quotes, if the sentence is not fragmented and can stand on its own:

> *Miles asked, "<u>When</u> will I know I'm ready?". (The words inside the quotations is an independent clause and can function on its own).*

> Miles said that *"everyone keeps telling him"* what to do with his life. (The words inside the quotations is a dependent clause that can not function on its own).

✿ The word "I"

NOTE: Do not capitalize articles, prepositions, or short conjunctions in titles as they are considered insignificant.

3.3 Punctuation

Period

Periods end sentences that make statements or give orders. They can also be used in some abbreviations and initializations, and may also be utilized when making rhetorical questions.

Ending Sentences

Use periods when you want to make a declarative statement or give a command where an exclamation point would be too intense.

> *"With great power comes great responsibility."*

> *"No masks. We show our faces."*

Rhetorical Question

Periods can end an interrogative statement that has a declarative meaning (also known as a rhetorical question).

>*Peter chimed in smugly, "Well, how about that."*

Abbreviations

There are a wide variety of things you can use periods to abbreviate, including but not limited to, titles, a person's name, generic nouns, and non-human proper nouns

> *Mr. Peter B. Parker <— Abbreviation of a title (Mister) and a middle name (Benjamin)*

> *The first Spiderman story every written was in 1962 A.D. <- Generic noun*

> *"The Go-Home-Machine, or the G.H.M. for short." replied Hobie. <- Non-human proper noun*

🕸 If a sentence ends in a period because of an abbreviation, there is no need to include a secondary period after it to end the sentence.

🕸 It is worth noting, more and more nowadays, acronyms appear without the use of periods, such as NASA, FL, YMCA, or even our own university, UCF.

How to Use With Other Punctuation

Apostrophe

An apostrophe that represents a dropped letter should still be followed by a period.

>*Miles and the other spider-men kept swingin'.*

Ellipsis

If you use an ellipsis after a complete sentence, you must place a period before the ellipses.

>*"That's all it is Miles. … A leap of faith."*

However, if the words do not constitute a complete sentence, you can omit the period.

>*"I see this.. spark in you. It's amazing."*

Single & Double Quotation Marks

A period comes before an ending quotation mark

>*The scientist turned to Miles, "My friends actually call me Liv."*

>*Aaron said "Tomorrow, find that girl, walk up to her and be like 'Hey.'"*

Parenthesis & Brackets

A period comes before an ending parenthesis or brackets when the words in the parenthesis is a complete sentence

>*Miles hid behind some barrels. (Kingpin was close by.)*

But if the parenthetical is being inserted into a sentence, then there is no period before

>*Miles hid behind some barrels (Kingpin was close by).*

Exclamation Point & Question Mark

When a sentence ends with either an exclamation point or question mark where a period would   usually go, there is no need to add a secondary period

>*Jefferson spoke through the door "Look, can we talk for a minute?"*

>Rio exclaimed "Miles! It's time for school!"

Other Rules to Keep in Mind

Periods following URLs

When using URLs in a sentence, it is acceptable to have a period at the end of it.

> *Learn more at* https://www.marvel.com/comics/events/321/spider-verse.

While generally one space is preferred between the period and the first letter of the following sentence, it is still acceptable to use two spaces. The important thing is to be consistent throughout your document with your spaces!

Comma

Commas serve a wide variety of purposes, however its primary purpose is to insert a slight pause in a sentence as well as be used to list items in a series.

Inserting a Pause

Use commas when you want to soft pause in your sentence where a period would be too strong

> *Miles, tied securely to his desk chair, watches sadly from his window.*

Separating Items in a List

When listing our items in a series of three or more, it's a good idea to use commas to separate the individual items for the sake of clarity for the reader

> *Miles' friend's are named Gwen, Peter, Pavitr, and Hobie.*

The Serial Comma (AKA the Oxford Comma)

There is a lot of debate among scholars and style authorities about whether or not a comma should be inserted between the conjunction and the final item in the list.

>*Miles loves his parents, Peter Parker and Gwen Stacy* <—
Without Oxford comma
>*Miles loves his parents, Peter Parker, and Gwen Stacy* <—
With Oxford comma

While there are no set guidelines, we believe serial comma should be utilized, since not using it can cause unnecessary ambiguity within the text.

Ampersands in a List

It is agreed upon that a comma should never be used following a ampersand if it has been used as the conjunction in a list.

> *Pavitr loves his family, his girlfriend & Masala Chai.*

Unwieldy Lists

Sometimes lists are particularly complicated. Whether it be because each item is complex, wordy, or has internal commas, in some cases is better to actually use semicolons instead of commas to separate the items.

> *Peter B. Parker lives in NYC, New York of Earth-616; Gwen Stacy in Chelsea, New York of Earth-65; Pavitr Prabhakar in*

Mumbattan, India of Earth-50101; and Hobie Brown in Camden,
London of Earth-138.

How to Use With Other Punctuation

Apostrophe

An apostrophe that represents a dropped letter should still be
followed by a period.

> *"Spiderman was just jokin', that's all."*

Single & Double Quotation Marks

A period comes before an ending quotation mark.

> *"You're the best of us," said Uncle Aaron, "You're on your way,*
> *just keep going."*

Parenthesis

A comma can never come before a closing parenthesis but it can
come after one.

> *There was a lot of tension in the air (Miguel was upset), so*
> *Hobie decided not to talk.*

Apostrophe

The main purpose of an apostrophe is to show a subject's possession of an object in a sentence, but it can also be used to represent omitted letters and numbers.

Showing Possession

When you want to show that a certain object or idea belongs to someone or something, you can use an apostrophe at the end to indicate that.

> *Spiderman's suit had ripped.*

> *Miles's head was spinning.*

However, if you're forming the possessive of a plural noun that ends in s, you only add an apostrophe.

>*The suits' designs contrasted nicely with each other.*

Indicate Omitted letters

Sometimes when writing, whether it be to show a character's accent, or by choice of the writer's style, you may choose to use an apostrophe in order to represent letters that have been omitted. Some examples include "walkin'" instead of "walking" or "seen 'em" instead of "seen them."

Contractions

Another popular use of apostrophes to omit letters is the use of contractions. Contractions are when two words are combined to create a new, smaller word. You have probably seen them many times in your life

and did not even notice. Words like "Do not" that become "Don't" or "Would have" that become "Would've."

How to Use With Other Punctuation

Single Quotation Marks

When you use an apostrophe at the end of an internal quotation, it can be quite confusing for the reader, since both single quotation marks and apostrophes use the same symbol. Best practice suggests that in these scenarios you treat the apostrophe as if it were a letter, and follow punctuational guides like normal.

>*"Gwen told me we were 'just chattin','" said Miles.*

Period

A period comes after the apostrophe in a sentence.

>*The spider is Miles Morales'.*

Other Rules to Keep in Mind

Possessive Pronouns

When using possessive pronouns such as hers, his, or theirs, there is no need to use an apostrophe to denote possession.

If you're writing a sentence that starts with an apostrophe you must capitalize the first letter.

> *>'Twas the night before the movie premier.*

One of the most common mistakes that relates to contractions and possessives is the difference between it's and its. While they are similar, they serve very different purposes. "Its" is actually the possessive form of "it", while "it's" is a contraction of "it is."

Colon

The colon has a variety of uses, but is primarily used to introduce something in a sentence, or underscore a previous statement. It can also be used to create a sense of anticipation in the reader, although there are no hard and fast rules about how to apply this.

Introducing Things

Lists

Colons can be used to introduce various lists, as opposed to using a word to introduce it, which nullifies the use of a colon.

> The three main spidermen are: Miles, Gwen, and Peter.

>The three main spider-men include Miles, Gwen, and Peter

Quotations

Colons can also be used to introduce quotations

>*Spiderman and the Peter Parker: "The Peter Parker Memorial Fund"*

Underscore Previous Statement

Colons can be used to illustrate a point you'd made in the previous phrase, however it's important to keep in mind that it should generally only follow an independent clause.

>*The message was clear: Miles was in danger.*

How to Use With Other Punctuation

Single & Double Quotation Marks

A colon can only come after closing quotation marks, never before.

>*Another ability is Miles' "Venom Blast": The power to redirect electricity.*

Parenthesis

A colon can only come after closing parenthesis, never before.

>*And the most controversial of the Spider-men (recognized as a true anarchist): Hobie Brown, aka Spider-Punk.*

Exclamation Points & Question Marks

If the word that is proceeding it is a proper noun that ends with either an exclamation point or a question mark, you are allowed to have a colon following it.

>*As seen in The Amazing Spiderman!: Green Goblin can fly.*

Other Rules to Keep in Mind

Spacing

Do not double space after a colon, only single space.

Capitalization

Only capitalize first letter if phrase following colon is a complete sentence or the first word is a proper noun

>*Like uncle Ben said: With great power comes great responsibility.*

>*There was only one thing left to do: Gwen had to go and save Miles from Miguel and Earth-42.*

Semicolon

The semicolon is used to connect related independent clauses, whereas a period would be too strong.

Connect Clauses

When you have two phrases that are independent clauses and you wish to connect them together, and the separation of a period would be too strong, you should use a semicolon in its place.

>*His mind was made up; Miles had to go help his friends.*

Ellipsis

The ellipsis can be used in a few ways. In writings such as textbooks or articles, it is utilized to show that words have been omitted in a quotation. It can also be used in dialogue to imitate faltering speech or a dramatic pause.

Omitted Words

When you want to demonstrate to the reader that you've removed words from a quote or sentence, you can use ellipses where the extra words

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would have gone. This is utilized a lot when using quotations, as to only show the relevant parts of a piece of text where including the whole would be unnecessary.

>"You're not supposed to be Spider-Man ... If you hadn't been bit, your Peter Parker would've lived! Instead he died, saving you." exclaimed Miguel.

Omitting Ends of Sentences

Something to keep in mind is that when omitting the end of a quoted sentence, you must add a period (or relevant punctuation) before the ellipses.

>"if I don't turn off the collider after you leave, everyone in this city, my parents, my uncle, and millions of others will die,..." argued Miles.

Dialogue

Faltering Speech

One way that ellipses are commonly used in dialogue is to demonstrate a character's speech waver (such as with a stutter) or die down

>"I'm... I see this...this spark in you. It's amazing, it's why I push you."

>*"I saved a bunch of people, fell in love, saved the city, and then I saved the city again and again and again..." Said Peter.*

Dramatic Pause

Another way ellipses in dialogue are used is to create a dramatic pause in a person's speech. Since an ellipsis indicates to the reader to make a long pause, it can work better than using a period when trying to build anticipation. (Note: This can also be used in non-dialogue although is usually seen as unprofessional.)

>*"That's all it is, Miles ... a leap of faith."*

Other Rules to Keep in Mind

Spacing

There should be no spaces between ellipsis, and one space on each side of the ellipses.

>*He enters the train car and finds it empty ... his family has gone back into the multiverse.*

How to Use With Other Punctuation

Generally when you use an ellipses it precludes the need for any other kind of punctuation unless the writer feels it will help with clarity; in which case you may use other punctuation.

Double Quotation Mark

The double quotation marks are primarily used to indicate direct quotation or dialogue, however they can also be used to highlight words in a variety of ways. It is important to keep in mind that quotation marks always work in pairs.

Direct Quotation

The most often way you'll see quotes used are when they are indicating direct quotes as they were spoken/written, whether it be citing from a secondary source or dialogue for a fictional character.

>*Gwen sighed, "I didn't want to join a band, so I started my own."*

Highlighting Words

Irony

Quotation Marks can be used to show that you are referring to something in an ironic manner. These are sometimes called "Scare Quotes."

>"Yeah sure you're a real 'Villain.'" said Miles to The Spot.

Metatext

Sometimes you want to refer to specific words in a meta-textual way in order to explain something to the reader. Double Quotation marks can be

used for such moments. This is especially useful when using made-up words or slang in your text.

>"Hammerspace" is a word used in comics to describe how characters pull out items from thin air.

Other Rules to Keep in Mind

Pluralization of Quote

If you want to make a plural of a word inside of quotes, you can simply add an s inside the quotation marks.

>There are many different kinds of "Spidermans."

Single Quotation Mark

Single quotation marks work in almost the exact way as double quotation marks, as in they are used to indicate direct quotation or to highlight words, but the difference is single quotation marks can only be used inside a pair of double quotation marks. They are used to place quotations inside of quotations, for the sake of legibility.

>"I asked her 'you knew?' And then she was like 'I didn't know how to tell you,'" explained Miles.

Other Rules to Keep in Mind

Not a Substitute for Double Quotes

A lot of people assume that they can use single quotation marks as a more "mild" version of double quotation marks, but this is incorrect. In most cases you should always use double quotation marks if you're not doing a nested quotation.

Question Mark

A question mark is used exclusively to indicate that a question is being asked, either through dialogue, or directly by the text.

>*"When do I know I'm spiderman?" asked Miles.*

Other Rules to keep in Mind

Rhetorical Questions

Although it may seem illogical, when asking a rhetorical question in your text, you should not use a question mark and instead utilize a period or comma if appropriate.

Multiple Question Marks

Although you can technically use multiple question marks (i.e. ???) in a row to express questions or a sense of confusion in a more emphatic way, it is

generally considered very unprofessional and should only be used in more casual-tone texts.

How to Use with Other Punctuation

Commas

Commas should not follow a question mark, unless it is part of a title.

>*In the mystery drama named Who Shot Aaron Davis?, the author delves into the twisted roads of new york city's underground crime rings.*

Periods

Exclamation points can replace periods at the ends of sentences if the need arises.

Exclamation Points

While question marks can sometimes be paired with exclamation marks (i.e !?) to indicate extreme surprise, its generally viewed as unprofessional and should not be used in professional documents. Do not double space after a question marks and exclamation points.

Exclamation Point

An exclamation point is used indicate high emotion such as a shouted command, an interjection, or surprised exclamation

>"You're the original anomaly!" Miguel yelled.

Other Rules to keep in Mind

Multiple Exclamation Points

Although you can technically use multiple exclamation points (i.e. !!!) in a row to express extreme enthusiasm or high emotion, it is generally considered very unprofessional and should only be used in more casual-tone texts.

How to Use with Other Punctuation

Commas

Commas should not follow an exclamation point, unless it is part of a title.

>The movie, The Amazing Spiderman!, directed by Sam Rami.

Periods

Exclamation points can replace periods at the ends of sentences if the need arises.

Exclamation Points

While exclamation points can sometimes be paired with question marks (i.e !?) to indicate extreme surprise, its generally viewed as unprofessional and should not be used in professional documents.

Parenthesis

Parentheses are used primarily to insert information into a sentence, such as examples that relate to the topic of the sentence, or additional information.

Examples

Parenthesis can be a very useful tool if you wish to add some examples in the text about the subject you are writing about.

>*There are many different types of Spidermen (Miles, Gwen, Peter) across the multiverse*

Additional Information

If you would like to add some additional information about the subject of your sentence, but can't find a way to include it without it sounding clunky, parentheses may also be used.

>*Miles wasn't good at swinging yet (he had fallen multiple times while trying).*

3.4 Spelling

Spelling is the process of writing and naming certain words according to specific rules. Words have different spellings, depending on your location,

as well as types of words and letters that have their own rules. In this area, the subjects discussed will be **vowel rules**, **consonant rules**, **capitalization rules**, and **plurality**.

Vowel Rules

Vowels are letters that use no blockage of the mouth when being pronounced (a,e, i, o, u, y). According to Merriam-Webster's Dictionary, a vowel is "the one most prominent sound in a syllable."

Rule 1: ie and ei

The rhyming rule, although juvenile, tends to work for most words;

> Put *i* before *e*,
>
> *> believe, niece, thief*
>
> Except after *c*.
>
> *> ceiling, conceive, receive*

Some exceptions to this rule are words that, according to Mary Laine Yarber's *Reviewing Basic Grammar*, have "the sound of *Ay* (Yarber 210)".

> *> neighbor, weigh, caffeine*

Rule 2: Dropping the e before a suffix

A word that ends in a silent e is usually dropped when adding a suffix that starts with a vowel like *-ing*, *-ed*, *-ous*, etc.

> *hope → hop**ing**, fame→ fam**ous**, ensure → ensur**ed***

Exceptions: notice → notic**eable**, true → tru**ly**, dye → dy**eing**

Rule 3: The y

When a *y* ends a sentence after a vowel, change it to an *i* when adding a suffix.

> *baby → bab**ies**, happy → happ**iest**, weary → wear**iness***

Some exceptions are suffixes that end with *i*.

> *play → play**ing**, defy → defy**ing**, marry → marry**ing***

Consonant rules

Consonants are letters that have some kind of blockage of the mouth when being pronounced.

Rule 1: Double a consonant when adding a suffix.

When adding a suffix to a word that has one consonant as an ending, double the consonant when adding a suffix that starts with a vowel.

> *sit → si**tt**ing, pad → pa**dd**ing, dim → di**mm**er*

Exceptions to this rule are words that have an emphasis on the first vowel of the word, as opposed to the second.

> *benefit → benefi**t**ing, travel → trave**l**ing, listen → liste**n**ing*

When adding a suffix to a word that has a short vowel sound (e.g. write, hide, tape), do not double the consonant.

> *write → writing, loan → loaning, pine → pining*

Plurality

Plurality is the form of a word signifying more than one of something.

Most countable nouns end with an *s*.

> *hens, books, fools*

Words that end in *ch*, *s*, *x*, *sh*, or *z* end with an *es*.

> *couches, sashes, hexes*

Many words have irregular plural forms. This means that they do not simply become plural by adding *s* or *es*. Although there are plenty of exceptions to plurality, many of these irregular plural forms have a pattern.

Words that end in *f* and *fe* tend to change to a *v* in the plural form.

> *knife → knives, life → lives, leaf → leaves*

Exceptions: *roof → roofs, proof → proofs, chef → chefs*

Many words change vowels in the plural form, especially those with the double *o*.

> *tooth → teeth, foot → feet, goose → geese*

Some words lack any change at all in the plural form.

> *deer, fish, moose*

Latin and Greek words have different rules of plurality. For example, words that end in *-us* change to an *i*.

> *cactus → cacti, octopus → octopi, fungus → fungi*

However, the plural forms of words like cactuses, and octopuses are also perfectly acceptable.

Some Greek words' plural forms end with an *a* instead of *on* or *um*.

> *phenomenon → phenomena, criterion → criteria, medium → media*

Confusing/ similar words

Many words that are similar in spelling tend to be confused or used incorrectly in different contexts. Ensuring that you are using the correct words and are aware of the small differences between them is essential in all forms of writing. These typically-confused words are known as **homonyms**. Below is a list of words that are mistaken the most.

A, An

Use *a* when the word afterword has the sound of a consonant. This does not necessarily mean that the word needs to start in a consonant, it simply needs to sound as such.

> *I was bitten by* **a** *radioactive spider and for ten years I've been the one and only Spider-Man.*

> *There could be* **a** *universe where I am wearing red.*

Use *an* when the following word sounds like a vowel. Once again, the actual spelling of the word does not have to end in a vowel in order to use *an*.

> *My husband Peter Parker was* **an** *ordinary person.*

> *Miles Morales was* **an** *honest person when it came to knowing what is right and wrong.*

Accept, Except

Use *accept* when agreeing to something.

> *We love and* **accept** *you even though you have been lying to us for a year.*

Use *except* when referring to something that is not included.

> *I never really made another friend after that.* **Except** *one.*

All ready, Already

Use *all ready* when explaining that something is finished.

> *Miles, are you guys* **all ready** *yet?*

Use *already* when referring to something that has been done in the past.

> *Peter is **already** swinging out the door after sensing danger.*

Amount, Number

Amount is for describing nouns that cannot be numbered. This word is often used incorrectly.

> *A large **amount** of spiderweb encompassed the room after Miles tried practicing his web-shooting skills.*

Number is for describing countable nouns.

> *There are an infinite **number** of Spidermen across each universe.*

Bring, Take

Use *bring* when moving something from "there" to "here". This also depends on the point of view of the writer.

> *All we have to do is kill a couple spiders...the collider will **bring** your family back.*

Use *take* when moving something "here" to "there".

> *Peter webs a desk chair under miles, spines the chair, and webs him into a cocoon, and **takes** the key.*

Historic, Historical

Although these seem like synonyms, they cannot be used interchangeably. Use *historic* when describing an important, memorable event.

> *The day Peter Parker died was a* **historic** *event for everyone.*

The term *historical* is more vague, as it describes any event in the past, or something related to history.

> *The Spider Society needed to have extensive knowledge of* **historical** *events in order to make sure that all the possible timelines were in order.*

How many, How much

This is similar to the uses of *number* and *amount*. Use *how many* for countable nouns, and *how much* for non-countable nouns.

> *No matter* **how many** *times I get hit, I always get back up.*

> *I mean,* **how much** *trouble could he get into, right?*

In, Into

Use *in* when describing the position or location of something.

> *Miles is* **in** *the back seat.*

Use *into* when describing the direction of where something is going.

> *Unable to see, Miles runs directly* **into** *a bookshelf, then sticks to it, pulling it down in front of the door.*

Knew, New

Use *knew* when referring to having had knowledge of something.

> Peter **knew** how dangerous the job was.

Use *new* when referring to something that is unused.

> You like my **new** toy? It cost me a fortune.

Lay, Lie

Use *lay* when referring to putting something in place.

> Miles **laid** his pencil on the table after taking an exam.

Use *lie* when referring to resting and reclining, or saying something that is false.

> Miles is knocked down repeatedly. He **lies** on the ground.

Passed, Past

Use *passed* when referring to moving ahead of something.

> Miles leaped into the air and grabbed the ceiling as the deafening subway **passed** beneath him.

Use *past* when referring to previous events, or beyond something.

> Sorry, I can't talk right now. I'm thinking about my **past**.

People, Persons

Most people use the plural tense as *people* instead of *persons*, but the latter is still used in more formal writing. Use *people* when referring to a mass that is not numbered.

> *I saved a bunch of* **people***, fell in love, saved the city, and then I saved the city again and again and again.*

Use *persons* when referring to a specific number of people, emphasizing the individual in a group.

> *The elevator to the Spider Cave fits around eight* **persons***.*

Principal, Principle

Use *principal* when referring to a person, usually a head administrator. This can also be used when referring to something as a primary importance.

> *The* **principal** *founder of the Spider-Society is Miguel O'Hara.*

Use *principle* when describing a certain belief or fundamental truth.

> *Kingpin's* **principles** *of using violence in order to save his family is a damaged way of thinking.*

There, Their, They're

Use *there* when referring to the destination of something.

> *Would you like to keep standing* **there** *or do you want to sit down?*

Use *their* when referring to possession.

> *Most superheroes don't wear* **their** *own merch.*

Use *they're* as a contraction of *they are*.

> *I just washed my hands that's why* **they're** *wet. No other reason.*

Who, Whom

Use *who* when referring to subjective pronouns like *she*, *he*, *I*, *they*, etc. Think about what pronoun would be used when answering the question being asked.

> *But after everything, I still love being Spider-Man.* **Who** *wouldn't?*

Use *whom* when referring to objective pronouns like *her*, *him*, *me*, *them*, etc.

> *Miles wondered* **whom** *he should listen to – his parents, or Gwen?*

3.5 Proofreading

The process of proofreading can be deemed unnecessary and time consuming to some, but it's a crucial step of the writing process that confirms that the work meets a high standard of accuracy and clarity.

According to the Cambridge dictionary, proofreading is "the process of finding and correcting mistakes in text before it is printed or put online" ("Proofreading"). It serves as a mechanism to adhere to a specific set of rules or regulations for different environments, such as a class essay or a formal school-wide announcement.

This entire manual will serve as one large proofreading tool for you, as you will find yourself referring back to it in order to make sure that your publications align with the official UCF standards to enhance consistency and professionalism throughout the university.

We will be exploring the symbols and various techniques that can be utilized for self-proofreading as well as proofreading for others, using both traditional and technological approaches.

For free personalized writing assistance, go to either the main campus University Writing Center, located in Trevor Colbourn Hall Room 107, or the University Writing Center website!
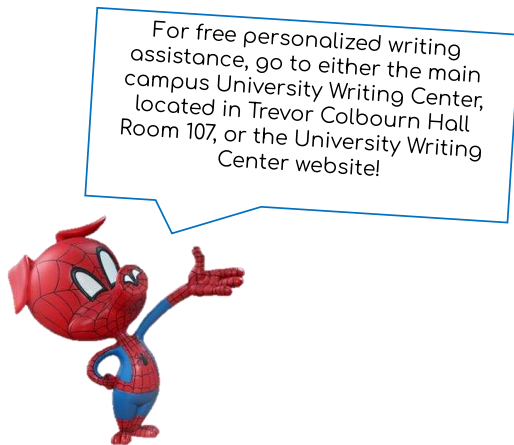
Proofreading Techniques

What to Look Out For When Proofreading

There are many mistakes that are easy to look over when proofreading work, whether it's your own or someone else's. Some solutions can be found within this chapter as well as this entire manual. Here are just a few that you should be aware of:

- **Common Mistakes:** Check to make sure that you haven't misspelled words, especially common ones such as their/there/theirs. Your grammar should be accurate, too. Use this chapter to check for proper grammatical and mechanical rules that you may have incorporated incorrectly.

- **Sentence Structure:** Sentences should be formatted correctly, with the punctuation and other elements being the appropriate type for the message that is being conveyed.

- **Clarity:** Your work should display a clear, concise message that is easy for your target audience to comprehend. Try reading your work out loud in order to catch awkward sentences or phrasing that may have been looked over when scanning silently.

- **Consistency:** Are your abbreviations, tone, and wording the same throughout your message? Correct any outliers so your audience isn't confused.

❀ **Inclusive Language**: If sending a message, cater to your target audience and include inclusive dialogue that allows them to feel seen by you. For instance, if appropriate, opt for "To All Whom It May Concern", as opposed to "Ladies and Gentlemen".

❀ **Guidelines**: Does your work follow the professional and/or academic guidelines that you are required to follow? For instance, if you are required to commit to a formal tone within your message, does your word choice reflect that?

❀ **Links:** Check that all links you may have included are functioning and accurate to your message.

❀ **Citations:** Review your citations and make sure that they are compliant with the formatting style your department uses. MLA, APA, and Chicago are common examples.

Peer Review

If all else fails, you can ask a peer to review your work in order to have a different, fresh perspective. If you choose to go this route, make sure to ask them questions in order to avoid a response that doesn't aid in your writing. Examples include,

❀ Does this paper answer the prompt?

❀ Is it easy to understand, and does my main idea make sense?

❀ What are some mistakes that I need to change?

✸ What are some aspects of this message that are done well?

On the other hand, when editing another's work and sending revisions, make sure to do the following in your follow-up message:

✸ Answer their questions about their work, if any

✸ Highlight what they did well

✸ Explain in detail the small or large revisions that need to be made

✸ Suggest resources the writer can reference in order to adequately change and improve their writing

✸ If a deadline is needed, encourage that deadline

Both you and your peer's responses will allow for you to hone in specific changes or comments that will allow for your papers to be elevated. While this may seem excessive, specific feedback will benefit you more in your writing processes extensively.

Incorporating Technology into Proofreading

With most of UCF's current affiliated writing being completed and distributed online, technology is bound to be used for proofreading. While its limitations won't allow for all fact-checking and auto-correct to be 100% accurate, there are some features available for your benefit through word processing platforms. In addition to this, many resources are available to encourage collaborative documents, such as Google Docs or Word (the

latter of which is free to all UCF staff and students), allowing for you to edit another individual's work with the aid of simple editing tools.

Self-Editing Tools:

- **Spell Check** - Reads through your writing and corrects any words that may be misspelled.

- **Read-Aloud** - Translates your writing into words. This is a great feature for those who need accessibility or just another voice to help identify errors in writing.

- **Online Dictionaries and Thesauruses**- Aid in finding synonyms, antonyms, definitions, and example sentences.

- **3rd Party Platforms** - Websites and browser extensions such as Grammarly read over documents and scan for issues regarding grammar, flow, word choice, formality, and more. While this tool can be incredibly useful, many errors can be made on its part, leading to faulty writing; be cautious.

Collaborative Editing Tools:

- **Online Document Sharing -** These are websites that allow for multiple users to work and edit on the same document in real time. Various editing tools are embedded within these sites:

❀ **Track Changes / Suggesting** - A feature that shows the visual edits within the actual document. For instance, if an editor deleted an entire sentence, the sentence would be striked out by a blue or black line, allowing for the writer to see the changes.

❀ **Comments -** A feature that displays a "comment" box alongside a selected sentence, paragraph, or word within the document. This is a good alternative to track changes in order to avoid a visually cluttered document.

❀ **Version History** - A feature that allows for users of a document to view various versions of a document to view any edits that have been made since its creation.

❀ **Plagiarism Checker -** A third party tool that allows for one to check the validity of a document and ensure it isn't copied or stolen. This is essential for UCF guidelines as it is prohibited to plagiarize any content. Learn more about what specific tools you can use in Chapter 1's "Documentation" section.

Symbols

Proofreading symbols are markings for physical copies, and they are used to indicate edits such as indenting a paragraph, capitalizing a letter, or inserting a comma. Despite still being used by some copyeditors, they are rarely widely used anymore due to the influx of writing and digitally in work and academic spaces alike. These symbols are still important to have awareness of as some spaces may still incorporate them. Here is a chart of some of the most used editing markings.

The mark	What it means	How to use it
℘	Delete: take out something here.	cart mufflers should should
∧	Insert: add something here.	You afraid o mice.
/	Add space here.	Jugglersbuy alot of eggs.
◠	No space: close the gap.	some body
℘	Delete and close the gap.	the girraffe
¶	New paragraph here.	"Yes." said Jack. "All right." said Jill.
⌐	No paragraph: keep sentences together.	The meeting was brief. It lasted twenty minutes.
∾	Transpose: switch these things.	friends both were
∧	Change or insert this letter.	lake sucess
≡	Make this a capital letter.	old dr. smith
/	Make this a small letter.	My Uncle lost a Shovel.
◯	Spell it out.	His 2 friends are Fido & Spot.
⊙	Insert a period.	It was raining I got wet
∧	Insert a comma.	"London England," he said.
∨	Insert an apostrophe.	Its a dogs life.
∨ ∨	Insert quotation marks.	"You're a pane. said the door.
⑦	Is this correct? Check it.	Columbus sailed in 1942. ⑦

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CHAPTER 4

Page Elements & Design

Chapter Four
Page Elements and Design

4.1 Formatting

In order to explain why formatting your document correctly is important, we must first explain what formatting is. By definition, formatting means to arrange or put something into a format. A format is the way in which something is either arranged or set out. Formatting documents refers to the way a document, whether academic or professional, is laid out on the page. Formatting takes care of the way your document physically looks and the way it is organized. The format of a document addresses things like margins, fonts, headers and footers, and alignment, which will all be covered throughout this chapter. Within the academic sphere, there are several types of styles in which you can format your document.

Common Styles

If you have ever had to write an essay for a class, your teacher or professor may have asked the class to type up your document "MLA style" or "APA style." MLA and APA, along with Chicago and IEEE, are among the most popular and most common formatting styles for academic

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documents. Each of these styles have different requirements regarding things like margins, font size, line spacing, and more.

General MLA Formatting Requirments

Modern Language Association, or MLA, is one of the most popular types of formatting in the academic sphere. Some general formatting requirements for MLA include:

- Size 12-point font, Times New Roman
- Double-spacing
- 1-inch margins
- Last name and page number in the upper right corner of document.
- Name, instructor's name, course number, and date in the top left corner of the document.
- In-text citations located within the work with a period after the in-text citation.
- A Works Cited page included at the end of the document with its own page.
  - Hanging indents are required for each citation entry.
    - Citation entries in alphabetical order by author's last name, or title if author's last name is not given.

*See sections 4.2, 4.3, and 4.4 for step-by-step instructions on how to follow these requirements.

General APA (7ᵗʰ Edition) Formatting Requirements

🕸 Unlike MLA, a variety of fonts are acceptable in the APA style. Some font options include:

  🕸 Sans serif fonts like 11-point Calibri, 11-point Arial, or 10-point Lucida Sans Unicode.

  🕸 Serif fonts like 12-point Times New Roman, 11-point Georgia, or normal (10-point) Computer Modern (the default font for LaTeX).

*See section 4.3 for an in-depth definition of Sans Serif and Serif fonts.

To ensure accessibility for all readers, the 7th edition of the APA Publication Manual requires that the chosen font be accessible, or legible, to all readers and that it be used consistently throughout the paper. As the 7ᵗʰ edition APA style acknowledges that many font choices are acceptable, it advises writers to check with their publishers, instructors, or institutions should any uncertainties arise.

🕸 All parts of an APA style paper should be double-spaced. Do not add extra space before or after paragraphs.

🕸 Exceptions for double-spacing include:

> 🕸 The title page: Put a double-spaced blank line between the title and the byline on the title page.

> 🕸 Tables: The table body may be single, single and a half, or double-spaced depending on which creates the most effective format for presenting the information.

> 🕸 Figures: Words within the image part of a figure may be single, single and a half, or double-spaced depending on which creates the most readable format for presenting the information.

> 🕸 Footnotes: When inserting footnotes, use default font settings—typically single-spaced and a smaller font.

🕸 Use 1-inch margins for all sides of your APA style paper.

🕸 APA style papers should include four main sections: the Title Page, Abstract, Main body, and References.

Title Page

🕸 APA recommended fonts: 11-point Calibri, 11-point Arial, 10-point Lucida Sans Unicode, 12-point Times New Roman, 11-point Georgia, or 10-point Computer Modern.

🕸️1-inch margins on all sides.

🕸️Title page goes on first page of the paper.

🕸️Write the title, author name(s), university, course name and number, instructor name, and assignment due date.

  🕸️ Position in upper-middle of the page (3 or 4 lines below the top of the page).

  🕸️ Center text

  🕸️ Double-spaced

  🕸️ Paper title in bold, rest of text regular font

  🕸️ Each set of text (title, author name, etc.) placed on a separate line.

  🕸️ No extra lines added between sets of text, except after the paper title.

    🕸️ Place one blank double-spaced line in between the title and author name(s).

Header

  🕸️ Page number (starting at 1) in the top right corner

    🕸️ *See 4.4 for instructions on how to create a header.

  🕸️ No running head unless requested.

    🕸️ *The running head is an abbreviated version of the title that is 50 characters or fewer, including letters, punctuation, and

the spaces between words as characters. It is typically used in professional manuscripts intended for publication. If requested, it should be in the page header, aligned with the left margin and across from the right-aligned page number. It should be written in capital letters (i.e. ALL CAPITALS).

Abstract

The Abstract of an APA style paper provides a brief overview of the content within your paper. It is useful in helping readers decide whether or not to read the full text.

 ❋ Abstracts should be no more than 250 words unless requested otherwise.

Abstract Content

An abstract should address the following in 1-2 sentences:

 ❋ Main points of literature review.

 ❋ Research question(s) or problem under investigation.

 ❋ Clear hypothesis or hypotheses.

 ❋ Methods used (including a brief description of the study design, sample, and sample size).

 ❋ Study results.

 ❋ Why this is important or applications of the results or findings.

Abstract Format

- Recommended fonts: 11-point Calibri, 11-point Arial, 10-point Lucida Sans Unicode, 12-point Times New Roman, 11-point Georgia, or 10-point Computer Modern.

- 1-inch margins on all sides of the paper.

- Placed on second page of the paper.

- Section label: "Abstract"

    - Centered

    - Bold

    - Written on first line of page.

- Text:

    - One line below the section label.

    - Write as a single paragraph.

    - Do not indent.

    - Double-spaced

Main Body

- Write the title of the paper in the middle at the top of the first page of text.

- Begin the paper with an introduction.

- Use headings to identify different sections.

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- 🕸 Sections and headings will vary depending on the type of paper.

    - 🕸 *See 4.5 for more information on how to format headings.

- 🕸 Text can include: tables, figures, block quotations, headings, and footnotes.

- 🕸 Double-space all text

- 🕸 Headings

    - 🕸 Paragraphs of text

    - 🕸 Block quotes

- 🕸 Use the same font throughout the entire paper.

- 🕸 Write body text in standard font (non-bold, non-italic).

References List

- 🕸 Start the References section at the top of a new page after your text.

- 🕸 Section should be labeled "References" (not including quotation marks).

- 🕸 References section label should be in bold.

- 🕸 List of references should be alphabetized by last name.

- 🕸 Authors' first and middle (if applicable) names should be written by initials. For example:

- An entry for a source written by Edward Felix Johnson should look like: "Johnson, E.F."

- Provide last name and first/middle name initials for up to twenty authors.

- Separate names using a comma, using an ampersand (&) before last author's name.

- If a source has more than twenty authors, write the first nineteen, use an ellipse, then write the last author's name.

- To reference multiple works by the same author, or authors, list each entry by chronological order from oldest to most recent.

- Double-spaced (within and between entries).

- 0.5" hanging indent on all entries

- See 4.3 for more information on how to create a hanging indent.

- Use italics for titles of longer works, such as the name of a book or newspaper.

- Do not italicize or put quotes around the titles of shorter works, such as chapter titles.

General Chicago Style Formatting Requirements

Chicago Style, or the Chicago Manual of Style (CMOS), is primarily intended for published works. As Chicago Style is sometimes required for

certain research papers, the guidelines will be extended with information from Kate L. Turabian's Manual for Writers of Research Papers, Theses, and Dissertations (8th ed.), which is widely based off of the Chicago Manual of Style with some slight alterations, per the Purdue Online Writing Lab.

General Chicago Format

- 🕸 All text should be double-spaced except for:
  - 🕸 Block quotations (a quotation set off from the main paragraph or text), notes, bibliography entries, table titles, and figure captions.
  - 🕸 For block quotations, or extracts as CMOS calls them:
    - 🕸 Block prose quotations of five + lines, or more than one hundred words.
    - 🕸 It is recommended to block two or more lines of poetry.
    - 🕸 Do not enclose a blocked quotation in quotation marks.
    - 🕸 A blocked quotation must always begin a new line.
    - 🕸 Blocked quotations should be indented with Microsoft Word's indention tool.
- 🕸 Page numbers should begin in the header of the first page of your text with Arabic number 1.
  - 🕸 Subheadings should be used for longer papers.

🕸CMOS recommends you create your own format but use consistency as your guide.

🕸For CMOS and Turabian's recommendations, see "Chicago Style Headings Format" below.

🕸According to Turabian Style:

> 🕸 Margins should be no less than 1".
>
> 🕸 The font should be clear and readable, such as Times New Roman or Courier.
>
> 🕸 The font size should be no less than 10-point (preferably 12-point).

Major Paper Sections of Chicago Style.

Title Page

🕸According to the supplemented Turabian style, class papers will include either a title page or the title of your paper on the first page of the text. Should your paper require a title page, utilize the following guidelines:

🕸Your title should be centered one-third of the way down the page.

🕸Your name, class information, and the due date of the paper should follow several lines later.

🕸 For subtitles, put a colon at the end of the title line and put the subtitle on the line below the title.

🕸 Double-space all text on title page.

🕸 Your Chicago Style title page should look like the following:

Moving "Networks" into the Composition Classroom

Jessica Clements

English 626: Postmodernism, Rhetoric, Composition

March 7, 2010
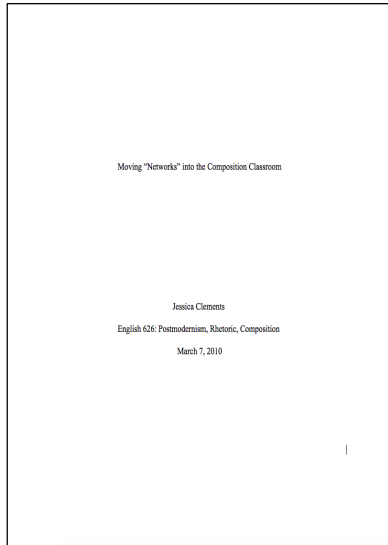
Main Body

🕸 Any titles mentioned in your text, notes, or bibliography should be capitalized "headline-style."

🕸 Headline-style means that the first words of titles, subtitles, and any important words after should be capitalized.

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✸ Titles in the text, notes, and bibliographies should be in quotation marks or italics based on the type of work they name.

> ✸ Titles of longer works, such as books and periodical titles, should be italicized.

> ✸ Titles of shorter works, such as article or chapter titles, should be put in double quotation marks.

> ✸ Most poem titles should be in double quotation marks, with the exception of very long poems, which should be italicized.

> ✸ Play titles should be italicized.

> ✸ Otherwise, take a minimalist approach to capitalization:

✸ For example, use lowercase terms to describe periods, except in the case of proper nouns (e.g. "the colonial period," vs. "the Victorian era").

> ✸ A quotation of prose containing five or more lines should be "blocked." The block quotation should match its surrounding text and should not be put into quotation marks. In order to balance out your block quote with the surrounding text, indent the quotation using Microsoft Word's indentation tool.

> ✸ Example from the Purdue Online Writing Lab:

In *Flowers of Freedom: Reframing Political Thought*, Rose eloquently sums up his argument in the following quotation:

In a society of control, a politics of conduct is designed into the fabric of existence itself, into the organization of space, time, visibility, circuits of communication. And these enwrap each individual life decision and action—about labour [sic], purchases, debts, credits, lifestyle, sexual contracts and the like—in a web of incitements, rewards, current sanctions and foreboding of future sanctions which serve to enjoin citizens to maintain particular types of control over their conduct. These assemblages which entail the securitization of identity are not unified, but dispersed, not hierarchical but rhizomatic, not totalized but connected in a web or relays and relations. (246)

References

- Place your references section at the end of your paper on a separate page.
- Label first page of your sources "Bibliography" for Notes and Bibliography style.
- Label first page of your sources "References" for Author-Date style.
- Insert two blank lines between "Bibliography" or "References" and the first entry.

❁Insert one blank line between each entry.

❁Entries should be listed in alphabetical order according to the first word in each entry, whether it is the author's name or the title of the piece you are citing.

❁Use the word "and," not "&," for entries with multiple authors.

❁For two to three authors, write each name.

❁For four to ten authors, write the first author's name in the bibliography plus "et al." for notes and parenthetical citations.

❁If you cannot find the author for a particular source, cite the source by its title, both on the references page and in shortened form (up to four keywords from that title) in parenthetical citations throughout the text.

❁Write publishers' names in full.

❁Do not use the date you accessed a source unless the source's publication date is unavailable.

❁If you cannot determine the publication date of a particular printed work, use the abbreviation "n.d."

❁If possible, provide DOIs instead of URLs.

❁If a DOI is available, provide the URL.

❁If you cannot name a particular page number when necessary, other options include: section (sec.), equation (eq.), volume (vol.), or note (n.).

❁Example of a Chicago Style References page from Purdue Online Writing Lab:

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General IEEE (Institute of Electrical and Electronics Engineers) Style Formatting Requirements

🕸 The title of your paper in IEEE style should be in the center at the top of the first page in 24-point font.

🕸 The byline should be below the title after a line break and centered in 10-point font. It should contain each of the following on separate lines:

> 🕸 Author's name(s)

> 🕸 Author affiliation(s)

> 🕸 City & country location(s)

> 🕸 E-mail address(es).

🕸 The body of our paper should be 10-point font and formatted to appear in two columns. The columns on the last page should be the same length, which may require adding a column break after you have finished writing the body of your paper.

🕸 All papers should begin with both an abstract and index terms.

🕸 Depending on the context and field, papers may include the following:

> 🕸 Note to Practitioners

> 🕸 Nomenclature

> 🕸 Appendices

🕸 Acknowledgements

🕸 Papers may be divided into sections and subsections; IEEE has specific guidelines for primary, secondary, tertiary, and quaternary section headings.

🕸 IEEE papers should begin with a drop cap, which is when the first character of the first paragraph is made larger.

🕸 Drop cap should be two lines down, followed by the next 8-12 characters (or 1-2 words) in all caps.

    🕸 *See 4.3 For instructions on how to create a drop cap.

🕸 Figures, tables, and equations should be numbered consecutively but separately. They should also be centered in their respective columns.

IEEE Style Abstract Format

🕸 Written in a single paragraph.

🕸 About 200 words long.

🕸 Summarize the contents of your paper.

🕸 Be simply formatted.

🕸 Do not include any abbreviations, footnotes, references, tables, graphs, charts, figures, or displayed mathematical equations. These items are forbidden from IEEE abstracts.

🕸IEEE Abstract example from Purdue Online Writing Lab:

🕸 *Abstract – Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Adipiscing enim eu turpis egestas pretium aenean. Urna duis convallis convallis tellus id interdum velit. Praesent semper feugiat nibh sed pulvinar proin gravida hendrerit lectus. Eu non diam phasellus vestibulum. Integer feugiat scelerisque varius morbi. Pretium fusce id velit ut tortor pretium viverra suspendisse.*

🕸Index terms should follow the abstract.

🕸 Should be formatted into a separate paragraph from the abstract.

🕸 Should be in alphabetical order.

🕸 First term should be capitalized, the rest lower case.

🕸 Example of index terms from Purdue Online Writing Lab:

General Memo Formatting Requirements

🕸One or two pages long

🕸Single-spaced

🕸Justified to the left with no indentations.

🕸️Skip a line between paragraphs.

🕸️One-inch margins

Formatting Sections of a Memo

🕸️**Header**

  🕸️ To: a recipient

  🕸️ Date: the date of the memo

  🕸️ From: yourself

  🕸️ Subject: purpose of writing the memo

🕸️**Introduction**

  🕸️ Include an introduction that briefly states why you are writing the memo and any background information.

🕸️**Body**

  🕸️ Main content and message of the memo.

🕸️**Conclusion**

  🕸️ Wraps up the memo and usually ends with a call to action for the reader.

4.2 Margins

What Are Margins and Why Are They Important?

The margins of a document are the white spaces between the writing and the edge of the page. They help with readability and the aesthetics of the document by keeping the text focused in the center of the page. The length and width of margins differ depending on the type of document you are writing. For academic papers, the size of the margins depends on the style that you are writing in. Margin size will also differ among business and communicative forms of writing, such as memos.

How To Edit Margins in Word

1. Open a new document.

2. Navigate to the **Menu Bar** at the top of the screen.

3. Click the **Layout** Tab.

4. Click on **Margins** and open the drop-down menu.

5. Select a built-in margin style or click on **Custom Margins** at the bottom of the drop-down menu to open the **Page Setup** menu and manually edit them.

6. In the **Page Setup** menu, navigate to the Margins section and manually enter a number or use the arrows to change the size of a margin.

Margins for Each Style

The most common size of margins is one-inch, which is the default size in Word. However, that does not mean that every document you write should have one-inch margins. Listed below are the margin sizes for the most common writing styles:

MLA

🕸 One-inch margins

APA

🕸 One-inch margins

Chicago

🕸 One-inch margins

IEEE

🕸 Top Margin: 0.6 inches

🕸 Bottom Margin: 0.5 inches

🕸 Left and right margins: 0.75 inches

Margins in Non-Academic Writing

In many cases, your writing will not be for academic papers, but for the purpose of written communication. The proper way to format your writing for non-academic works vary depending on the document.

Memos

🕸️One-inch margins

Proposals

🕸️One-inch margins

Poetry

🕸️One-inch margins

Standard Manuscripts

🕸️One-inch margins

Screenplays

🕸️Top and bottom margins: One-inch

🕸️Left margin: 1.5 inches

🕸️Right margin: One-inch

Page Orientation

Most documents require that the content is in **Portrait** form, which is the default in Word. However, there are instances where you would want your document to be in **Landscape.** Landscape is the orientation of most computer monitors and screens. Depending on what you are working on, it could be useful to present your writing in this format.

How to Change Page Orientation

1. Navigate to the **Menu Bar** at the top of Word.

2. Click the **Layout** Tab.

3. Navigate to the **Page Setup** section.

4. Click on the **Orientation** button to open the drop-down menu.

5. Choose between **Portrait** or **Landscape** by clicking either or in the drop-down menu.

Page Size

Most documents use the standard 8.5" x 11" letter format, but other page sizes are available depending on the document you are creating.

How To Change Page Size

1. Navigate to the **Menu Bar** at the top of Word.

2. Click the **Layout** Tab.

3. Navigate to the **Page Setup** section.

4. Click on the **Size** button to open the drop-down menu.

5. Select one of the default sizes in the menu or select **More Paper Sizes** to open the **Page Setup** pop up window and create a custom size.

6. Manually adjust the values of the page in the **Paper** tab in the **Page Setup** menu.

Columns

There are times when the document you are writing requires the use of two or more columns in a page. Examples include newspaper articles, journals, or flyers. They can help with readability and visual aesthetics in your document.

How To Add Columns

1. Navigate to the **Menu Bar** at the top of Word.

2. Click the **Layout** Tab.

3. Navigate to the **Page Setup** section.

4. Click on the **Column** button to open the drop-down menu.

5. Select one of the column options in the menu or select **More Columns** to open the **Columns** pop up menu and customize column size and number.

6. Manually adjust the number of columns and the width of each column in the **Columns** menu.

Gutter Margins

Another type of margin that may be useful is the **gutter margin.** Gutter margins add extra space to either the left or the top margin to account for printed works that go through a binding process. Space is lost during binding, and adding a gutter margin will keep the text in the front and back sides of a page uniform throughout. A gutter margin would not be necessary for most single sided documents or unprinted works, but the option to add one is still available in word.

How to Add Gutter Margins

1. Navigate to the **Menu Bar.**

2. Click the **Layout** tab.

3. Click on the **Arrow** in the **Page Setup** section to open the **Page Setup** menu.

4. In the **Page Setup** menu, navigate to the bottom of the **Margins** section and manually enter or use the arrows to change the value of **Gutter.**

5. Go to the right of **Gutter** and click on **Gutter Position** to set the gutter margins on the left or the top of the document.

Use of Margins in Reading

Whenever you are reading an article, research paper, book, or any piece of text that you wish to critically examine, the margins can become a useful tool in your understanding. Along with underlining and highlighting key information in the text, annotating within the white space of the margins will help in your engagement with the text. Margins in this instance allow the reader to have space to take notes and be able to critically analyze the text they are reading.

4.3 Font

What Are Fonts and Why Are They Important?

A **font** is a specific style, size, and weight of the characters within a **typeface**. Typefaces are the broader family of a font, referring to the style and design of the characters. It is a common misconception that the terms "font" and "typeface" are interchangeable, but they are not. For example, a font would be 12-point. Times New Roman Bold, while the typeface would simply be Times New Roman. When speaking generally, it is common to simply refer to Times New Roman as the font, but when speaking professionally, it is best to use the technical definition of a font to be as specific as possible.

The font you use is very important to the overall design of your document or project. The way the text looks to a reader impacts how they feel about the document. Fonts can be used to emphasize certain parts of the text or change how you want the reader to perceive other parts of the text. Fonts are a big part of the visual appearance of your document, and, in a lot of ways, the appearance of your text can be just as important as the content.

Typeface Classifications

Serif

Serif typefaces contain an extra stroke off the letter, which are called serifs. These types of typefaces are better for print. They can be used for body text or headlines.

🕸 Ex: This sentence is written in Garamond, a serif typeface.

Sans Serif

Sans Serif typefaces do not contain the extra stroke off the letter and are designed more simply. These types of typefaces are better read on-screen. They are also good for both body text and headlines.

🕸 Ex: This sentence is written in Arial, a sans serif typeface.

Script

Script typefaces contain connected strokes between their letters, mimicking calligraphy, and the artistic look of writing with a pen. They are

best used for headlines as they may be too difficult to read in the body of a text.

Ex: This sentence is written in Monotype Corsiva, a script font.

Display

Display typefaces are best used at large sizes, making them good for headings, but not so good for the body of the text. They can be very distinct and eccentric, which would be unreadable if used for the main content of the document.

Ex: This sentence is written in Limelight, a display font.

Monospaced

Monospaced typefaces contain letters that all have the same horizontal width, leaving an equal amount of room for each character. These typefaces are mainly used for coding but can also be used for minimalistic designs.

```
Ex: This sentence is written in Courier New, a monospaced
typeface.
```

How To Edit Fonts in Word

1. Navigate to the **Menu Bar** at the top of Word and click on the **Home** tab.

2. Navigate to the **Font** section and click on the **Font** drop-down menu to select a new font.

3. Click on the **Font Size** drop-down menu to adjust the size of the font.

4. Click on the **Bold** or **Italic** buttons to change the font into bold or italic.

5. Click on the **Underline** button to underline words and click on the arrow next to the button to change the design of the underline.

6. Click on the **Strikethrough** button to create a line through your text.

7. Click on the **Subscript** button to type smaller letters next to the bottom of a text.

8. Click on the **Superscript** button to type smaller letters above the line of text.

9. Click on the **Text Effects and Typography** button apply text effects such as **Outline, Shadow, Reflection,** and **Glow.**

10. Click on the **Text Highlight Color** to highlight your text and click the arrow next to the button to change the highlight color.

11. Click on the **Font Color** button to change the font color of the text and click the arrow next to it to choose a font color.

12. Click on the **Change Case** button to change the text to lowercase or uppercase, or capitalize each word highlighted.

13. Select text and click the **Clear All Formatting** button to clear formatting from the text.

Lists

How To Make Bullet Lists

1. Navigate to the **Paragraph** section in the **Home** tab.

2. Click on the **Bullets** button to create a bulleted list.

3. Click on the **Bullets** drop-down menu to change how the bullets look like.

4. Choose a bullet design in the **Bullet Library** or customize and create your own bullet by clicking **Define New Bullet**.

How To Make Numbered Lists

1. Navigate to the **Paragraph** section in the **Home** tab.

2. Click on the **Numbering** button to create a numbered list.

3. Click on the arrow next to the **Numbering** button to change how the numbers look like.

4. Choose a bullet design in the **Numbering Library** or customize number style and font by clicking **Define New Number Format**.

How To Indent Text

1. Navigate to the **Paragraph** section in the **Home** tab.

2. Click on the **Decrease Indent** button to decrease the indent of a text.

3. Click on the **Increase Indent** button to increase the indent of a text or hit the **Tab** key in your keyboard as a shortcut.

4. Click on the arrow to the bottom right of the **Paragraph** group to open the **Paragraph** menu and navigate to the **Indention** section to change the level of left and right indention.

How To Create a Hanging Indent

1. Navigate to the Paragraph section in the Home tab.

2. Click on the arrow to the bottom right of the **Paragraph** group to open the **Paragraph** menu and navigate to the **Indention** section.

3. Click on the bar under the **Special** category and select **Hanging** from the drop-down menu.

How To Adjust Line and Paragraph Spacing

1. Navigate to the **Paragraph** section in the **Home** tab.

2. Click on the **Line and Paragraph Spacing** button to change the amount of space between lines and paragraphs.

3. Click on the **Line Spacing Options** selection in the drop-down menu to open the **Paragraph** menu and navigate to the **Spacing** section for more line spacing and paragraph spacing values and options.

Shading

In some instances, it would be helpful to add color in the white space behind the selected text. This can be useful if you want a particular section to stand out when editing or color-coding documents. Be sure to

have the shading and text be contrasting colors in order to maintain readability.

How To Use Shading

1. Navigate to the **Paragraph** section in the **Home** tab.

2. Click on the arrow next to the **Shading** button to open the menu of available shading colors.

3. Select a color from the drop-down menu and apply it to the text.

4. If you wish to use a different shading color, click on **More Colors** in the **Shading** drop-down menu.

5. Select the **Custom** tab to change the **RGB (Red, Green, Blue)** or **HSL (Hue, Saturation, Lightness)** values to the color you want.

Paragraph Symbols

Whenever you are editing a document, it could be useful to display paragraph symbols to indicate the end of your paragraphs. While these symbols could be useful in the editing and formatting process, they are usually hidden once the document is complete.

How To Use Paragraph Symbols

1. Navigate to the **Paragraph** section in the **Home** tab.

2. Click on the ¶ button to toggle paragraph symbols on and off.

How to Create a Drop Cap

1. Begin by writing your text in Microsoft Word.

2. Click on the **Insert** section at the top of the ribbon.
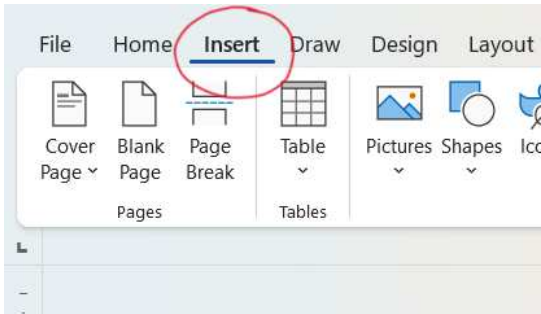
3. Once you are in the Insert section, navigate to the section towards the right hand side of the ribbon labeled **Text**.

4. Click on the button labeled "Drop Cap."

Make sure the text cursor is placed somewhere within the text in which you want your drop cap at the beginning of. Word will automatically format a drop cap on the first letter of the designated text.
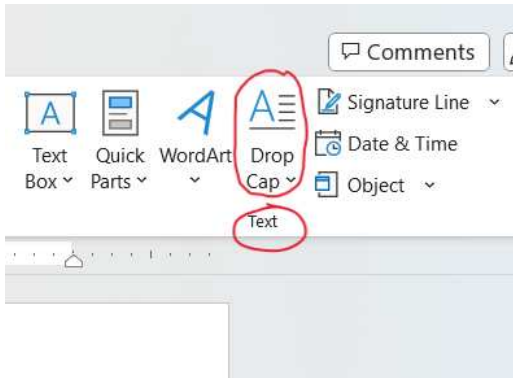
5. After clicking on "Drop Cap," a drop-down menu will appear. Once it does, click on the option "Dropped."
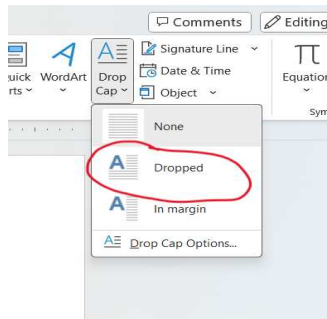
6. After clicking "Dropped," the first letter of your text should be formatted into a drop cap. Once it is formatted, use the sizing tools surrounding the dropped letter to format the size of the drop cap to your liking.
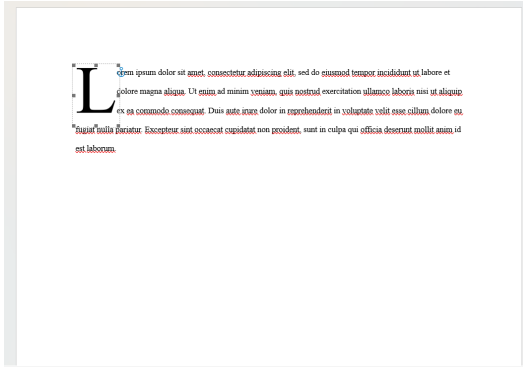
4.4 Headers and Footers

Header Guidelines

Content Identification

In the header section, include essential document identification information that adds context to the rest of the text. This would usually include the document title, section title (if applicable), and author or organization name.

Consistent Formatting

Use a consistent font style, size, and color for header content. Ensure that it complements the overall design while maintaining readability and accessibility. Consider using sans script styles for those who have reading-related disabilities like dyslexia.

Alignment

Position header text appropriately. In most cases, centered or left-aligned headers work well, depending on the document's design. Document formats such as MLA provide additional guidelines on how to properly align your text.

Spacing

Maintain a reasonable amount of space between the header and the main content to prevent crowding. Adequate spacing enhances visual appeal and readability.

Page Numbers

Optionally, include page numbers in the header, aligning them on the right or left side as per your preferred formatting style.

Footer Guidelines

Copyright and Legal Information

Place copyright information and any legal disclaimers or notices in the footer. This is essential for protecting intellectual property and providing necessary disclosures both for online and printed texts.

Page Numbers

Include page numbers in the footer, aligning them opposite to the header's alignment (e.g. if headers are left-aligned, align page numbers to the right).

Consistency

Ensure that the formatting, font, and alignment of footer content match the header's style for a cohesive look.

Repetition

Footer content, especially page numbers, should be consistent throughout the document. They help readers maintain orientation within the document.

4.5 Headings

What are Headings and Why are They Important?

A heading is a short phrase or mini-title describing what the following section of your document is about. Headings provide context in identifying the content within the sections of your document. They are important not only for organizing your document, but providing accessibility for readers who may need it, which will be further discussed later in this section.

How to Create and Format a Heading in Microsoft Word

1. Type the text of your heading into document

2. Highlight the text by clicking down on the space next to the text and sliding your cursor over the words you want to select for your heading.

3. Select **Home** > **Styles**, then select your heading style of choice, such as **Heading 1**.

Microsoft Word will automatically apply a change to the font and color of your heading to help make it clear that this text is a title.

Levels of Headings in APA 7th Edition

Some document styles, like APA 7, have multiple levels of headings. In APA 7, there are five levels, Level 1 being the highest or main level. Level 2 is a

subheading of Level 1, Level 3 is a subheading of Level 2, and so on for Levels 4 and 5.

Accessibility in Headings

When using Microsoft Word to create a heading, make sure to use the "Styles" section to do so. Not only will this simplify creating your headings, but it will ensure that the headings are properly coded in the electronic version of your paper. This will help readers using assistive technologies, such as a screen reader, in providing important context as to which section of the paper they are at.

4.6 Design Placement

Accessibility for a More Inclusive Experience

Inclusive and accessible information is essential to ensure that all users, including those with disabilities, can access and benefit from the content. These accessibility guidelines are designed to make information usable for everyone, regardless of their abilities or assistive technologies.

Alt Text for Images

Descriptive Alt Text: All images, including graphics and animated characters, should have descriptive alternative text (alt text). Alt text

provides a text-based description of the image's content for screen readers and other assistive technologies.

Contextual Alt Text: Alt text should convey the image's purpose and context within the content, ensuring that users with visual impairments understand its relevance.

Color and Contrast

Color Choices: Use color combinations that provide sufficient contrast to make text and content readable. Avoid relying solely on color to convey information and utilize icon. Icons help ensure that those with visual impairments such as color blindness can still understand the content.

Readable Text: Ensure that text remains readable when viewed on grayscale or with color filters. Use legible fonts and maintain adequate contrast between text and background colors.

Keyboard Accessibility

Keyboard Navigation: All interactive elements such as links, buttons, and forms, should be navigable and usable using a keyboard alone. Users should be able to access all content without relying on a mouse.

Headings and Structure

Semantic Headings: Use semantic HTML heading elements (e.g. <h1>, <h2>, <h3>) to create a clear document structure. Headings should convey the hierarchy of content.

Link Descriptions

Meaningful Link Text: Ensure that link text provides a clear and concise description of the link's destination. Avoid using generic phrases like "click here" or "read more." Instead, utilize caption descriptions that add more context to an action.

Accessible Media

Audio and Video Accessibility: Provide transcripts, captions, and audio descriptions for multimedia content. Ensure that users with hearing or visual impairments can still access the information and comprehend it.

Forms and Interactive Elements

Form Labels: All form elements (e.g. input fields, checkboxes, and radio buttons) should always have associated and clearly-labeled form labels to guide users.

Validation Errors: When a user encounters a validation error in a form, provide clear and informative error messages, and suggest solutions.

Tables and Chart Formatting

Tables and charts are powerful tools that are used to present complex data and information in a clear and concise manner. This style guide emphasizes consistency and clarity when it comes to formatting tables and charts. These guidelines will help ensure that tables and charts are not only informative but also visually appealing and easy to understand.

Table Formatting

Titles and Captions: Every table should have a clear and descriptive title positioned above it. Captions should be placed below the table to provide context and explanation.

Alignment and Spacing: Tables should be left-aligned within the document, and content within the table cells should also be left-aligned to ensure uniformity. Use consistent spacing between columns and rows to enhance readability.

Borders and Lines: Table borders should be used sparingly and should only be applied to separate header rows or columns, if needed. Avoid excessive use of lines, and ensure they are subtle, not distracting.

Font and Text: Use legible fonts for table content. Ensure that text is appropriately sized for readability and avoid excessive use of bold or italics. The most readable and accessible fonts are Ariel, Calibri, Times New Roman, and Sans-script.

Chart Formatting

Chart Types: Select the appropriate chart type (e.g, bar chart, pie chart, and line chart) based on the data and the message you want to convey. Ensure that the chart choice aligns with the content's purpose, and that it conveys its information accurately.

Color Usage: Utilize a consistent color scheme for data elements within charts. Colors should always be chosen for clarity, and any use of color should be accessible to all readers, including those with color vision impairments.

Labels and Legends: Include clear labels for data points and axes, as well as legends to explain any color or symbol coding. Ensure that labels and legends are easily distinguishable. Legends should generally be placed below its parent information to provide captions and context.

Scaling and Gridlines: Use appropriate scaling for axes and include gridlines for reference if necessary. Scaling should be consistent and clearly labeled.

Accessibility: Ensure that tables and charts are accessible to all readers, including those who may use screen readers. Provide alternative text for images and charts when needed.

Numbered and Bullet Points

Numbered and bullet points are effective tools for organizing information, enhancing readability, and creating a structured flow of content. This style guide will provide guidelines on when and how to use these elements to maintain consistency and clarity in your documents.

Numbered Lists

Sequential Information: Use numbered lists when presenting information that follows a logical sequence or order. Numbering helps readers understand the hierarchy and
progression of ideas.

Sequential Information: Use numbered lists when presenting information that follows a logical sequence or order. Numbering helps readers understand the hierarchy and progression of ideas.

Clear and Concise: Keep each item in a numbered list clear and concise. Use complete sentences when necessary and avoid overly long or complex items. Aim to write at a ninth grade or below reading level to ensure that conveyed information is easily understandable by the general population. Writing grade level can be scored using the online free tool called "The Hemingway App."

Punctuation: End each numbered item with a period unless the items are brief phrases or single words. Consistency in punctuation is crucial.

Subordination: If subordination is necessary within a numbered list, use a consistent format (e.g, 1.1, 1.2, 2.1, and 2.2) to maintain clarity and progression.

Bullet Points

Unordered Information: Utilize bullet points for lists of items or ideas that are not inherently sequential or do not require a specific order. Bullets create visual separation between items.

Conciseness: Keep bullet points brief, typically in sentence fragments or short phrases. This format enhances readability and comprehension.

Parallel Structure: Ensure that each bullet point uses a consistent grammatical structure, such as starting with a verb or a noun, for uniformity.

Punctuation: End bullet points with a period if they are complete sentences. If they are fragments, no ending punctuation is necessary.

Consistency and Formatting of Numbered and Bullet Point Lists

Indentation: Maintain consistent indentation for both numbered and bulleted lists including their sublevels (i.e. 1.1, 1.2, and 1.3). Align items to enhance readability.

Spacing: Use consistent spacing between items and between the list and surrounding text.

Accessibility: Use semantic HTML elements for digital documents.

Responsive Design

In an era of diverse digital devices and screen sizes, ensuring that information is accessible and user-friendly on all platforms is essential. Responsive design principles help us achieve this goal, allowing our content to adapt seamlessly to different devices while maintaining readability and functionality.

Device Compatibility

Multi-Device Compatibility: Ensure information can be made accessible and functional on a wide range of devices, including desktop computers, laptops, tablets, and smartphones.

Layout and Content Adaptation

Flexible Layout: Use responsive design techniques to create a flexible layout that adjusts to different screen sizes and orientations. Some of these include fluid grids and dynamic content placement. In the digital space, Cascading Style Sheets (CSS) flex properties can be used to ensure that information molds around to fit multiple screen sizes. WordPress also has flex properties that can be utilized within its themes.

Content Prioritization: Prioritize content elements to ensure that the most critical information is visible and accessible on smaller screens without overwhelming the user.

Typography and Readability

Font Responsiveness: Select fonts and font sizes that remain legible on various screen sizes. Avoid fonts that become too small or lose readability on smaller devices.

Line Length and Spacing: Adjust line length and spacing to optimize readability on both large and small screens. Avoid excessively long lines of text on narrower screens.

Media and Images

Image Optimization: Optimize images for different screen resolutions and sizes to reduce loading times while maintaining image quality. Utilize web optimized image formats such as PNG and webP.

Media Queries: Use media queries to control the display of images and media content based on screen size and device capabilities. Media queries are accessible via Cascading Style Sheets (CSS), and WordPress.

Navigation and Interaction

Mobile Navigation: Implement mobile-friendly navigation menus and interactive elements that are easy to use on touchscreens. Consider the use of collapsible menus or navigation icons.

Touch-Friendly Buttons: Ensure that interactive buttons and elements are designed with touchscreens in mind, with sufficient spacing and size to accommodate touch gestures.

Colors

Colors play a crucial role in establishing the visual identity and enhancing the overall appeal of your documents, websites, or branding materials. Consistency in color usage is essential for creating a professional and cohesive look. This section provides guidelines on color selection, usage, and accessibility considerations.

Color Palette

Primary Colors: Define the primary color or colors that represent your brand or document. These are typically the dominant colors and should be used for headings, key elements, and important information. Black and gold should be a preferred color since they are representative of UCF.

Secondary Colors: Secondary colors should be chosen in a way that they help add meaning and legibility to a document. They should also complement the primary colors chosen by the user. These can be used for subheadings, backgrounds, or accents, helping to create a harmonious color scheme.

Neutral Colors: Neutral colors (e.g. grays, blacks, and whites) should always be used for text and backgrounds. Neutrals provide balance and readability.

Color Selection

Consistency: Maintain consistency in color usage throughout your document or design.

Accessibility: Ensure that your chosen colors meet accessibility standards. Test color combinations for contrast to make sure text remains legible, particularly for users with visual impairments.

Color Codes: Provide hexadecimal, RGB, or CMYK color codes for all primary, secondary, and neutral colors. This facilitates precise color replication across various media forms.

Use of Tints and Shades: Specify guidelines for using tints (lighter versions) and shades (darker versions) of your primary and secondary colors. This allows for variety while maintaining brand consistency.

Color Usage

Emphasis: Use your primary color for elements that require emphasis, such as call-to-action buttons, important headings, and critical information.

Color Harmony: Utilize colors that harmonize well with each other. Warm colors such as red tones tend to blend well with other warmer colors such as orange. Cooler tones such as blues blend well with other cooler colors. Avoid utilizing excessive hues in your documents as they can overwhelm the reader.

Error and Warning Colors: Utilize warmer colors such as red for errors and warnings.

Accessibility: Do not rely on only colors to convey important information to your readers. Consider using shapes as well so you can cater to those who may be visually impaired.

Branding

Maintaining Brand Colors: Consider using UCF spirit colors (black and gold) within documents both online and printed. The brand colors can be used harmoniously with other colors, so they preserve the branding of the document and make it easily recognizable.

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CHAPTER 5

Visuals & Graphics

Chapter Five

Visuals

5.1 Images

Visual Rhetoric

Visual rhetoric is a multifaceted communication approach that involves using visual elements, such as images, colors, layouts, and design choices, to convey persuasive messages, influence opinions, or engage audiences in various contexts. It encompasses the intentional arrangement and manipulation of visual components to create meaning, evoke emotions, or prompt specific responses, often in a manner similar to how words and language are employed in traditional rhetoric. Visual rhetoric can be found in various forms, including advertisements, political campaigns, art, infographics, and multimedia presentations, and it relies on the visual medium's power to shape perceptions and persuade

Using visual rhetoric helps convey messages, evoke emotions, and engage others. Bringing any type of literary content and its potential audience together, aiding in shaping perceptions, influencing opinions, and prompting specific responses in various contexts by harnessing the power of the visual medium.

Typography and Formatting in Visual Rhetoric

Typography and formatting are fundamental elements of visual rhetoric, wielding immense power in conveying messages, setting tones, and shaping perceptions. In essence, typography deals with the design and arrangement of text, while formatting encompasses the overall layout and presentation of visual materials. This exploration will delve into these critical aspects of visual communication, highlighting their significance, key principles, and real-world examples.

Typography: The Art of Text Design

Typography, often referred to as the art of text design, is the practice of selecting, arranging, and styling typefaces (fonts), characters, and spacing to create visually appealing and effective textual content. Typography plays a pivotal role in visual rhetoric because it determines how written information is presented, and thus, how it is received and interpreted by the audience.

Typefaces (Fonts)

The choice of typeface can dramatically influence the tone and message of a design. Serif fonts, like Times New Roman, convey tradition and formality, while sans-serif fonts, such as Arial, suggest modernity and simplicity. For example, a luxury brand might use a sophisticated serif font to evoke a sense of elegance, while a tech startup might opt for a clean, sans-serif typeface to appear contemporary and approachable.

Font Size

The size of text affects readability and emphasis. Larger fonts draw attention and are often used for headlines or important information, while smaller fonts are typically used for body text. For instance, in a newspaper article, the headline is usually larger than the article text to grab the reader's attention.

Letter Spacing (Kerning)

Adjusting the space between letters can impact readability and aesthetics. Tightening or loosening kerning can influence how words are perceived. In the logo for "FedEx," the negative space between "E" and "x" is carefully kerned to form an arrow, symbolizing forward motion and speed.

Line Spacing (Leading)

Leading refers to the vertical space between lines of text. Proper line spacing enhances readability and ensures that text doesn't appear cramped or disjointed. Academic papers, for instance, often use double-spacing for better legibility.

Text Alignment

Text can be aligned to the left, right, center, or justified (aligned to both left and right margins). Each alignment choice carries a different visual rhythm. For example, a centered alignment can create a formal, balanced appearance, while left-aligned text is typically easier to read in long paragraphs.

Formatting: The Art of Layout and Composition

Formatting encompasses the broader aspects of visual design, including how text and other visual elements are arranged on a page or screen. Effective formatting can guide the viewer's eye, create visual hierarchy, and enhance the overall impact of a message.

Visual Hierarchy

Formatting establishes a hierarchy of information by emphasizing certain elements over others. For instance, a product brochure may use larger, bold text for product names and prices to make them stand out, while using smaller, regular text for descriptions.

Grids and Layouts

The use of grids and layouts helps maintain consistency and structure in visual materials. Magazine spreads often employ grid systems to ensure a coherent and visually pleasing arrangement of text and images.

Whitespace (Negative Space)

Whitespace, or the empty space around and between elements, plays a crucial role in formatting. It allows content to breathe and makes the design less cluttered. Apple's minimalist product packaging is a prime example of effective use of whitespace.

Columns and Margins

Dividing content into columns and setting margins can improve readability and organization. Newspapers, for instance, use columns to present articles in a structured and space-efficient manner.

Color and Contrast

Formatting can incorporate color to create contrast and emphasis. Highlighting important information in a different color can draw attention to it. In a PowerPoint presentation, for instance, key points are often displayed in a contrasting color.

Real-World Examples

To illustrate the impact of typography and formatting, let's consider two contrasting examples:

The New York Times

❋ The newspaper's classic, serif font exudes authority and credibility, reinforcing its role as a trusted news source. The careful use of columns and margins ensures that articles are organized and easy to read, maintaining a serious and professional tone.

Coca-Cola

❋ Coca-Cola's iconic logo features a distinctive script font that evokes a sense of nostalgia and warmth. The bold red color used in branding catches the eye and conveys energy and excitement. The

formatting of its advertisements often includes vibrant imagery with minimal text to create an emotional connection with consumers.

Typography and formatting are essential tools in visual rhetoric, allowing designers to communicate effectively and engage their audience on multiple levels. By choosing the right fonts, adjusting spacing, and employing formatting techniques, communicators can shape the perception of their message and enhance its impact, whether in print, digital media, or any other visual communication platform. Understanding these elements is crucial for anyone involved in design, advertising, marketing, or any field where effective visual communication is paramount.

Symbolism in Visual Rhetoric: Conveying Depth and Meaning

Symbolism is a powerful tool in the realm of visual rhetoric. It involves the use of symbols, images, or objects to represent complex ideas, themes, or concepts. By tapping into shared cultural, historical, or personal associations, symbolism adds depth and layers of meaning to visual communication. This exploration delves into the significance of symbolism in visual rhetoric, its underlying principles, and provides examples of how it is effectively employed.

The Significance of Symbolism

In the realm of visual rhetoric, symbolism serves several essential purposes.

Concision

Symbols enable the concise representation of complex ideas or emotions, often more effectively than lengthy explanations. A single symbol can encapsulate a wealth of meaning, making it a highly efficient communication tool.

Universality

Some symbols carry universal meanings or are widely recognized across different cultures. For example, a red heart is a near-universal symbol of love, transcending language and cultural barriers.

Emotional Impact

Symbols have the power to evoke strong emotions or associations. The mere sight of a symbol can trigger feelings, memories, or ideas in the viewer's mind.

Metaphoric Expression

Symbols often work metaphorically, allowing visual rhetoric to express abstract concepts or convey layered messages. For instance, a broken chain symbolizes freedom or liberation from restraint.

Enhanced Memorability

Visual symbols tend to be more memorable than text, and they leave a lasting impression on the viewer, making them an effective tool for branding and messaging.

Key Principles of Symbolism in Visual Rhetoric

Symbolism in visual rhetoric operates under specific principles and guidelines:

Cultural Relevance

🕸 Symbols derive their power from cultural or historical associations. It is vital to consider the cultural context in which the symbol is being used to ensure it is understood and interpreted as intended.

Simplicity

🕸 Symbols are most effective when they are simple and easily recognizable. Overly complex symbols can confuse or fail to convey a clear message.

Consistency

🕸 In branding and marketing, consistency in the use of symbols is crucial. It helps reinforce the symbol's association with a specific brand or message. Think of the iconic Apple logo, consistently used across their products.

Contextual Clarity

🕸 Symbols can take on different meanings depending on the context in which they are used. Ensuring the context makes the intended meaning clear is essential.

Avoiding Stereotypes

✸ Be cautious of using symbols that may perpetuate stereotypes or be considered offensive. Cultural sensitivity is crucial when employing symbols from different cultural backgrounds.

Examples of Symbolism in Visual Rhetoric

✸ The Peace Sign: The peace sign, featuring a circle with downward lines, has become a globally recognized symbol for peace and anti-war movements. It first gained popularity in the 1960s during the Vietnam War protests, and its simplicity and universal message have allowed it to endure as a symbol of hope and unity.

✸ Dove of Peace: The image of a dove carrying an olive branch is a widely recognized symbol of peace, derived from biblical stories. It is frequently used in political and social campaigns advocating for peaceful resolutions.

✸ The Red Cross: The red cross on a white background is a symbol of humanitarian aid and medical assistance, signifying neutrality and care for the wounded. This symbol is emblematic of the International Red Cross and Red Crescent Movement.

✸ The Yin and Yang: Representing the concept of balance and duality in Chinese philosophy, the yin and yang symbol is well-known worldwide. It conveys the idea of complementary opposites, such as light and dark, and the need for harmony and balance.

❁ The Recycling Symbol: The recycling symbol, featuring three arrows
     in a circular formation, represents sustainability and environmental
     consciousness. It encourages the responsible disposal and recycling
     of materials.

❁ The LGBTQ+ Pride Flag: The rainbow flag is an emblem of the
     LGBTQ+ rights movement. Each color represents a different aspect
     of diversity and inclusivity, emphasizing the beauty and strength in
     unity.

❁ The Swastika: The swastika is a controversial symbol with dual
     meanings. In Hinduism, Buddhism, and Jainism, it symbolizes
     auspiciousness and good fortune. However, its association with Nazi
     Germany has made it a highly charged symbol of hate and
     oppression.

Symbolism is a potent and versatile element of visual rhetoric. It has the
capacity to transcend linguistic and cultural barriers, evoke powerful
emotions, and communicate complex ideas in a simple and memorable
manner. Symbolism is an essential tool for graphic designers, advertisers,
marketers, and anyone engaged in visual communication, as it enables
them to convey meaning and engage their audience on a profound level.
However, it must be used responsibly and thoughtfully to ensure clarity
and respect for cultural sensitivities.

Visual Metaphors in Visual Rhetoric: The Art of Imagery and Meaning

Visual metaphors are a potent component of visual rhetoric, allowing communicators to convey abstract or complex concepts by linking them with familiar, concrete images. In this exploration, we delve into the world of visual metaphors, understanding their significance, principles, and provide examples of how they effectively shape and enhance visual communication.

Understanding Visual Metaphors

A metaphor is a figure of speech in which a word or phrase is used to refer to something it does not literally denote but suggests a likeness or analogy. Visual metaphors extend this concept to the visual realm, using images, symbols, or visual elements to represent abstract ideas, relationships, or emotions.

Visual metaphors are powerful because they tap into our ability to make connections and associations between seemingly unrelated things. They simplify complex ideas by drawing parallels with familiar, concrete objects or concepts. In visual rhetoric, these metaphors are used to make a message more relatable, memorable, and impactful.

The Significance of Visual Metaphors

Visual metaphors serve several vital functions in the realm of visual rhetoric

Simplification

❇ Visual metaphors simplify intricate or abstract ideas, making them more accessible to a broad audience. They break down complex concepts into recognizable, relatable components.

Emotional Resonance

❇ Visual metaphors can evoke strong emotions, adding depth and resonance to a message. They connect with viewers on a visceral level, often more effectively than text alone.

Clarity and Engagement

❇ Visual metaphors make content more engaging and visually appealing. They capture the viewer's attention and encourage deeper exploration of the message.

Memorability

❇ Memorable visuals are more likely to stick in the viewer's mind. Visual metaphors make content more unforgettable by providing a distinct and easily remembered image.

Principles of Visual Metaphors in Visual Rhetoric

To effectively use visual metaphors, designers and communicators should adhere to these principles:

Relevance

🕸 The metaphor should be relevant to the message or concept being conveyed. Irrelevant or forced metaphors can confuse the viewer.

Clarity

🕸 The metaphor should be instantly recognizable and not require an explanation. A good visual metaphor conveys its message at a glance.

Consistency

🕸 Once a visual metaphor is established, it should be consistently used in the context or message it represents. Consistency reinforces the metaphor's meaning.

Cultural Considerations

🕸 Be aware of cultural nuances and potential misinterpretations. Some metaphors may have different meanings in various cultures.

Simplicity

Keep visual metaphors simple and uncluttered. Overly complex visuals can detract from the metaphor's impact.

Examples of Visual Metaphors in Visual Rhetoric:

🕸 Hourglass for Time: An hourglass visually represents the passage of time, with sand running from one chamber to another. This metaphor is used in various contexts, from movie posters to

corporate presentations, to signify the fleeting nature of time and deadlines.

🕸 Light Bulb for Ideas: A light bulb symbolizes the moment of inspiration and the birth of new ideas. It is commonly used in contexts related to creativity, innovation, and problem-solving.

🕸 Broken Chains for Freedom: A broken chain, often depicted as a severed metal link, is a powerful metaphor for freedom, liberation, and breaking free from constraints. It's used in social justice movements and advocacy campaigns.

🕸 Jigsaw Puzzle for Problem Solving: A jigsaw puzzle piece being fitted into place represents the process of problem-solving and finding the missing piece to complete a solution. This metaphor is prevalent in educational materials and business presentations.

🕸 Balancing Scales for Justice: Scales, where one side is balanced with the other, symbolize justice and fairness. This metaphor is often seen in legal contexts, representing the equitable resolution of issues.

🕸 A Ship Steering through Storms for Leadership: An image of a ship's wheel navigating rough waters is a metaphor for leadership and guidance during challenging times. It is commonly used in leadership development and motivational materials.

🕸 Climbing Stairs for Progress: Stairs or a staircase symbolize progress, advancement, and personal growth. This metaphor is

widely used in self-help literature, educational materials, and motivational posters.

Visual metaphors are a compelling aspect of visual rhetoric that enhance the communicative power of visual content. They transform abstract concepts into concrete, relatable imagery, making messages more accessible, engaging, and memorable. When employed thoughtfully and effectively, visual metaphors can elevate the impact of visual communication, bridging the gap between complex ideas and their audience.

Visual Hierarchy in Visual Rhetoric: Guiding the Eye and Communicating Priority

Visual hierarchy is a foundational concept in visual rhetoric, essential for conveying messages effectively. It involves arranging visual elements in a way that guides the viewer's eye, emphasizes key information, and communicates the relative importance of elements within a composition. In this exploration, we'll delve into the significance of visual hierarchy, its fundamental principles, and provide examples of how it shapes and enhances visual communication.

Understanding Visual Hierarchy

Visual hierarchy is the arrangement and presentation of elements within a visual composition to create a structured order of importance, where

certain elements stand out while others recede into the background. This concept borrows from the idea of hierarchy in language, where some words are more critical than others in conveying meaning.

In the context of visual rhetoric, visual hierarchy plays a critical role in facilitating communication by directing the viewer's attention and conveying the intended message with clarity. It is particularly relevant in graphic design, web design, advertising, and any visual medium where information needs to be presented effectively.

The Significance of Visual Hierarchy

- Guiding Attention: Visual hierarchy is akin to a roadmap for the viewer's eye. By strategically arranging elements, it leads the viewer through the content in a specific sequence, ensuring that critical information is seen first.

- Organization: It provides structure and organization to visual materials, making them more readable and comprehensible. Without a clear hierarchy, visual compositions can feel chaotic and overwhelming.

- Emphasis: Visual hierarchy allows for the emphasis of specific elements, such as headlines, important data, or calls to action. This helps highlight the core message and desired actions.

❀ Aesthetic Appeal: Well-structured visual hierarchy enhances the overall aesthetic appeal of a design, making it more visually pleasing and engaging.

Principles of Visual Hierarchy in Visual Rhetoric

❀ Size: Elements that are larger tend to draw more attention. Important headings or key information should be presented in a larger font or with larger graphics.

❀ Color: Contrasting colors can emphasize certain elements. Bold vibrant colors or high-contrast combinations can be used to draw attention to important content.

❀ Position: Elements placed in prominent positions, such as the top of a page or in the center, tend to command more attention. Items positioned within the viewer's natural reading order, such as left to right, are also prominent.

❀ Spacing: Isolating an element with adequate white space can make it stand out. It's a common practice in web design to use ample spacing around call-to-action buttons to make them more noticeable.

❀ Contrast: Contrast in brightness, texture, or shape can create visual hierarchy. A photograph with high contrast between a subject and its background will attract the viewer's gaze.

Examples of Visual Hierarchy in Visual Rhetoric

🕸️Website Homepage: On a typical website homepage, the logo is often placed at the top-left corner, followed by a prominent headline or image in the center, and navigation links or a call-to-action button below. This arrangement guides the viewer's eye from the logo to the central message, followed by navigation options.

🕸️Infographics: In an infographic, key statistics or points are presented with larger fonts or distinctive colors to ensure they capture the viewer's attention. Supporting data is presented with smaller fonts or subdued colors.

🕸️Social Media Posts: On platforms like Instagram, social media posts often utilize visual hierarchy by using larger text or stickers for captions and hashtags. The most critical call-to-action, such as "Swipe Up," is noticeably placed at the top of the screen.

🕸️Package Design: Product packaging leverages visual hierarchy to communicate essential information. The product name, logo, and key features are typically larger and more prominent than fine print details, ensuring customers quickly identify the product and its key attributes.

Visual hierarchy is a foundational principle in visual rhetoric, instrumental in guiding the viewer's eye, emphasizing critical information, and communicating the intended message with clarity. It is a versatile and

essential tool in various fields, including graphic design, web design, advertising, and more. When applied thoughtfully, visual hierarchy not only enhances communication but also adds to the visual appeal and effectiveness of any visual composition.

Visual Storytelling in Visual Rhetoric: Conveying Narratives through Imagery

Visual storytelling is a dynamic and compelling aspect of visual rhetoric that leverages images, graphics, and other visual elements to convey narratives, messages, and emotions. It transcends language and cultural barriers, making it a powerful tool for communication and engagement. In this exploration, we'll delve into the significance of visual storytelling, its fundamental principles, and provide examples of how it shapes and enhances visual communication.

Understanding Visual Storytelling

Visual storytelling is the art of using images, illustrations, or graphics to narrate a story or convey a message. Rather than relying solely on text, visual storytelling combines visuals and sequences to evoke emotions, convey ideas, and immerse viewers in a narrative. It is widely used in various contexts, including advertising, marketing, film, journalism, and educational materials.

Visual storytelling is versatile and can range from a single image that suggests a narrative to a series of images that form a cohesive storyline. It harnesses the power of visual elements to engage viewers and leave a lasting impact.

The Significance of Visual Storytelling

- Engagement: Visual storytelling captivates audiences by appealing to their emotions and imagination. It invites viewers to connect with the content on a deeper level, making it memorable and relatable.

- Universal Appeal: Visual stories transcend language and cultural barriers, making them accessible to diverse audiences. This universality enables messages to reach a broader spectrum of people.

- Clarity: Visual storytelling simplifies complex concepts by breaking them down into visual sequences. This clarity enhances understanding and retention of information.

- Effective Communication: In today's fast-paced digital world, where attention spans are limited, visual storytelling provides an efficient way to communicate messages and grab attention quickly.

Principles of Visual Storytelling in Visual Rhetoric

- Narrative Structure: Visual storytelling often follows a traditional narrative structure, including elements like a beginning

(introduction), middle (development), climax, and end (resolution). This structure helps viewers follow the story and connect with the message.

🕸 Character Development: Characters, whether people, animals, or inanimate objects, are often central to visual stories. They serve as relatable figures through which viewers experience the narrative.

🕸 Visual Continuity: Smooth transitions between images or frames maintain the flow of the story. Visual continuity ensures that the narrative remains coherent and easy to follow.

🕸 Visual Consistency: Consistency in color schemes, design styles, and typography across images helps establish a unified visual identity for the story.

🕸 Emotional Appeal: Visual storytelling often aims to evoke specific emotions or sentiments in viewers. The choice of images, color palettes, and visual elements should align with the intended emotional response.

Examples of Visual Storytelling in Visual Rhetoric

🕸 Coca-Cola's "Holidays are Coming" Ad: Coca-Cola's classic holiday ads use visual storytelling to convey the magic and joy of the holiday season. The recurring theme of the Coca-Cola truck driving through snowy landscapes creates a sense of anticipation and excitement, making it a beloved part of the holiday season.

❀ The "Got Milk?" Campaign: This iconic campaign used a series of visual stories featuring people in humorous and relatable situations where not having milk was a problem. The campaign aimed to communicate the importance of milk consumption in a clever and memorable way.

❀ Apple's Product Launch Events: Apple's product launches are excellent examples of visual storytelling. They follow a narrative structure, introducing new products, demonstrating their features, and highlighting their benefits in a visually engaging and cohesive manner.

❀ Nonprofit Infographics: Many nonprofit organizations use infographics to visually tell the story of their mission, the problems they address, and the impact of their work. These infographics use a combination of images, data, and narratives to create compelling messages that engage and motivate donors.

❀ Editorial Illustrations: In magazines and newspapers, editorial illustrations often use visual storytelling to accompany articles. These illustrations visually summarize the content, providing a clear and engaging interpretation of the written piece.

❀ Visual storytelling is a dynamic and versatile aspect of visual rhetoric that leverages images and narratives to convey messages, engage audiences, and make content more memorable. It is a valuable tool in various fields, from marketing and advertising to

journalism and education. When executed thoughtfully, visual storytelling can captivate, inform, and emotionally connect with viewers, making it an essential skill for those involved in visual communication.

Repetition in Visual Rhetoric: The Power of Consistency and Impact

Repetition is a fundamental concept in visual rhetoric that involves the deliberate use of recurring visual elements, patterns, or motifs to create a sense of unity, consistency, and emphasis within a visual composition. It is a powerful tool used in graphic design, advertising, and various visual media to reinforce branding, communicate messages, and engage viewers. In this exploration, we'll delve into the significance of repetition, its core principles, and provide examples of how it shapes and enhances visual communication.

Understanding Repetition:

Repetition in visual rhetoric refers to the act of using the same visual elements or design components multiple times within a composition. These elements can include colors, shapes, patterns, fonts, images, symbols, and more. The purpose of repetition is to establish consistency, cohesion, and rhythm in a visual piece, ensuring that viewers recognize and remember key elements.

The Significance of Repetition:

🕸️ Branding and Identity: Repetition is a core strategy in establishing and reinforcing a brand's identity. Consistent use of logos, colors, and fonts across various materials, such as packaging, advertisements, and websites, helps create a recognizable and memorable brand image.

🕸️ Emphasis: Repetition is a way to emphasize certain elements within a composition. Repeating specific visual components draws attention to them, signaling their significance to the viewer.

🕸️ Organization and Clarity: Repetition brings order and organization to visual materials. It helps structure content, making it more readable and comprehensible. For instance, the use of consistent headings, fonts, and bullet points in a report or presentation ensures clarity and a logical flow of information.

🕸️ Visual Rhythm: Repetition creates a visual rhythm that guides the viewer's eye through the composition. It provides a sense of predictability and continuity, which aids in navigation and engagement.

Principles of Repetition in Visual Rhetoric:

Consistency: The most fundamental principle of repetition is maintaining consistency. This involves using the same visual elements, such as logos or

color schemes, consistently across all materials associated with a brand or message.

Variation: While repetition creates cohesion, it is essential to balance it with variation to maintain visual interest. For example, a website may use a consistent color palette but vary the shades to add depth.

Hierarchy: Repetition can help establish a hierarchy of information. For example, the most important information may be consistently presented in a larger font or as a recurring visual motif, signaling its significance.

Alignment: Repetition often involves aligning visual elements. Maintaining alignment creates a sense of order and professionalism, ensuring that elements are harmoniously integrated within a composition.

Examples of Repetition in Visual Rhetoric:

- Apple's Product Packaging: Apple uses repetition in its product packaging, ensuring a consistent and visually appealing unboxing experience. The repetition of the Apple logo, minimalist design, and color scheme across product boxes reinforces the brand's identity.

- Magazine Layouts: In magazine design, repetition is used to structure layouts. Consistent use of fonts, column widths, heading styles, and image placement creates a sense of order and visual harmony throughout the publication.

- Web Design Navigation: Website navigation menus often employ repetition to create a user-friendly experience. Consistent

placement, design, and formatting of menu items ensure that users can easily locate and access the site's main sections.

- Logo Animation: In video intros, the repetition of a logo animation sequence reinforces brand recognition. Many companies use the same or similar animated sequences at the beginning of their video content to create a cohesive and branded viewing experience.

- Pattern Design: Repetition is a core principle in pattern design, where elements are repeated in a regular or irregular manner to create appealing and visually engaging patterns, as seen in textiles and wallpaper.

- Repetition is a fundamental element of visual rhetoric that is instrumental in creating cohesive, impactful, and memorable visual compositions. It plays a critical role in branding, organization, and engagement, ensuring that visual materials effectively convey messages and engage audiences. By mastering the principles of repetition, designers and communicators can achieve greater clarity, consistency, and visual appeal in their work.

Emphasis and Focal Points in Visual Rhetoric: Guiding Attention and Conveying Messages

Emphasis and focal points are essential elements in visual rhetoric, used to direct the viewer's attention, highlight key information, and

communicate messages effectively. These concepts involve strategically positioning visual elements to create a hierarchy within a composition, ensuring that certain elements stand out. In this exploration, we'll delve into the significance of emphasis and focal points, their fundamental principles, and provide examples of how they shape and enhance visual communication.

Understanding Emphasis and Focal Points:

Emphasis in visual rhetoric refers to the technique of making certain elements or areas within a composition more prominent, so they draw the viewer's attention. These elements are typically central to the message or narrative being conveyed. Focal points, on the other hand, are specific areas within a composition that serve as the primary center of interest. The use of emphasis and focal points allows designers and communicators to guide the viewer's eye, convey importance, and facilitate the communication of messages. These techniques are critical in graphic design, web design, advertising, and various visual media.

The Significance of Emphasis and Focal Points:

- Message Clarity: Emphasis and focal points help clarify the most critical aspects of a composition, ensuring that viewers immediately grasp the intended message or purpose.

❀ Engagement: By creating visual interest and drawing attention to specific elements, emphasis and focal points engage viewers, encouraging them to explore the content further.

❀ Visual Balance: Emphasis and focal points contribute to visual balance within a composition, ensuring that the layout feels harmonious and well-structured.

Principles of Emphasis and Focal Points in Visual Rhetoric:

❀ Contrast: Using contrast in color, size, texture, or other visual attributes to distinguish the emphasized or focal elements from the rest of the composition. Elements with the greatest contrast are likely to draw the most attention.

❀ Position: The placement of elements within a composition can create emphasis. Elements located at the top, center, or in the foreground are more likely to become focal points.

❀ Size: Enlarging or reducing the size of specific elements can emphasize their importance. Larger elements are typically perceived as more critical.

❀ Color: Vibrant or high-contrast colors can make certain elements stand out. Color choice can significantly influence which parts of a composition become focal points.

✸Typography: Different fonts, font styles, or text formatting can be used to emphasize text within a composition. Bold, italicized, or underlined text can become focal points.

Examples of Emphasis and Focal Points in Visual Rhetoric:

✸Magazine Covers: Magazine covers often employ emphasis and focal points to attract attention to the main headline, central image, and other key elements. The most crucial feature, such as the cover story, is emphasized through typography, color, and positioning.

✸Website Call-to-Action Buttons: On websites, call-to-action (CTA) buttons are typically emphasized to encourage user interaction. They are often larger, have a distinctive color, and are prominently placed to draw visitors' attention.

✸Movie Posters: Movie posters use emphasis to highlight the film's title, main characters, and release date. The combination of typography, color, and visual imagery creates focal points that communicate essential information.

✸Infographics: Infographics use visual hierarchy to emphasize key statistics or insights. Important data points are presented using larger fonts, contrasting colors, or other distinctive design elements.

✸Product Packaging: Packaging design emphasizes the product name, logo, and key features to ensure that consumers quickly identify and

understand the product. Size, color, and typography play a role in creating focal points.

🕸 Art and Photography: In visual arts, artists often use emphasis and focal points to guide the viewer's eye within the composition. The subject of a painting or photograph is usually placed in a central or strategically positioned location to become the focal point.

Emphasis and focal points are fundamental elements in visual rhetoric that play a critical role in guiding attention and conveying messages. By using contrast, position, size, color, and typography strategically, designers and communicators can ensure that the most critical aspects of a composition stand out and effectively communicate the intended message. These techniques are invaluable tools for those involved in graphic design, advertising, marketing, and any field where visual communication is paramount.

Images

Finding and using images in your writing can greatly enhance the visual appeal and impact of your document. Here is a guide on how to properly find or select images that match your document's tone and effectively convey your message.

Convey a message

Determine the message you want to state with this image. Start by clearly defining the purpose of your document and the key message you want to convey. Understanding your document's tone, theme, and target audience is crucial before selecting images. Ensure that the images match the tone of your document. If your content is formal and serious, choose images that reflect that tone. If it's light-hearted and fun, go for images with a sense of humor or playfulness.

Different Image types

- ❋ Painting: Paintings are visual artworks created with pigments, typically applied to a canvas, paper, or other surfaces using brushes, knives, or other tools. They encompass a wide range of styles and subjects, from realistic portraits to abstract compositions.

- ❋ Photograph: A photograph is a two-dimensional image captured through the lens of a camera or other photographic equipment. It represents a moment frozen in time and can document real-life scenes, people, events, or artistic expressions.

- ❋ Print: Prints are reproductions of artworks, often created through techniques like lithography, etching, or screen printing. They allow artists to produce multiple copies of their original work.

- ❋ Collage: Collages are compositions made by combining various materials like photographs, newspaper clippings, magazine cutouts, and other found objects into a single visual artwork.

✸ Charts and Graphs: These are visual representations of data or information, such as pie charts, bar graphs, and line graphs, used to convey trends, comparisons, and statistics (see more in section 5.2).

✸ Digital Art: Digital art is created using digital tools and software on a computer or digital device. It encompasses a wide array of styles, including digital paintings, vector art, and 3D modeling. Digital art can be broken down further into subsections.

  ✸ PNG (Portable Network Graphics): PNG is ideal for images with transparency and sharp edges, such as logos and graphics. It uses lossless compression and supports a wide range of colors.

  ✸ JPEG (Joint Photographic Experts Group): This format is best suited for photographs and images with complex color gradients. It uses lossy compression, which reduces file size but may result in some loss of image quality.

  ✸ RAW: RAW image files contain unprocessed data from a digital camera's image sensor. They offer the highest quality and flexibility for post-processing but require specialized software to work with.

  ✸ HEIF (High-Efficiency Image File Format): HEIF is a newer format that offers better compression efficiency than JPEG. It can store both images and sequences of images (e.g.,

animations) and supports advanced features like depth mapping and HDR.

❀ HDR (High Dynamic Range): HDR images are typically stored in formats like Radiance or OpenEXR. They capture a wider range of brightness levels, making them suitable for scenes with high contrast.

These are just a few examples of the diverse types of images used in art, communication, and visual representation across various media and formats. Each type serves different purposes and relies on various techniques and materials to convey meaning and creativity.

One big issue many don't think about that is crucial, is the placement of the image. Will the image be on its own page, or should it be in between text, or should it have text wrapped around each side? These are very important things to solve when deciding an image type.

Colors and Fonts

Colors and fonts can indeed convey different emotions and messages when used in design and communication. Because human beings respond to visuals in an emotional way, listed below is a general guide on how certain colors and fonts are often associated with specific emotions or characteristics:

Colors

Red

- 🕸 Emotions: Passion, love, excitement, anger, urgency.

- 🕸 Usage: Often used to grab attention and create a sense of urgency. It can also symbolize love and passion.

Blue

- 🕸 Emotions: Calmness, trust, professionalism, stability.

- 🕸 Usage: Commonly used in corporate settings to convey trustworthiness and reliability. Lighter blues can evoke a sense of calmness.

Green

- 🕸 Emotions: Growth, health, nature, freshness, wealth.

- 🕸 Usage: Often associated with environmental and health-related topics. It can also symbolize growth and abundance.

Yellow

- 🕸 Emotions: Happiness, optimism, warmth, energy.

- 🕸 Usage: Used to convey positivity and optimism. It can grab attention and evoke a feeling of energy.

Orange

- 🕸 Emotions: Creativity, enthusiasm, excitement.

- 🕸 Usage: Often used to create a sense of enthusiasm and excitement. It can also symbolize creativity.

Purple

- ✾ Emotions: Royalty, luxury, mystery, spirituality.
- ✾ Usage: Associated with luxury and sophistication. Darker shades can evoke a sense of mystery.

Pink

- ✾ Emotions: Romance, femininity, sweetness, playfulness.
- ✾ Usage: Commonly associated with romance and femininity. Lighter pinks can convey playfulness.

Brown

- ✾ Emotions: Earthiness, stability, reliability.
- ✾ Usage: Used to convey a sense of stability and reliability. Often associated with natural and rustic themes.

Black

- ✾ Emotions: Elegance, sophistication, mystery.
- ✾ Usage: Symbolizes elegance and luxury. It can also evoke a sense of mystery and seriousness.

White

- ✾ Emotions: Purity, simplicity, cleanliness.
- ✾ Usage: Often used to convey simplicity and cleanliness. It can also symbolize purity and innocence.

Fonts

Serif Fonts (e.g., Times New Roman, Georgia):

🕸 Emotions: Traditional, formal, established.

🕸 Usage: Commonly used in formal documents and print media to convey a sense of tradition and reliability.

Sans-serif Fonts (e.g., Arial, Helvetica):

🕸 Emotions: Modern, clean, straightforward.

🕸 Usage: Widely used in digital and web design for their clean and modern appearance.

Script Fonts (e.g., cursive, handwritten):

🕸 Emotions: Elegance, creativity, personal touch.

🕸 Usage: Used for invitations, branding, and design elements where a personal or creative touch is desired.

Bold Fonts

🕸 Emotions: Strength, emphasis, attention-grabbing.

🕸 Usage: Often used to emphasize important information and create impact.

Italic Fonts

🕸 Emotions: Emphasis, informality, dynamism.

🕸 Usage: Can be used for emphasis or to convey a sense of informality and movement.

Handwritten Fonts (e.g., Comic Sans, Brush Script):

- ✹ Emotions: Casual, friendly, approachable.

- ✹ Usage: Conveys a sense of informality and approachability, often used for personal messages.

It's important to note that individual perceptions of colors and fonts can vary based on cultural and personal factors. Additionally, the context in which these elements are used also plays a significant role in how they convey emotions and messages. You should have a good understanding of the cultural background/norms of your audience.

Plagiarism

It's essential to read and understand the licensing terms and conditions of each image you intend to use. Most reputable photo websites provide clear information about the licensing options for each image they offer. But not all, so it is under your discretion to research the origins of the image to verify there are no copyright issues so plagiarism will not become an issue.

What is plagiarism

Plagiarism is the practice of taking someone else's work or ideas and passing them off as one's own. When understanding licensing while using images from photo websites, you should carefully read about, and understand the different licensing terms.

Seeking permission

 If you come across an image that you'd like to use but can't find clear licensing information, try reaching out to the creator or copyright holder to request permission. It may also be that the image was taken from its original website. Try Google's "Reverse Image Search," that can help you find the original source and licensing information of an image. This can be useful if you've come across an image on the internet and want to verify its usage rights.

Recognition

Always obtain written consent if needed. Most image creators will just ask for recognition depending on if you will be using the image for educational purposes and not for a website which may produce an income, or they may have varying usage restrictions, such as limitations on how and where you can use the image. Always comply with these terms. If the image requires attribution, just provide the necessary credit as specified by the license or artist. This typically involves mentioning the creator's name and the source of the image in your document.

Licensing and Copyright

Royalty-free

Royalty-free licensing allows a buyer to purchase an image file or license for a fixed, one-time fee. This fee covers the usage of the image for a

broad range of purposes without the need to pay additional fees each time the image is used. Cost of a royalty-free image is usually predetermined and fixed, providing predictability for the buyer. It's important for users to carefully review the specific terms and conditions of the royalty-free license associated with an image, as some restrictions or requirements may still apply. For example, some licenses may prohibit the resale of the image, require proper attribution to the creator, or have limitations on using the image for certain sensitive or controversial topics. Respecting the terms of the license is essential to ensure legal compliance and avoid copyright issues.

Rights-Managed

Rights-Managed (RM) the terms and conditions for using the content are negotiated and customized for each specific use case. This is in contrast to the more standardized and less restrictive "royalty-free" licensing model. The user also has the option to negotiate for exclusive rights to use the content within a certain timeframe. Exclusive rights mean that no one else can use the content for the same purpose during the agreed-upon period. One drawback for RM licenses is, it's time-consuming customizing terms and also expensive compared to royalty-free licensing, which offers more standardized terms for content usage.

Creative Commons

Creative Commons (CC) is a licensing framework that allows creators to share their work with certain permissions and restrictions, giving others the legal right to use, remix, and distribute their creative content under specified terms. CC licenses are widely used to facilitate the sharing and dissemination of creative works, including text, images, music, videos, and more, while allowing creators to retain some control over how their work is used.

Image Editing

Once you have found the images you need for your text, you may still have some editing to do so the images you selected look polished, professional, and are complementary to your writing. Luckily, standard writing software like Microsoft Word has the tools that you will need to perform most types of basic image editing such as cropping, sharpening, and adjusting the aspect ratio. So, while you likely won't need to become a master of graphic design to make your images look pleasing, there are some principles you may want to keep in mind when making any adjustments that you might need to keep your visuals as efficient as your writing. Here are some visual design guidelines to keep in mind, the basic editing tips to achieve those guidelines, and instructions on how to perform those basic editing tricks

Perspective

In artistic terms, perspective can be defined as a technique used to demonstrate the illusion of space and depth within a two-dimensional image. For example, in a picture like this,

You can tell which Spider-people are close to catching Miles and which ones aren't due to a technique like perspective. to a slight angle, how you view the image has changed. You may even see different details that you did not notice the first time! Perspective is also a way to change how you view an image as a whole. For instance, this picture of Miles being chased is rotated slightly and tilted.

This is the type of change you'll be making if you need to make a change to an image's perspective. Here's how to change the perspective of your selected images:

1. Left click on the image.

2. Scroll up to the ribbon bar and click on Picture Format

3. Underneath Picture Format, scroll down to the ribbon and click on Picture Effects

4. Scroll down and hover over 3-D Rotation

5. Select from the list of Presets (No Rotation, Parallel, Perspective, or Oblique)

Or

6. Scroll to the bottom of the list of Presets and click on 3-D Rotation Options

7. To turn the image leftward, click the image you want to modify and either

    ✸ Click the left blue arrow in the X Rotation

    ✸ Or enter in a numerical value under 355 in the gray box to turn the image leftward

8. To turn the image to the right, click the image you want to modify and either

    ✸ Click the right blue arrow in the Y Rotation

    ✸ Or enter in a numerical value above 0 in the gray box to turn the image rightward

 9. To rotate the image, click on the image you want to modify and
Click the left blue arrow to turn the image clockwise or click the right blue

arrow to turn the image counter-clockwise

- 🕸 Type in a numerical value above 0 in the Z Rotation box to turn the image.
- 🕸 Counter-clockwise or type in a numerical value below 359.9 to turn the image clockwise.

Size/Scale

These two artistic concepts are fairly closely related, but they're not synonyms. Size can be defined as an art concept similarly to how size is usually defined outside of art, that being as the physical dimensions of an object. In this picture here,

you can likely guess what size Spider-Pig may be. However, another concept that can help you to determine what size Spider-Pig is scale, a technique that shows the relative size of one object in comparison to another object. Scale can also tie into several other design principles such

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as layout, proximity, and hierarchy, all of which can be related to the concept of size as well.

Here's how to adjust the size and scale settings in Microsoft Word

Size

1. Right-click on the image you want to resize

2. Scroll down to Size and Position and click

3. In the Layout box click the Size button

4. Adjust the Height of the image by clicking the arrow keys or inserting a numerical value into the box marked Absolute

5. Adjust the Width of the image by clicking the arrow keys or inserting a numerical value into the box marked Absolute

Scale

1. Right-click on the image you want to resize

2. Scroll down to Size and Position and click

3. In the Layout box click the Size button

4. Scroll down to Scale and select Lock Aspect Ratio

Note: Changing the size without maintaining the aspect ratio may give you results that make your image look unproportional. To keep the size from changing, click on Lock Aspect Ratio

Color

Color is light reflected across a spectrum of electromagnetism and can be separated into primary (red, yellow, and blue) and secondary (colors formed by mixing two primary colors). Microsoft Word offers a variety of color options (and options for changing colors to help you make any changes you need to better demonstrate your visual rhetoric.

Here's how to adjust Microsoft Word's color settings for your images

Change the color(s) of your image

1. Click on the picture you want to modify

2. Scroll up to the ribbon bar and click on Picture Format

3. Click on Color (next to Corrections and above Artistic Effects)

4. Scroll down to Recolor and select a preset option

Or...

5. Scroll down (past Recolor) to More Variations for more recoloring options

Accessibility tip: Remember to add other visual principles to your designs so your color-blind or visually impaired readers won't be dependent on color to understand your text.

Aspect Ratio

Aspect ratio is the formula for the proportion of an image's width and height. In today's digital age, images are viewed on a variety of different screens and therefore need to be sized to accurately meet the proportions of said screens.

1. Right-click on the image you want to modify

2. Scroll down to Size and Position

3. Click on the Size button in the Layout Box

4. Scroll down to the Size section and click on Lock Aspect Ratio

5. In the Size section, use the arrows on the Height box or the Width box to adjust the numerical values of the aspect ratio formula

Or...

6. Type in a numerical value in the Height box or the Width box to adjust the aspect ratio formula.

Contrast

Contrast is the act of setting up two opposing elements (light vs dark, small vs large, etc,).

This technique is often used in tangent with color and here's how to include contrast in your images with Microsoft Word

1. Click on the picture you want to modify

2. Click on Picture Format on the top black ribbon bar

3. Click on Corrections and select from the Brightness/Contrast presets

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Or...

1. Click on the picture you want to modify

2. Click on Picture Format on the top black ribbon bar

3. Scroll down past the preset options to Picture Correction Options

4. Under Picture Corrections scroll down to the Brightness/Contrast section

5. Select Contrast and adjust the contrast amount by using the slider, the arrows, or inserting a numerical value

Typography

Typography is the art of making text into a form that is coherent and visually appealing to your readers. Microsoft Word offers you a vast selection of fonts and visual effects to help you find a style that will help convey your message. You can also add those fonts and visual effects to your images and here's how:

1. Click on the image you want to modify

2. Click on Insert in the top black ribbon bar

3. Scroll across to the Text section

4. Select from the collection of symbols that include options for WordArt, Quick Parts, Text Box, Japanese Greetings, and Signature Line To put your own text on your image

5. Click on Text Box or WordArt

6. Select from the set of preset options

7. To make your own text box, find more preset options, or to save your self-made text box to the gallery, click on Text Box and scroll down and select from those options

8. Use Textbox to place text directly on your image while keeping the text confined to one space ('box'), which can make it easier to move if necessary.

9. Click on the Layout button (either on the ribbon bar or next to the image itself) to change how your text box interacts with your image.

Alignment and Layout

Alignment and layout are two closely related subjects, but they are not synonyms. Layout involves the basic sorting text and images on a page, while alignment consists of organizing

and composing in specific ways to better communicate visually. These guidelines are arguably

some of the basic aspects of visual design and can be easily modified in Microsoft Word

How to change the alignment of your images

1. Click on the image you want to align

2. Click Layout on the ribbon bar

3. Click the Align button and select from the options

How to change the alignment of your text box/WordArt

1. Click on the Text Box/WordArt you want to align

2. Click Shape Format on the ribbon bar

3. Click Align Text and select from the options

Or...

1. Right-click on the Text Box/WordArt you want to align

2. Click on the Position button in the Layout window

3. Click on Alignment and select from the options (Left, Centered, Right and relative to Column, Margin, Page, etc.,)

How to change the layout of the image and text

1. Click on the image you want to modify

2. Click on the Layout button on the ribbon bar

3. Click on Position or Wrap Text and select from the list of options

Format

In artistic terms, format can be defined as both the material (s) you're using to design your visuals and the restraints of said material. Format is also closely related to principles that focus on visual hierarchy and rhythm such as alignment and layout

In Microsoft Word, formatting images is usually done through specific ribbon bars.

How to format images

1. Click on the image you want to modify

2. Scroll up to the ribbon bar and click on Picture Format

3. Select options (Color, Remove Background, Alt Text, etc,) from the ribbon bar and click on the corresponding button to make changes to your image

Or...

1. Right-click on the image you want to modify

2. Scroll down to Format Picture

3. Click on one of the Format Picture buttons

- Fill & Line (Color options for the space and line of the image)

- Effects (Artistic effects options such as Shadow, 3-D, and Transparency

- Layout & Properties (Layout options for the text box)

- Picture (Options for Corrections, Color, Transparency, and Crop

While you may not need to incorporate every single principle when editing your images, using visual design principles will improve your clarity of utilizing visual rhetoric alongside your text.

Section 5.2 Graphs

What Are Spreadsheets?

A spreadsheet is a digital grid-based document that consists of rows and columns, with each intersection known as a cell. These cells are full of data

and can contain text, numbers, formulas, and functions, making spreadsheets a dynamic tool for managing and processing data. Spreadsheets are primarily associated with applications like Microsoft Excel, Google Sheets Etc. Using spreadsheets effectively involves a combination of understanding the software's capabilities and employing best practices for data organization, analysis, and presentation. Here are some key tips on how to use spreadsheets effectively.

How to use Spreadsheets

Basic Spreadsheet Terminology:

- Rows: Horizontal lines containing data.

- Columns: Vertical sections containing data.

- Cells: The individual intersections of rows and columns.

- Formulas: Mathematical or logical expressions used to calculate values. For example to find the sum of cells A1-A5 you would type the following "Formula: =SUM(A1:A5)"

- Functions: Pre-built formulas for common calculations, such as SUM, AVERAGE, and IF.

Organize Your Data

Start with clear and concise headers for rows and columns to make your data understandable.

Use consistent formatting, such as date formats or currency symbols, to maintain data integrity.

Format cells appropriately, such as changing the cell's number format to currency or percentage. Apply borders, background colors, and fonts to improve data presentation and readability.

Collaboration and Version Control

When collaborating with others, use features like "Track Changes" or Google Sheets' collaboration options. Implement version control to track changes made to the spreadsheet over time, also create backups of your spreadsheet files to prevent data loss due to accidental deletions, software issues, or other unforeseen events. Add comments or annotations to cells or create a separate documentation sheet to explain your spreadsheet's purpose and data sources.

Formulas and Functions

- Employ formulas to perform calculations. For example, "=A1+B1" adds the values in cells A1 and B1.

- Utilize functions to simplify complex calculations. For instance, "=SUM(A1:A10)" sums the values in the range A1 to A10.

- Use cell references to create dynamic formulas. When you change the value in a referenced cell, it automatically updates in the formula.

❀ Error Handling, understand minor common spreadsheet errors like #DIV/0! (division by zero) or #NAME? (invalid function).

Data Validation

Set data validation rules to restrict the type of data that can be entered into specific cells. This helps maintain data accuracy and consistency. Steps to do so are below with different parameters.

On the Settings tab on the ribbon up top, under Allow, select an option:

❀ Whole Number - to restrict the cell to accept only whole numbers.

❀ Decimal - to restrict the cell to accept only decimal numbers.

❀ List - to pick data from the drop-down list.

❀ Date - to restrict the cell to accept only dates.

❀ Time - to restrict the cell to accept only time.

❀ Text Length - to restrict the length of the text.

Conditional Formatting

Apply conditional formatting to highlight important data points or trends. For example, color cells with values above a certain threshold

Charts

One specific type of image you may be asked to create for your paper is a chart, a visual representation of data. Charts can come in a variety of different forms including:

Pie Chart

A pie chart (or pie diagram or circle graph) --named for its round shape and for how its segments are divided into triangular portions, or 'pie slices'--is generally used with simple datasets.

🕸 Can be divided into parts and need those parts to be visualized.

🕸 Need the sizes or other variances of their 'slices' to be compared

🕸 Don't have too many datapoints

BEST SPIDER SUIT

■ Spider 2099   ☐ Spider Gwen   ■ Spider Noir   ■ Spider T-Rex
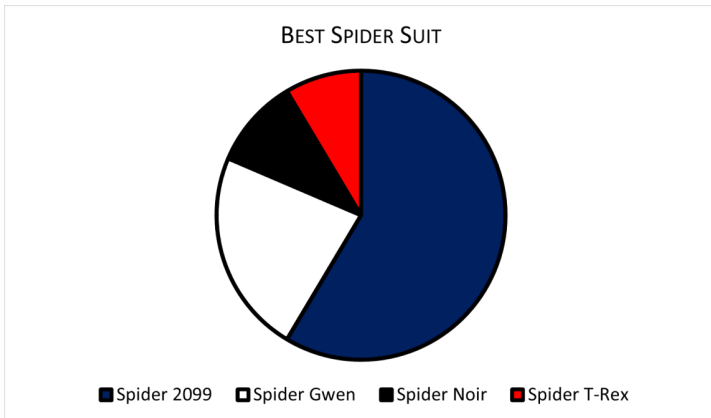
Creating a pie chart

1. Scroll up to the Ribbon Bar and select Insert

2. Click on Chart next to the bar chart picture

3. Select Pie from the list of chart templates on the left side on the Insert Chart window and click on it

4. Select the type of Pie chart you would like to create from the list of templates above the Pie chart picture

5. To add in the specific details ("categories", "series") of your dataset, use the Excel window that pops up when you select your chart

6. To continue editing your chart, click on it and select from the 4 buttons on the right to

7. Change the layout of your chart and text surrounding it

8. Edit chart features such as the title, labels, gridlines, or legends

9. Change the chart style or colors

10. Edit the data points (numerical values) of your dataset

Or...

1. Click on the chart you want to edit

2. Scroll up to the Ribbon Bar and click on Chart Design

3. Select which type of edit you'd like to make and click on the corresponding button

Ex. Click on the Change Chart Type button to change the type of chart you're designing

Bar Chart (aka Bar Graph)

A bar chart is generally used to show comparisons between different subjects at the same point in time and does so by using horizontal columns or 'bars'. You can use bar charts/graphs when great for when you

- Have individual data points to be compared but they aren't individual parts of a whole

- Have a good amount (but not too many) of datapoints that need to be compared

- Are categorizing data from point to point such as smallest to largest or vice versa.

Which Spider-Man caused the most property damage in another universe?
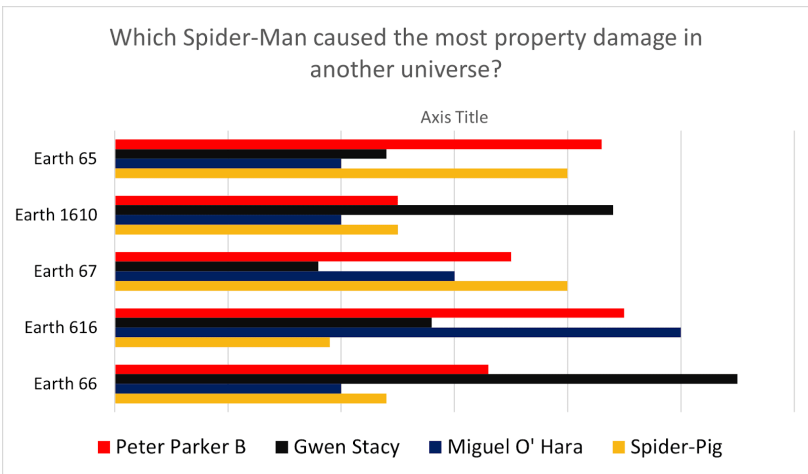
Creating a bar chart

1. Scroll up to the Ribbon Bar and select Insert

2. Click on Chart next to the bar chart picture

3. Select Bar from the list of chart templates on the left side on the Insert Chart window and click on it

4. Select the type of Bar chart you would like to create from the list of templates above the Pie chart picture

5. To add in the specific details ("categories", "series") of your dataset, use the Excel window that pops up when you select your chart

6. To continue editing your chart, click on it and select from the 4 buttons on the right to

⚘ Change the layout of your chart and text surrounding it

⚘ Edit chart features such as the title, labels, gridlines, or legends

⚘ Change the chart style or colors

⚘ Edit the data points (numerical values) of your dataset

Or...

1. Click on the chart you want to edit

2. Scroll up to the Ribbon Bar and click on Chart Design

3. Select which type of edit you'd to make and click on the corresponding button

Column Chart

A column chart is similar to a bar chart, except that the data is organized

vertically and not

horizontally. You can use column charts when

🕸️Your data points don't need to be labeled with too much information

🕸️Your data points are being compared over a period of time
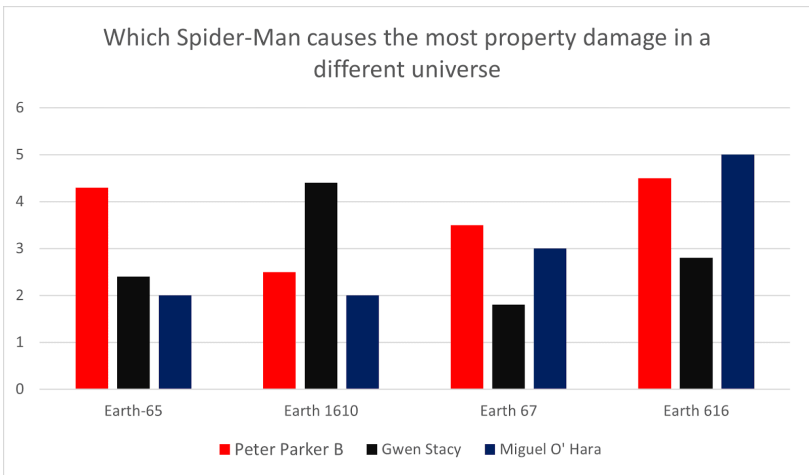
Creating a column chart

1. Scroll up to the Ribbon Bar and select Insert
2. Click on Chart next to the bar chart picture.
3. Select Bar from the list of chart templates on the left side on the

   Insert Chart window and click on it

1. Select the type of Bar chart you would like to create from the list of templates above the Pie chart picture
2. To add in the specific details ("categories", "series") of your dataset, use the Excel window that pops up when you select your chart
3. To continue editing your chart, click on it and select from the 4 buttons on the right to
4. Change the layout of your chart and text surrounding it
5. Edit chart features such as the title, labels, gridlines, or legends
6. Change the chart style or colors
7. Edit the data points (numerical values) of your dataset

Or...

1. Click on the chart you want to edit
2. Scroll up to the Ribbon Bar and click on Chart Design
3. Select which type of edit you'd to make and click on the corresponding button

Other types of charts

While pie charts and bar charts tend to be the most popular chart types, you can visualize data in a variety of other ways as well.

To create other kinds of charts

1. Scroll to the ribbon bar and click Insert
2. Select from the list of chart types in the Insert Chart window

Pivot Tables:

Use pivot tables for in-depth data analysis. They allow you to summarize and analyze large datasets dynamically. It's a powerful tool used for summarizing, analyzing, and presenting data in a structured and dynamic way. They enable users to transform large datasets into concise and meaningful reports by quickly organizing and aggregating data. Sort data by specific columns or filter data to view subsets of information that meet certain criteria. Pivot tables are highly dynamic. You can easily rearrange, reorganize, and filter your data to examine it from various angles, providing deep insights without altering the original dataset. Pivot tables can connect to and consolidate data from multiple sources, helping you analyze data from different databases, spreadsheets, or files.

Filtering and Slicing:

You can apply filters and slicers to focus on specific subsets of data, making it easy to investigate specific aspects of your data. Steps to Filter and Slice are shown below.

- In Excel: Go to the "PivotTable Analyze" or "PivotTable Tools" tab in the ribbon and click on "Insert Slicer."

- In Google Sheets: Select the pivot table, go to Data > Slicer.

- Select Fields: Choose the fields (columns) from your data that you want to use as slicers. These fields are typically the criteria by which you want to filter your data.

❀ After you've inserted slicers, they appear as interactive filter controls on your worksheet.

❀ Click on an item within a slicer to filter the pivot table data based on your selection. For example, if you have a "Region" slicer, clicking on a specific region will update the pivot table to display data for that region only.

You can select multiple items within a slicer to filter by multiple criteria simultaneously.

Slicers are a valuable tool for interacting with pivot tables, as they make it simple to filter and drill down into specific subsets of data. They are commonly used for creating dynamic reports that allow users to customize and explore the data to gain insights quickly.

In all, Pivot tables are invaluable for a wide range of tasks, including financial analysis, sales reporting, inventory management, marketing analytics, and more. They allow you to extract meaningful insights from large and complex datasets quickly and efficiently. With a little practice, pivot tables can become an indispensable tool for making informed decisions based on your data.

5.3 PowerPoint

How to Present a PowerPoint:

When presenting something, it can be very intimidating to figure out how to present it correctly. PowerPoint has become a widely used tool for creating presentations in various fields. However, simply having slides with text and visuals is insufficient to captivate your audience. To ensure your presentation is impactful and engaging, proper formatting is crucial. This section will cover the bare essentials to assist in presenting a PowerPoint.

Engaging visuals

- Including relevant visuals helps convey information more effectively and keeps your audience engaged.

- Choose images, charts, or graphs that complement your content and assist in visually conveying your message.

- Ensure the visuals are high-quality, well-placed within the slide, and appropriately sized.

- Using motion and animation to engage the viewer's attention.

- Avoid overcrowding your slides with excessive visuals, distracting your main points.

Meaningful content

- ❀ PowerPoint slides should provide a brief outline or summary of your main ideas rather than presenting text-heavy paragraphs.

- ❀ Incorporating interactive elements

- ❀ Clickable buttons, in digital designs to engage users.

- ❀ This allows information to stand out and allow memorable details one might use in the future.

Example: Links, keywords, or phrases

- ❀ Use bullet points, keywords, or concise phrases to highlight key information. This allows your audience to focus on your speech while still providing visual support.

- ❀ Remember, your slides should be a tool to support your presentation, not to replace it.

Transitions

- ❀ Smooth transitions between slides can enhance the flow and coherence of your presentation.

- ❀ Choose transitions that are visually appealing but not distracting, allowing your audience to focus on your content.

- ❀ Example: Using the slide transition in the Ribbon Bar instead of the Jumping transition for a professional Presentation.

- ❀ Ensure each slide transitions seamlessly to the next, avoiding abrupt jumps or awkward pauses.

Connection with the Audience

Grabbing the attention and maintaining the connection with your audience is crucial for effective communication. You will explore some practical strategies to establish a connection with your audience. Example: Include thought-provoking questions, interactive quizzes, or opportunities for discussion throughout your slides.

This approach facilitates a connection between you and your audience, increasing their involvement and interest in your presentation.

Body: Start with an Engaging Opening

🕸 Begin with a powerful quote, a thought-provoking question, or an interesting fact to capture the audience's attention.

🕸 A strong opening creates curiosity and sets the tone for the rest of your presentation.

Show Your Authenticity

🕸 Be genuine and authentic throughout your presentation.

🕸 Share personal experiences or stories that relate to your main message.

🕸 Demonstrating authenticity helps the audience relate to you and establishes a human connection.

Know Your Audience

🕸 Do thorough research on your target audience.

❋Understand their interests, needs, and concerns.

❋Tailor your message to resonate with your audience and address their specific challenges.

Use Visuals Effectively

❋Utilize visually appealing slides to accompany your presentation.

❋Choose images, charts, or graphs that enhance understanding and engagement.

❋Visual aids can help convey your message more effectively and keep the audience engaged.

Maintain Eye Contact

❋Establish eye contact with different members of the audience.

❋This creates a sense of connection and makes your presentation more conversational.

❋Avoid staring at notes or relying solely on the screen.

Utilize Body Language

❋Be aware of your body language and project confidence.

❋Use hand gestures, facial expressions, and movement to amplify your message.

❋A confident and expressive presentation style helps to engage the audience.

Encourage Interaction:

- Incorporate interactive elements like polls, quizzes, or Q&A sessions.
- Invite the audience's participation and encourage them to ask questions.
- Audience participation fosters engagement and strengthens the connection.

Establishing a connection with your audience is key to a successful presentation. By incorporating powerful openings, authenticity, audience understanding, effective visuals, eye contact, body language, and interaction, you can create a compelling connection. With practice and these strategies, you can engage and captivate your audience effectively.

Understanding the art of formatting PowerPoint presentations is essential for delivering impactful and engaging speeches. You can create compelling presentations that effectively convey your message by carefully selecting transitions, maintaining a cohesive design, utilizing engaging visuals, keeping content concise, and promoting audience interaction. Remember, it's about your slides and how you connect with your audience to make your presentation genuinely memorable.

How to create a PowerPoint:

PowerPoints are a great tool to assist in visual messages. There are a lot of things that go into the process of a PowerPoint. This section will guide you to understand how to create a PowerPoint step by step.
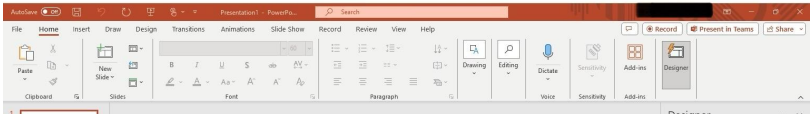
The Ribbon Bar:

The first thing you will want to familiarize yourself with is the Ribbon Bar, the top section of PowerPoint where all your tools to make a successful PowerPoint will be. That bar is broken up into ten different areas.

Files:

🕸 The process begins with a PowerPoint in this tab section.

🕸 Saving a file: Press "save as" and choose where on your computer to save and the file name.

Distributing the PowerPoint:

🕸 Printing the slides: Sharing it via email

Protection setting:

🕸 Controls the changes people can make on your PowerPoint.

Inspection setting:

🕸 Checks for any issues on the PowerPoint.

Version History:

🕸️View and restore previous versions.

Home Tab:

🕸️This is where the most common and essential things will be accessible.
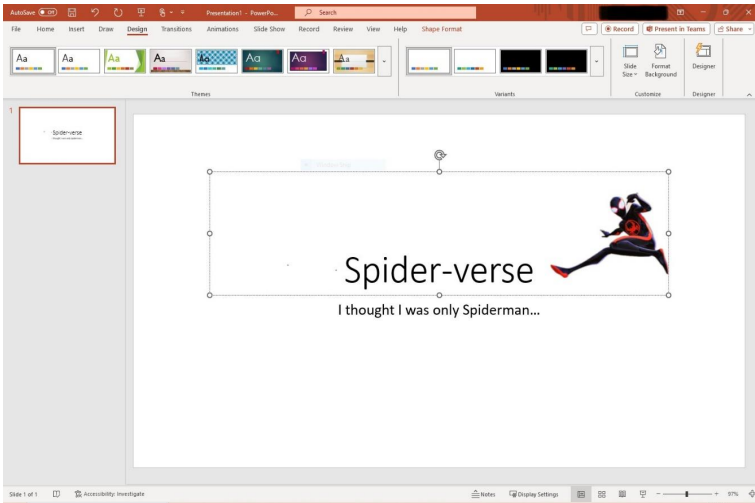
Clipboard:

🕸️Allows you to manually paste, cut, and copy a style.

🕸️The font is where you can choose how the words will look in your presentation, from style to color and size.

Paragraph tab:

🕸 Here, you want your body of comments placed on the presentation and how they will be viewed.

🕸 Ranges from a list to a body paragraph.

Drawing Tab:

🕸 Plays explicitly with the body of paragraphs in the drawing, such as an arrow outline around a word.

Editing section:

🕸 Here, we see any grammatical errors or rephrasing of words.

Voice section:

🕸 A unique and helpful tool, it allows you to speak the words you want written.

🕸 For those who need better accessibility, this tool is a great assistance.

🕸 There is also an add-in section to use third-party tools to help create your desired presentation.

Insert Tab:

🕸 This will help add features to your presentation, giving it more depth and volume.

Slides Section:

🕸 Add new slides and the formation you would like it to be.

❈ Duplicate and reuse the previous slide format to create the next one.

Tables Section:

❈ Accessible to add table charts to your presentation for visuals and Pictures,

❈ Can access through your folders or the stock or online images provided through Microsoft.

Camera section:

❈ Requires a cameo photo to be accessible.

❈ Profile photos from files that can be added

The illustrations:

❈ Allows drawings created to be added, a Power BI, a third-party system to organize the charts for your presentation.

Links:

❈ Added through this tab and comments for participating groups.

❈ Text section where you can add a header and a footer.

Drawing and Design Tab:

❈ This feature allows creativity to be explored through art skills

Free Draw:

🕸 Drawing on the presentation for editing purposes with a group.

🕸 Given options of pen, pencil, highlighter, or eraser

🕸 Trying to show through drawing on the display or for the actual production to show the audience what you're trying to present.

Design Tab:

🕸 Decide the visual features of your PowerPoint.

🕸 Provides many designs to fit the appropriate look you're trying to give your PowerPoint.

🕸 You can choose from a color palette and the formatting of the design. There are ones you can create, but they all have access to templates to make it easier.

Transition, Animation & Slideshow tab:

🕸 This tab allows you to find an entertaining way to direct each slide.

Transitions:

🕸 Provides different speeds of how the transition appears and if you want noise to the transition

Animation:

🕸 Whether it is words, images, or graphs, the animation slide provides detailed entrances for the slide information.

🕸 The difference from the transition slide is that they focus on the specific details in each slide. The possibility to create an entertaining slide show as each slide can be unique.

Slideshow:

🕸 Provides full control of how the PowerPoint will be presented from

🕸 Deciding the time frames of each slide and when to start it.

🕸 How to end the presentation: if it's online and needs to be presented, there is a tool through Team.

🕸 This tab section is recordable and can-do mock presentations with rehearsing.
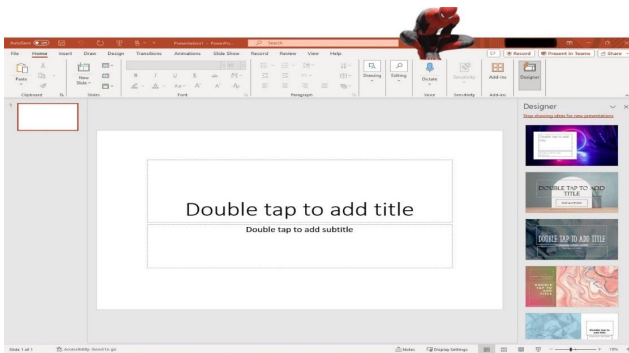
Record Tab:

🕸This tool can assist in recording presentations.

Record presentation:

🕸If needed for a specific section or to communicate a mock

presentation

🕸It is accessible to share it or cut out some parts.

Review Tab:

🕸Here is the accessibility to support your information.

Proofing:

🕸This section can review little details missed in PowerPoint—an

excellent tool before finalizing.

Accessibility tab:

🕸A translation section to assist

🕸Other language uses and additional commentary and editing

sections.

View tab:

🕸Can change the viewing of the PowerPoint.

🕸Color changes, slide sorting, and notes were added throughout the

PowerPoint.

The Ribbon Bar is a vital tool when creating a PowerPoint; the options give

many opportunities to develop an excellent presentation. After reading

this section, these tools should be more accessible and familiar for your use in the future. If there are still any questions or concerns, there is a last tab of Help and Assistance, where Microsoft can assist in specific situations.

Formatting

Formation is key to ensuring that the PowerPoint presentations are compelling.

Essentials to Form

- Consistency in design elements, such as fonts, colors, and layouts, play a significant role in maintaining visual harmony throughout your presentation.

- Select a single font type for headings and another for body texts, ensuring they are clear and easily readable.

- Use visually pleasing and complementary colors, avoiding excessive contrast or overly bright tones.

- Keep the layout consistent across slides, making it easier for your audience to follow along.

The Background

The importance of the background can determine how the audience perceives the information. When deciding what should be considered in the background, you must consider different factors: colors, sizing,

imaging, and correlation to the topic at hand. The background may seem forgettable, but it can change the whole presentation if not chosen correctly.

Alignment

Ensuring that visual elements are arranged in a way that conveys order, professionalism, and coherence. Alignment helps create a visually pleasing and easily digestible composition. When creating a background, aligning it to enhance the passage is key.

Color

As Paradi points out, "The choice of colors for presentation slides is one of the important decisions that must be made at the start of developing your slides." (Paradi). When discussing different topics, specific colors can influence the perception of the PowerPoint. Colors can determine mood influence.

🕸 Ex. Black can be for mourning or dark topics.

When choosing colors, consider the topic or theme at hand and ensure your background can match your conversation.

Imaging

When presenting PowerPoint, adding words to the slide can be just as dull as a textbook. Images give the opportunity to connect, and when using

PowerPoint, it is essential to have visuals in the background to connect and have the audience remember the text.

If it is a business presentation, introduce visual graphs. If you're presenting for a cause, present imagery of that cause in good lighting. Composition and Layout arrange visual elements within a design to create focal points, guide the viewer's eye, and convey hierarchy or relationships between images.

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CHAPTER 6

Online Communication

Chapter Six
Online Communication

6.1 Netiquette

What is Netiquette?

Although it sounds complicated, the definition of netiquette is simple. Netiquette is the correct application of communication on the Internet, or, in even simpler terms, it's online etiquette. Almost everyone communicates on the Internet, so it's important to learn how to do it properly. Despite its simple definition, applying the proper netiquette strategies is more challenging. In a general sense, there are 5 important netiquette strategies that need to be implemented into your daily life:

1) Be friendly, positive and self-reflective.

⧆When communicating online, it's important to remember that people can't physically see you and don't know you. To avoid offending people, you need to think before you speak and communicate in a positive and friendly manner. According to the Columbus State website, a tip to enforce this is whenever

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you feel angry or upset about something you read online, it's best to wait before responding so you don't say anything you'll regret later.

2) **Use proper language and titles.**

🕸When communicating online it's important to refrain from using any type of slang or explicit words. Online platforms are a place where people congregate in order to find like-minded people. It's important to remember that you don't know what could offend people, so it's best to avoid any slang words or words that you are unfamiliar with.

3) **Use effective communication**

🕸This is something that takes practice and time to do efficiently. Some tips include rereading what you write before responding or posting something. You should also ensure that you define and restate your words when necessary. Implementing these two things will help you become better at effective communication.

4) **Professionalism**

🕸Communicating for personal use is significantly different from professional communication. This distinction is explained in more depth in Section 6.6, "Social Media," later in this chapter. However, in the context of netiquette, professionalism entails refraining from using emojis and text abbreviations. While

these elements may be suitable for personal communication, they should be avoided when communicating online in a professional setting. If it's something you wouldn't want to display to a professor or boss, you should avoid using it.

5) Ask for Clarification

If you are ever unsure about what someone has written or said, it is important to ask them for clarification on their intent. Misunderstandings are one of the leading causes of online arguments and disagreements. Taking steps to prevent such occurrences will enable you to communicate effectively online.

Why It's Important

Learning important online etiquette is crucial in academic settings, especially while communicating with classmates, professors, and employers. According to the Memorial University of Newfoundland, implementing the 5 rules discussed above have the ability to promote communication skills, prevent miscommunications, and help you understand what is socially acceptable when working and collaborating with people online. As more and more platforms are moving from traditional outlets like newspapers to online services, keeping netiquette in mind will be beneficial to you in your career.

Browser Usage

A browser is defined as an interface that enables people to navigate and find information on the World Wide Web, represented by the acronym

"www." According to various research studies, Google Chrome holds the top position as the most widely used internet browser globally, with approximately 6 in 10 people using Chrome for web browsing. Safari takes the second spot, followed by Microsoft Edge in third place. In terms of functionality, many people use internet browsers to check their emails, read various news stories, and conduct research. At UCF, various websites like MyUCF and Webcourses require browser access for proper functioning. In most cases, it is recommended that students access their assignments via Chrome.

Browser Features

This section will explain the most useful browser features that can be found on Google Chrome. Despite its different appearance, Safari also has the same features.

Window Layouts

Within the window layout section you have the URL box (uniform resource locator), a bookmarks bar, directional buttons, and the reset action button. The URL box allows you to type specific words or phrases, which in turn allows the browser to navigate you to the site you requested. A bookmark bar provides an efficient way for you to organize the important websites you visit frequently. Directional buttons allow you to move either forwards or backwards to different pages while navigating the Internet. Lastly, the reset action button allows you to refresh the current tab you have open.
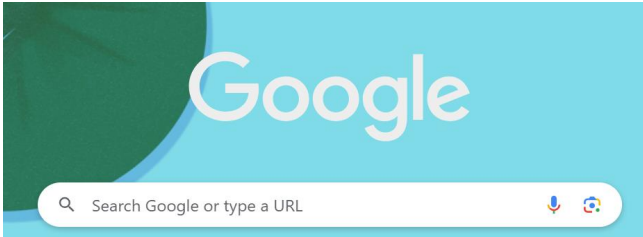
URL Box
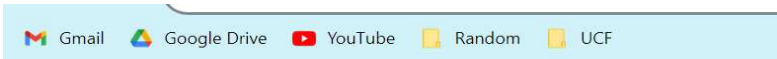
Bookmark Bar

Directional & Reset Action Buttons

Browser Security

Due to the popularity of the Internet and browsers, there are many different settings that you can implement in order to enhance your browsing experience. For more explicit instructions on how to do this on Chrome, please type, "Privacy settings Google Chrome" into your URL box. For more explicit instructions on how to do this on Safari, please type, "Privacy settings Safari" into your URL box.

6.2 Writing Emails

Whether you are a student, faculty member, or another member of the university community, it can be a struggle to know exactly what belongs in your **emails** and where it all goes. Within the setting of any university, you are often faced with contacting unfamiliar individuals, a task that can be daunting. The hardest part of writing an email can often be just getting started and putting something onto the page. As emails are a necessary part of university life, it is important to become comfortable with them and how their parts fit together to communicate. There is a world of departments and specialties within the UCF community, meaning that email is used for countless purposes to relay information from one individual to another. This means that no one model will fit everyone's email needs. However, this chapter will provide examples and descriptions of the most common email uses, and provide structure to accommodate your message and recipient.

General Guidelines & Formatting

Although emails serve many purposes within the UCF community, all emails follow a general format (or a variation) that can get you started and on the right path when writing one of your own. Let's begin by clarifying some precautions that should be taken when writing any email in a professional setting. For more information of email guidelines, visit Purdue University's website.
Some guidelines to keep in mind before starting to write an email are:

1. Use correct grammar and check spelling

This may seem obvious, but checking spelling and grammar is easy to overlook when you are focused on the email's contents. Make a point to read over your email several times after writing to catch any mistakes before sending it off. Although grammar mistakes are often minuscule, they can reflect poorly on the author and impact credibility. As these mistakes can be easily avoided, consider taking this step seriously for all academic writing and not just emails.

Manually checking your writing can sometimes leave room for a few errors to get through. In this case, consider investing in an automatic grammar checker to go over your writing one more time before sending the document. Some examples of Grammar Checkers are: Grammarly as well as the spell check options that come with Google Docs or Microsoft Word; both which are free to the UCF community.

2. Include a proper introduction

Whether you are addressing an email to a professor, faculty member, or a fellow student, it is important to establish your identity, even if they are familiar with you. A concise introduction should include your preferred name, department or major, and, if applicable, your UCFID. If you are a student reaching out to your professor, consider including your class section and major for added context. Even when an introduction might seem repetitive or unnecessary, it serves to clarify your identity and the purpose of your email.

Within the introduction, it's essential to use an appropriate greeting when addressing the recipient. In most cases, it's fitting to employ salutations such as "Dear" or "Hello," followed by their correct title. It's always better to err on the side of formality rather than informality to maintain a professional and respectful tone.
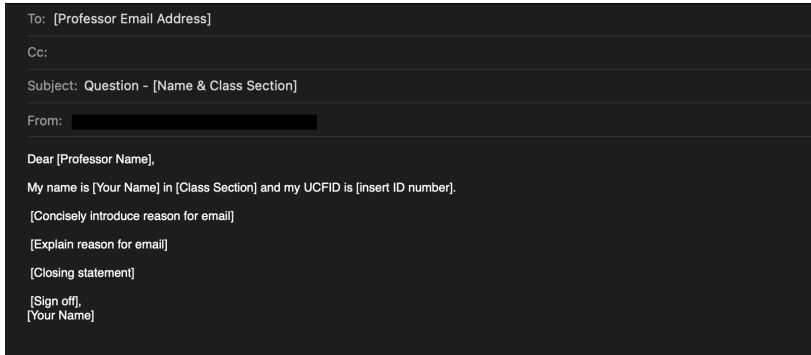
3. Get to the point and stick to it

While it can be tempting to provide a lengthy introduction to why you are writing this email, what events led to it, and how life has been going lately, the recipient of your email is only interested in the direct question or problem you want to convey. Ensure that the body of your email is straight to the point and stays on topic. Business and academic emails always serve a direct purpose so addressing that purpose right away is the best way to communicate effectively. Also, try to avoid flowery or overly descriptive language, only including the details important to your recipient.

Sample Outlines

The first example is an example of what a student's email to a professor (a common email type in the UCF community) should generally look like.

Example 1A: Student to Professor

```
To:  [Professor Email Address]

Cc:

Subject:  Question - [Name & Class Section]

From:  ████████████████████

Dear [Professor Name],

My name is [Your Name] in [Class Section] and my UCFID is [insert ID number].

  [Concisely introduce reason for email]

  [Explain reason for email]

  [Closing statement]

  [Sign off],
[Your Name]
```

(Please note that all information in brackets [ ] is a place to insert your own information or to provide further context, as shown in the next example.)

This sample is simply one way to write an email to a professor. It includes proper spelling, a quick introduction, and it is straight to the point. This is merely the skeleton of a good email and more details can/should be included in any section according to different circumstances and to whom it is sent. Student emails to faculty are used every single day on UCF campus, so referencing examples like this are often helpful when you sit down to write an email.

In Example 2 below, this framework is applied and each bracket is replaced with example information fitting to the Spiderverse and some of its characters. The University of Melbourne gives another good example of how to apply a similar format.

Example 1B: Student to Professor Email

To: [Calleros1234@ucf.edu]

Cc:

Subject: Question – [Morales PHY 616]

From:

Dear [Professor Calleros],

My name is [Miles Morales] in [Introduction to Physics 616 on Mondays].

[I have a question regarding the course material we went over last class.]

[Should the assignment for next week cover the entire book or just the chapters we have covered in class? I was late to class last time as there was a family emergency but I did manage to catch the end of the lecture.]

[Thank you in advance for the help.]

[Kind regards],
[Miles Morales]

This example gives a better idea of how to use the framework found in Example 1. In this case, the author tries to use formal greetings, appropriate language, and minimizes extra "fluff" in the body paragraph. There is always room for additional details in the story, but the question is whether those details contribute to conveying your request from one person to the next.

The following two examples provide different situations for UCF emails, such as faculty to faulty interactions or student to student email interactions. Both examples are simply guidelines for what an email to/from this demographic within the UCF community may look like.

Example 2: Faculty to Faculty Email

To: [Faculty Email Address]

Cc:

Subject: Information Requested

Dear [Faculty Name],

Good Morning and hope you are well. [Simple greeting]

I have a question concerning page 4 of the document you sent to me last week concerning our plans for next fall. Would you be able to send me a copy of the updated itinerary? We could always meet in person to discuss things further as well.

Hope to hear form you soon, [Closing Statement]

[Your Name]

Example 3: Student to Student Email

To: [Student Email Address]

Cc:

Subject: Group Meeting Schedule

From:

Dear [Student Name],

Now that Professor Calleros has released the groups for our class, I'm happy to hear we are going to be in the same project group this semester. I think it would be a good idea to start brainstorming ideas for our project outline and in order to do so, I hope we can meet someday this week. Would sometime on Monday or Wednesday work for you?

Hope to see you soon, [Closing Statement]

[Your Name]

Keep in mind:

The student-to-student email guidelines for Examples 2 and 3 are written semi-formally and use proper greetings. You should adapt your language to match the specific tone of your communication. When using email to discuss topics that involve casual conversations between two individuals, feel free to use language that matches the tone. Similarly, for extremely

formal emails, also feel free to adapt these guides to include very formal greetings and language overall.

Closing

Emails play a significant role in both university and professional life. The more comfortable you become with writing emails, the easier your transition will be after graduation and in your interactions with the UCF faculty. Since email is widely used at UCF, honing your email writing skills will promote more effective communication in the future.

6.3 Writing Memos

While memos may not pop up as commonly as emails do on a day-to-day basis as a UCF student, in many organizations, and at the faculty level, memos are an efficient way of communicating and introducing ideas that will be useful for all of the UCF community to be able to replicate if needed.

What is a Memo?

A **memo**, short for memorandum, is commonly referred to as a written document containing brief information to communicate with other people inside an organization, or the organization itself. Memos serve a variety of purposes, including addressing day-to-day tasks, organizing meetings, providing routine reports, and notifying colleagues of changes. The versatility of memos is comparable to that of emails and other written

communications. Becoming familiar with how memos work will be beneficial as a faculty member as well as after graduating as a student from UCF.

Keep in mind:

While different organizations may have their own specific memo formatting and creation methods, this chapter will illustrate one approach used within the UCF community to create and utilize memos for effective communication.

General Guidelines

Memos across the board generally consist of a few key sections. These include:

1. Heading

Memo **headings** are typically composed of the following sections: "To," "From," "Date," and "Subject". These sections may sound familiar to the way email headers are structured and in practice, they are quite similar. In the "To" spot, place the name of the company or member of the company you are addressing with their job title included. In the "From" spot, put your name and job title as well.
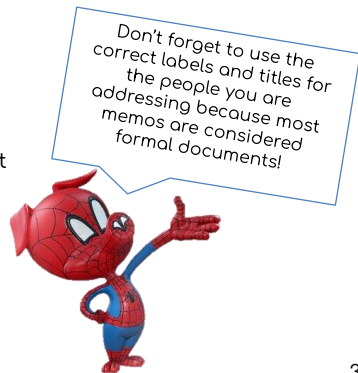
Heading Example

TO: Gwen Stacy

FROM: Visions Academy Office Assistant

DATE: June 14, 2023

SUBJECT: Fall Clothesline Promotion

Don't forget to use the correct labels and titles for the people you are addressing because most memos are considered formal documents!

2. Opening Segment

The opening segment of a memo is the very first thing the recipient looks at after reading who it came from and possibly the memo's subject. The opening statement's role is to introduce the organization or organization's members to what you have to say while getting straight to the point. This statement should be very concise and give the reader a preview of what the memo is aiming to do. The length of the opening statement should mirror a short paragraph, providing enough detail to know what is to come, but not enough to repeat every point that will be said in the actual memo.

3. Background Information

Background information, or context of the memo is important for orienting your reader to what your goals are and where you are coming from in your requests. This section is where you should explain the problem you are facing and all the relevant details associated with it as well. This context section can range in length from one sufficient sentence to a paragraph, similar to the opening segment.

4. Call to Action

The call to action or "task" portion of the memo is where you address what you will be doing to help solve the relevant problem that is being addressed in the previous section. It is important to emphasize the issues that this problem will bring and what can realistically be done to assist in solving it at this point. In many cases, your primary goal of a memo is to

convince your recipient of this issue and of your ability to correct some aspects of it or to ask for recommendations on how to solve it.

5. Discussion

The discussion segments of a memo are the most substantial in size and there can be multiple of them needed to completely discuss the memo's topic. The discussion should begin with the most important parts of your support for your ideas that have been previously mentioned. Take as much space as necessary to support your argument, starting from the general findings and recommendations and moving into specific details and processes later on. Also order your details in the same manner: most to least important/supportive. The purpose of this section is essentially to prove to your reader that your ideas and plans for action are worth their time and engagement. To ensure that the discussion sections are well fleshed-out and effective is to ensure that your memo is as well.

Keep in mind:
Not all memos are going to be (or need to be) lengthy, many memos may only need one discussion paragraph or section, depending on how intensive the subject matter is.

6. Summary and Closing

Your memo may require a summary section if it exceeds one page in length and has a significant amount of information that could use summarizing. It is not meant to take up much room in your memo, just to give an overview of the material if necessary. A good summary section

briefly includes all the key points from your memo and what conclusions you wish to reach as a result. This section can easily be referenced by your readers if they don't have the time to read your entire document.

The closing segment, unlike a summary, should be included in all memos you write. After reading all of your information in a short period of time, your readers will appreciate a moment to collect their thoughts as you conclude the document efficiently. This segment also does not need to be lengthy. For more information about memo format, you can visit [Purdue Owl](#).

Keep in mind:
At this stage, consider including how you hope your readers will benefit from your recommendations to appeal to them.

7. Documents and Attachments

A frequently overlooked aspect of memos is the inclusion of any supplementary documents mentioned in your writing or those that offer additional support for your ideas. These documents should be attached at the end of the memo before sending it. Ensure that all attachments are referenced within your memo so readers are aware to find them outside the memo itself.

6.4 Proposal Writing

Proposal writing is similar to much of the other academic writing undertaken by UCF students and faculty. Whether you're crafting a proposal for a potential project or persuading the reader to follow through with something, there are numerous writing skills that should already be familiar to you, and these will seamlessly transfer to proposal writing.

What is a Proposal?

A **proposal** is usually a document used to introduce, outline, and "sell" a project or set of ideas to another organization. The purpose of a proposal is to convince your intended audience that your particular project should be funded or put into motion by laying out all the pieces and demonstrating what benefits it will have. Proposals often include the qualifications your team has to be writing this information as well as specific plans for making the project become a reality.

General Guidelines

All proposals include a few key sections with a few variations as well. These include:

Introduction

The **introduction** to a proposal is very important as it is your audience's very first impression of you, your topic, and what project you are proposing to them. These first few sentences need to entice your audience

to continue reading and convince them that you are worth their time. The introduction should also clearly and efficiently lay out what your project is and what you aim to do in order to produce it.

Ensure all information in the introduction remains very general as it will be expanded upon when appropriate later in other sections!

Background

Background information, or information about your organization, is crucial to informing your audience about who your team is and why you can be trusted with their funds or programs. The entirety of a proposal is dedicated to proving your worth as a team, but especially in this section. Details that support your credibility and demonstrate your strengths are not only welcome here but encouraged.

Planning

The planning portion should be utilized carefully to start getting into the specifics of what it is you are proposing. Explain specific goals that you and your team want to achieve and what actual work will be done to work towards them.

When laying out your plans, make sure to:

- 🕸 Remember your target audience

- 🕸 Describe the specific activities you have planned

- 🕸 State who will be completing the project and what their specific qualifications are

- 🕸 Say when and where the project will take place

Add Details:

Details are your friend in a proposal and adding as much detail as possible (within reason) will bolster your team's credibility and trustworthiness, making it more appealing to potential investors or stakeholders. Unlike other forms of academic writing, like memos or emails, proposal writing thrives on the richness of details and the precise communication of specific ideas from one organization to another.

Budget

Somewhere within the proposal, It is important to also cover funding and what kinds of expenses will come about during the course of your project. This can include the overall funding needed for the project, the funding your team is willing to provide, and what you are requesting from the recipient.

Details are also important in this section to inform your recipient of exact numbers for what is needed for you to complete your goals and not a cent more. Conversations over budgeting can be controversial among teams

so providing clear answers to questions they might have about this subject will help your proposal go over smoothly.

Conclusion

While a conclusion to your memo isn't universally deemed necessary, in the context of such a long document that covers such a range of topics, a conclusion can be beneficial for your audience's experience. Typically, a summation of all your plans, the **conclusion** serves as a bookend for your team's writing and is one last attempt at an appeal to your readers. For more information on proposal writing, visit [Babson University's](#) website.

6.5 How to Navigate Webcourses

Welcome to Webcourses. The one stop shop for everything pertaining to your selected courses here at UCF. Webcourses is a program which allows faculty to publish their course's content (including PDFs, Discussion posts, quizzes, etc.) so that their students will be able to access anything relevant to their course and successfully complete the assigned content. Before any of that can be accomplished, the understanding of the program is essential, including how to navigate different general features and published content.

How to Access

First off, how can we navigate a program without knowing where to find it? There are a couple different ways to access webcourses.

Via Mobile App

1. Download Canvas (student or teacher) from the App Store
2. Click Find my school
3. Type in UCF
4. Once selected, login with your UCF email and password
5. It will ask to send you a code to verify your identity via text or phone call
6. Once completed, you will have full access to Webcourses

Via myUCF

1. Login to your myUCF account
2. In the myUCF menu, click the link for Webcourses@UCF

Via Search Bar

1. Open the search bar of your preferred browser (Chrome, Microsoft, etc.)
2. Search Webcourses.ucf.edu
3. Click the link https://webcourses.ucf.edu

Dashboard

When you access Webcourses, you are immediately directed to its Home page, also called Dashboard. This is where you will find all of your courses listed. When you are accessing it from a desktop or computer, you should see the courses listed, a To Do list, and all the general Webcourse features. The courses include credit given courses as well as other optional courses

like tutoring or financial training. On the right hand side is the To Do list: listing announcements or other assignments that need to be accomplished. On the left hand side is where you'll see the webcourse features which direct you to different pages other than the home page. These features include your Account, Dashboard, Courses, Groups, Calendar, Inbox, History, and Help. Each accomplishes a different goal.

Account
When you click on the Account feature, it does not direct you to a different page. It pops out another list of features having to do with your personal information.

Notifications lists all the daily notifications received and how to manage each one. All the notifications are categorized based on their purpose: Course Activities, Discussions, Conversations, Scheduling, Groups, Conferences, and Alerts. This whole page is dedicated to notification preferences which you can change according to your needs. There are four options to choose from: Notify Immediately, Daily Summary, Weekly Summary, or Notifications Off. All function exactly how they are named.

The Files section includes everything you upload to Webcourses, as well other attachments from your Groups or specific Courses.

In the Account section, you can also find your Settings which include all your personal information (such as your name and UCF Email) that you

have given to Webcourses while also giving a brief overview of third party applications and specified User options to choose from.

There are also options to create an E-Portfolio via Canvas, have access to Class Photos, enable a QR for Mobile Login, as well as Global Announcements. All of the options in the Account section are more so for personal preferences and you can manipulate those settings according to them.

Courses

The Course section of Webcourses is yet another "pop out" like the Account section. The main function of this feature is to navigate to your different courses with ease. There is no need to go back to the Dashboard to get to a different place. The Course feature eliminates that extra step for convenience of the user.

Groups

The Groups feature is also another pop out which showcases all the Groups you are a part of, whether you are a student or a professor. This gives you access to smaller Discussion posts, the list of People in your Group, selective Announcements, and more.

Calendar

The Calendar feature is very useful to keep track of everything time sensitive in Webcourses. Each course's assignments for the week will be

listed and will appear on the date it is due in the Calendar. Webcourses offers a color coded guide on the right hand side to match up which assignments belong to which courses. You can also click on each item listed and see as well what the assignment is and for what class it pertains to. Although there are certain situations where assignments won't appear, this is not a common occurrence. It is always suggested to double check anything time sensitive on Webcourses.

Inbox

The Inbox feature is where all of your Webcourse correspondence will be sent and received. For convenience purposes, the Inbox section is set up to make it easy to find who you are directing your message to.

If you are looking for a specific message, the Inbox offers an easy sorting system:

1. In the top left of the screen, you will see a drop down button titled "All Courses"; all of your current courses, completed courses, and groups will appear for you to select.
2. Next, you will have the option to sort based on whether the message is in the Inbox, Unread, Starred, Sent, Archived, or Submission Comments.

You can also sort through messages based upon the people who have sent you messages:

1. Click the "Search" bar where you will be given the option of Courses or Users.

    a. Click "Users" if you know who specifically the message is from.

    b. Click "Courses" to find people based on the course they are involved in.

When you are writing a message to another person, the Inbox is set up in a similar fashion:

1. Click the "Compose a new message" button
2. Select the "Course" that this message pertains to.
3. Pick which person the message will send to (The options are Teachers, Students, Course Sections, and Student Groups) and you are given a list based off of the Course you chose.
4. Insert the subject of your message
5. Compose your message.
6. Send.

*For more information on how to compose a Webcourses message/Email, refer to Section 6.2 Writing Emails!

History

The History feature of Webcourses is a very simple one. This gives a brief recap of everything you have clicked on the website in the past couple of hours. When would you use this feature? Let's say you clicked out of a page in Webcourses and you don't remember which course it was from, which section it was in, etc. This is the moment when you click the History feature and find your way back to the exact page you lost.

Help

As with any websites or programs, Webcourses has a Help feature in the lower left corner of the program. This section holds a bunch of links to help navigate the website. "Search the Canvas Guides" directs you to another webpage where any tiny question you need answered, will be. Also in this section are "Other Resources" which include three options to choose from. "Report a Problem to Webcourses@UCF Support" is used for any technical issues you might have. You will be directed to a different webpage where you can pick from a drop down box the technical issue you have been having and submit it to Webcourses Tech Support. "Ask Your Instructor a Question" pulls up a section where you can choose which of your courses you have a question about and then type out a message to that particular instructor. "Knights Online" also links to a separate page where you can read up on how to successfully take a fully Online course, rather than an In-Person one. Finally, there is an option for "Computer Setup" which leads to a different tab. This explains everything you will need (in terms of which computer operating systems are supported, what you must have access to, and download requirements) to have Webcourses run smoothly on your computer.

6.6 Social Media

The advancement of technology and the Internet has had a large impact on how communication is conducted online. Traditional news outlets such as newspapers and radio are quickly being overtaken by the convenience of different social media platforms. In terms of personal usage some of the most popular social media platforms as of 2023 include Facebook, Instagram, X (formerly known as Twitter), TikTok, and YouTube.

Social Media Usage at UCF

Within the community of the University of Central Florida, there are multiple platforms that students, professors, and employers use in order to communicate with each other. These platforms include Discord, GroupMe, LinkedIn, and Handshake. This chapter on social media will discuss the proper way to conduct online behavior, especially regarding how to preserve a digital footprint while communicating. This chapter will also discuss how to conduct proper online communication and usage regarding each of the personal use social media sites mentioned above, including the social media platforms popular within the UCF community. There will also be a section at the end of the chapter regarding the diversity within social media platforms, along with the dangers of using social media.

Digital Footprint

Positive Aspects

There are many positive benefits of both using and implementing the various social media platforms. These platforms give people the ability to instantly send messages and videos to friends and family around the world. With social media, staying updated with current events happening around the world, connecting with like-minded people, and watching endless hours of videos becomes easy.

Negative Aspects

Despite the benefits, one major downfall of social media is the creation of a digital footprint. A digital footprint is the trail of information that gets recorded every time a person views, comments, or posts something online. Many people choose to conduct themselves in a negative manner online because they believe that there aren't consequences. But the truth is that information online can easily be stored, viewed, and recorded by millions of people. Once something is posted online, it is very difficult to permanently delete it. Many employers view the social media platforms of prospective employees before they get hired, which means that conducting yourself in a positive manner online is crucial.

Maintaining a Digital Footprint

In order to maintain a professional digital footprint, it's important to implement the correct knowledge regarding online behavior. To minimize

the chance of creating a negative digital footprint, a few different things can be put into effect:

1) Be careful with what content you are engaging with. If there is a post you wouldn't want a professor or employer viewing while sitting next to you, then you shouldn't like, comment, or interact with it.

2) Avoid engaging in any conversations or discussions that could be offensive to a specific person or group. It's important to contemplate the fact that what's considered to be acceptable by society is rapidly changing. Even if you think something is acceptable now, it might not be in five or ten years from now.

3) Set up your device with privacy settings to help prevent online trackers from untrusted websites. While doing this isn't a guarantee to protect your online footprint, it is something that can be implemented to help minimize the amount of people that have access to your account and what you decide to post on it. To implement privacy settings on your personal device, visit your settings app.

Personal Social Media Uses

As mentioned in the introductory paragraph of this chapter, the most common social media sites used for personal use include Facebook, Instagram, X (formerly known as Twitter), TikTok, and YouTube. While these platforms are similar, it is important to note their differences:

1) Facebook is a platform that can be used to allow people to connect with friends, family, people from work, and strangers.

2) Instagram is a platform that allows people to post pictures or videos of things from their daily lives.

3) X (Twitter) is a platform that allows people to read about trending topics that are occurring around the world in real-time.

4) TikTok is a platform that allows people to create and post short videos on a variety of topics including education, beauty, sports, cooking, and entertainment.

5) YouTube is a platform that allows people to post long or short videos on a variety of topics similar to TikTok.

All five of these platforms are used for different purposes. Despite this, properly conducting yourself online is roughly the same in the fact that it is especially important to be careful with the information that you interact with. Even if you think that you've fully deleted something from one of these platforms, one of the millions of people that have access to what you're posting could have easily taken a screenshot of what you commented or posted on.

While you still need to be careful with what you post on a personal social media account, you don't have to be as careful as you would with a professional account. With a personal social media account, you are able to interact and engage with more content because the account isn't as

closely monitored by employers, professors, or colleagues as a professional account. More information regarding how to go about conducting yourself online on professional social media accounts will be discussed below.

Professional Social Media Use

The main professional social media accounts used in the UCF community are Discord, GroupMe, LinkedIn, and Handshake. Online behavior regarding professional use varies dramatically from online behavior for personal use. Most content that you post on a professional social media account is visible by millions of employers and advisors from your school. While you have more leeway with what you post on your personal account(s), you are subject to more scrutiny with professional accounts. Posting the wrong thing or commenting on inappropriate posts can cost you your job, internship, and reputation. According to the Achieve Virtual website, 7 tips you can use in order to conduct yourself professionally are:

1) Be respectful.
2) Be aware of strong language, all caps, and exclamation points.
3) Be careful with humor and sarcasm.
4) Grammar and spelling matter.
5) Cite the sources that you use.
6) Don't post or share (even privately) inappropriate material.
7) Be forgiving and understanding.

Using these tips will allow you to succeed while communicating on a professional online communication platform. While many of these sites are similar, Discord, GroupMe, LinkedIn, and Handshake all operate and are used for different purposes.

1) Discord is a platform that lets you share video, voice, and text chats with different groups. This app is typically utilized in classrooms and UCF clubs where professors, classmates, and club members can text and call each other.

2) GroupMe is a platform that allows people to create chats across different devices like iOS and Android. Similar to Discord, this is an app used at UCF for students to easily talk to each other in classes and clubs.

3) LinkedIn is the world's largest professional network available. This platform allows its users to find jobs, internships, and connect with professionals across different industries. LinkedIn is actively monitored by millions of people across the globe so it's pertinent that what you post is appropriate and follows the guidelines discussed previously.

4) Handshake is the number one site for college students to find jobs and internships. The profile that you create allows you to showcase your background and experience to employers.

More Information

For more information regarding the use and account settings for the various social media accounts discussed, please feel free to visit the homepage and website for each respective platform.

Diversity & Inclusion

Keeping diversity and inclusion in mind is critical for communicating online. The terms diversity and inclusion include things like gender, race, age, ethnicity, education, sexual orientation, religion, nationality, and disabilities. According to LinkedIn, social media is a place where people can learn about different cultures, religions, and beliefs. This allows people to expand their knowledge and understanding of the world. As social media has expanded and grown along with the Internet, it has provided a safe space for individuals to connect with like-minded people and join different communities.

Dangers Within Social Media

Despite the fact that social media has many positive aspects, there are also many negative aspects that need to be accounted for.

Social media can be dangerous. One of the largest downfalls with social media is the fact that if it is not used properly, it can be dangerous. In addition to the downfalls to mental health discussed below, social media can be physically dangerous. According to the McMillen Health website, social media has been known to both normalize risk-taking behaviors and promote inappropriate content.

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Risk taking and inappropriate behavior can include sexual activity, dangerous pranks, and criminal activity. In order to prevent this it is important to be more selective about what accounts you follow and reflect on your values.

Social media can affect mental health. According to the McLean Hospital's website, when people look online and see that they are being excluded from an activity, it can affect their thoughts and feelings. This can easily lead to decreased sleep, depression, memory loss, and poor academic performance. It is important to limit your daily social media usage and seek help if feelings of depression arise. **NOTE:** If feelings of depression or other mental health issues arise, the Counseling and Psychological Services at UCF offers a wide range of mental health services.

Social media can spread misinformation about events. According to the University of Southern California, researchers have found that users' social media habits have doubled in recent years, and in some cases this has tripled the amount of misinformation that is both shared and spread. While social media can be used to find information, it is impertinent that you use other credible sources to get your information.

Social media can spread misinformation about groups of people or individuals. Despite the diversity found on social media, it is also

possible for social media to spread misinformation. In many instances, various social media platforms have been used to communicate negative and offensive comments about different ethnic groups or communities like the LGBTQ+. While browsing different platforms it is important to make sure that before you come to a conclusion about a situation you are doing outside research on other credible news websites. Some of these credible websites include Wall Street Journal, The New York Times, Washington Post, and NBC just to name a few.

6.7 Video Conferencing

All the more present in this day and age, Video Conferencing is a valuable tool used by many companies and schools alike to communicate with others virtually. In post Covid times, this tool has been used even more so to communicate with others, when not able to come together in person, but also for convenience purposes. Wesley Chai of TechTarget defines video conferencing as a, "...live, visual connection between two or more remote parties over the internet that simulates a face-to-face meeting. Video conferencing is important because it joins people who would not normally be able to form a face-to-face connection" (Chai 1).

Zoom

Created in 2011 but entered the mainstream in 2020, Zoom Video Communications is a company that offers video conferencing services

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and connects people from all over the world in face to face meetings every day. After the global pandemic of 2020, the world had to cope with no longer being able to meet traditionally. Enter Zoom, and people had to speedrun learning and mastering the program for school, work meetings, even social meet ups were held online. Since then, Zoom has been integrated into the everyday lives of everyone, no longer to avoid Covid-19, but to take advantage of the convenience it offers.
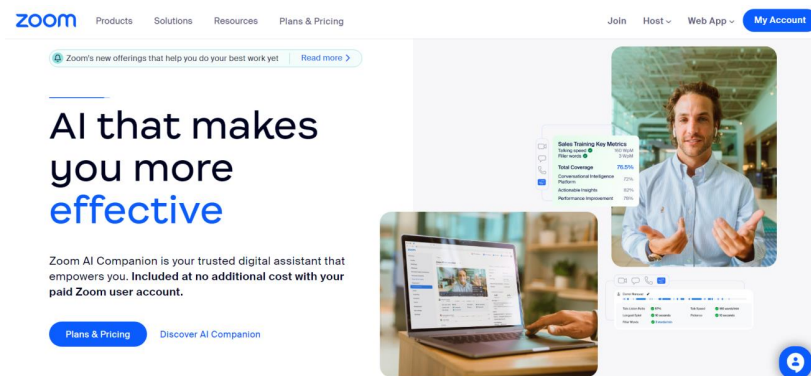
How to Set Up Your Zoom Account
Before using the platform for UCF Zoom meetings, you should make an account to access it easily from each of you devices:

* There is not a need to create an official account to use the platform but creating one helps you access everything it has to offer

1. Search Zoom and open the website: [One platform to connect | Zoom](#)
2. Click the button in the top right corner "Sign Up Free".
3. Verify your age.
4. Enter your Email address in the "Let's Get Started" page.
5. A code will be sent to your email. Enter a 6-digit code to verify your account.
6. Enter your name and create a password to verify your account.
7. "Welcome to Zoom"

How to Navigate Zoom

Once your account is created, now you must navigate the system.

Step one: Download Zoom to Your Computer

1. Download Zoom to your computer by clicking "download Now."

* Many options appear including Zoom Desktop Client, Zoom Plugin for Microsoft Outlook, Zoom Plugin for IBM Notes, Zoom Extension for Browsers, Zoom Mobile Apps, Zoom Rooms forConference Rooms and Touchscreen Displays, Controllers for Zoom Rooms, and Zoom Plugin for Skype for Business. Choose the ones that fit your individual needs.

2. Click "Download" on your preferred Zoom option.
3. You have successfully downloaded Zoom!

Step 2: Check Audio and Video

1. Go back to homepage after downloading the program.

2. Click "Launch Test" to start step 2.

*To test out Zoom's functions, it will take you to a separate tab where you will engage in a test meeting

3. Click "Join" to access the test meeting.
4. It will ask you, "Do you hear this Ringtone?"
5. If yes, click yes.
6. If not, click the dropdown bar and connect to a different audio output.
7. Next, it will ask you, "Speak and pause, do you hear a replay?".
8. If yes, click yes.
9. If not, click the dropdown bar and connect to a different microphone.
10. "Your device is working properly!"
11. Click "End Test".

Step 3: Invite Others to Join

1. Go back to the Zoom homepage after testing the program on your device.
2. Click "Learn How."

*This will take you to a page where all the features are explained.

- Prerequisites
- How to Invite Others During a Meeting: How to invite Contacts, how to navigate Zoom Rooms, Desk Phones, Room Explained, Email, Call Out, URL or Invitation Text, and Zoom Phone.
- How to Invite Others to A Scheduled Meeting: Desktop Client and Web portal.

Step 4: Learn During the Meeting Basics

1. Return to the Homepage.
2. Click "Watch Now."
3. Click "Log In" and sign in with your Zoom account information that you just created.

*Here is where you can take Courses to help better understand certain mechanics of Zoom during Meetings. These include how to navigate the program: In-Meeting Chat, Reactions, and Screen Sharing; Personalize Your Meeting Layout; Record Your Meeting or Webinar.

4. Click on one of the sections mentioned above.
5. Click "Start Learning Now."
6. Continue this process until all courses are finished/you fully understand these concepts.

Step 5: Download a Calendar Integration

*This is a completely optional step as Zoom's Calendar Integration Feature is not free. There are many calendar features such as Google Calendar and Microsoft Outlook that are useful as well.

1. Return to the homepage.
2. Click "Download Now."
3. Click the hyperlink in the first paragraph that says "Zoom Scheduler."
4. Click "Buy Now" to have full access to the Calendar Integration Feature.
5. Fill in your financial information for purchase.

Step 6: Upgrade to Zoom One Pro

*This is another optional feature as Zoom One Pro costs money.

1. Return to Homepage.
2. Click "Upgrade Now."
3. Proceed with filling out your financial information for purchase.

Congratulations on setting up your Zoom account! Zoom is an important part of education, not only for the classroom setting, but for faculty meetings, club activities, meetings with advisors, etc. If you have any further questions on the specifics of how to operate or navigate certain components of Zoom's program, please consult with Zoom's technical support team.

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Index

My name is <u>Amanda (AJ) Adams.</u>   Earth-50101

Favorite Spider-Man: Spider-Man India (Pavitr Prabhakar)

I am a Writer for the Visuals Chapter and a Technical Editor. A fun fact is I designed stickers and album covers for a local musician. I was also able, with the help of an online publisher, to publish my very own poetry book: *Some Words Tied Together Loosely*. I've met a wide assortment of people in various media industries, including such talents as actor Tim Curry, Kevin Eastman (co-creator of Teenage Mutant Ninja Turtles), and sportsman Shaquille O'Neal.

My name is <u>Alexis Beadle</u>   Earth-1610

Favorite Spiderman: Miles Morales

For this project, I am a Writer for the Mechanics, Punctuation, and Proofreading Chapter and a General Editor for the Research and Documentation Chapter. I have a long history of scholarly writing, specifically with formal English research papers in college, with some of my favorites being *The Natural Hair Community and Its Use of Genres*, *The Shortcoming of King Bach's Racialized Humor*, and *The Mysterious Case of Kingsley Shacklebolt: Observing Race in Harry Potter*. These are my biggest achievements thus far, in addition to the President's Honor Roll that I was awarded in the Spring 2022 semester. One interesting and random thing about me is that I won free Chipotle meals for a year after winning one of their contests!

My name is Lily Berry.   Earth-8311

Favorite Spider-Man: Spider-Ham

I am a Writer for the Research and Documentation Chapter as well as a Publication Editor. While I don't have any professional experience in writing/design, I have taken part in many school projects. I'm also certified in many Adobe programs. Something interesting about me is that I used to live in Europe.

My name is Kyron Claitt.   Earth-1610

Favorite Spiderman: Miles Morales

I am a Writer for the Visual Chapter and a Cover Editor. I did Photoshop for a couple of years, and I have also designed some websites from scratch. I can pat my head and rub my stomach at the same time. An interesting thing about me is I play the guitar.

My name is Jaime Delgado.   Earth-928

Favorite Spider-Man: Spider-Man 2099 (Miguel O'Hara)

I am a Writer for the Page Elements and Design Chapter and a Technical Editor. I have experience writing academically for my previous classes, but no professional experience. I graduated with a GPA in the top 10% of my high school. Interestingly, I've traveled to Peru and visited Machu Picchu.

My name is Claudia Gutierrez.   Earth- 1610

Favorite Spiderman: Miles Morales.

My current role in the project is being a Writer for the Visual Chapter and an Editor for the Biographies. I have professional experience in group projects and writing. I have written many papers for academic purposes and have done group projects throughout my career. A personal achievement of mine is a certificate in Project Management. An exciting thing about me is that I am the oldest of eight siblings.

My name is Cyrus Hashemi.   Earth-96283

Favorite Spider-Man: Spider-Man 2002

I am currently a Writer in the Rhetoric Chapter and I am a Technical Editor. I have professional experience in writing from my current job outside of the university. I am a project manager in Information Technology, and I often write technical documents. I also have multiple IT certifications in areas such as Cybersecurity and Networking. I am also preparing for Project+ which is an IT certification specifically designed for Project Management. I hold a technical degree in Biotechnology from Strasbourg University. One interesting fact about myself is that I can speak several languages: English, French, and some German. I'm also trying to learn Persian, even though it's tough!

 My name is Myra Hoover.   Earth-928

Favorite Spiderman: Spider-Man 2099 (Miguel O'Hara)

My current role includes writing content for the Online Communication Chapter and working in the Publication Editing group. As an Advertising and Public Relations major, I have professional experience writing feature articles, media pitches, and professional biographies on industry leaders. An excerpt from a blog I wrote on AI that will be featured in a technical communication textbook that my Writing for the Computer Industry professor is in the process of writing. I've also held the President's Honor Roll title since December 2022. I have two adorable bunnies named Baylee and Blu!

My name is <u>Kareem Kardash.</u>   Earth-138
Favorite Spider-Man: Spider-Punk (Hobie Brown)
I am a Writer for the Research and Documentation Chapter as well as a Technical Editor. My biggest achievements are getting an AA degree, and being awarded the Dean's list for Engineering and Computer Science for the past 2 semesters. One interesting thing about me is that I grew up in Sudan.

My name is <u>Jinda Liu</u>   Earth-199999
Favorite Spider-Man: MCU Spider-Man
I am a writer for Research and Documentation and Technical Editor for Visuals Chapter. One of my biggest achievements is earning the rank of

Sergeant in the U.S. Army. I am also bilingual; I can speak both English and Chinese.

My name is Emma Longwell,   Earth-96283

Favorite Spiderman: Spider-Man 2002

My current role in the project is as a Writer for the Research and Documentation Chapter and a General Editor. I have professional experience in writing because I have been a part of multiple research projects that included research papers and presentations, including one about antibiotic resistance and sleep patterns of students taking advanced placement courses in high school. Some achievements I have are an AP Capstone diploma and certificate, two AP Scholar awards, and an AP Seminar and Research certificate. One interesting fact about myself is that I enjoy researching different topics and being informed and aware of world news/events.

My name is Victoria Maseda.   Earth-65

Favorite Spider-Man: Spider-Gwen

I am a Writer for the Online Communication Chapter and a Biography Editor. I have published three blogs for a previous company I have worked for and have experience writing professional instructions. Something I am proud of is being the Treasurer for the Future Technical Communicators Club. An interesting fact about myself is that I have two cats, one of which is a stray my family and I rescued during Covid.

My name is Joanna Molfetto.   Earth-138

Favorite Spiderman: Spider-Punk (Hobie Brown).

My current role is to write for the Online Communication Chapter and to be an Index Editor. Rather than professional experience, I have a lot of experience in academic writing as an English major, especially when it comes to research projects, group work, and argumentative essays. My achievements include being placed on the President's Honor Roll in Spring 2023 and being a Burnett Honors Scholar. An interesting fact about me is that I'm a part of the Shining Knights dance cover team at UCF.

My name is Sarah Perez.   Earth-138

Favorite Spiderman: Spider-Punk (Hobbie Brown)

My role in this project is that I am a Writer for the Mechanics, Punctuation, and Proofreading Chapter and the General Editor for the Page Elements & Designs Chapter. I have professional experience in writing/design, including writing academic papers, and writing/designing for multiple publications. My biggest achievements are being a Burnett Honors Scholar and being on the Dean's list for every semester I have attended UCF. One interesting fact about myself is that I like to crochet.

My name is Daniel Posada.   Earth-50101

Favorite Spider-Man: Spider-Man India (Pavitr Prabhakar)

My current roles are being a Cover Editor, and Writer for the Punctuation Chapter of the Style Guide. I don't have any professional experience, but I do have a fair bit of experience writing short stories in my free time; I've also been learning how to draw for the past three years. I like to knit and sew in my free time.

My name is <u>Josue Sanchez.</u>   Earth-199999

Favorite Spider-Man: MCU Spider-Man

I am a Writer for the Visuals Chapter as well as a General Editor. I have done a few creative writing pieces, as well as academic writing like research and rhetorical analysis papers. Nothing super crazy but it's given me the experience I need to write effectively. A great achievement of mine is simply staying true to myself. I suppose it's all I have learned throughout my life and all my hobbies: learning how to code, paint, play the piano, acting, and singing. This is one of the quotes I live by: "Be yourself; everyone else is already taken." - Oscar Wilde.

My name is <u>Hailey Tielves.</u>   Earth-199999

Favorite Spider-Man: MCU Spider-Man

 My current roles in the project are being a Writer for the Page Elements and Design Chapter and a Technical Editor. My biggest personal achievement is getting awarded Dean's List all semesters throughout my

college experience. One interesting fact about myself is that I have been on over ten cruises throughout my life.

My name is <u>Jenna Weiss.</u>   Earth-199999
Favorite Spider-Man: MCU Spider-Man
My roles in this project are writing for the Rhetoric Chapter and being a General Editor for the Visuals Chapter. I have professional experience in writing through magazine writing and an online newspaper. I've been published a few times with narrative editorial pieces as well as science-based articles in a local paper. I love reading and I have a huge bookshelf filled with shelves and shelves of books!

 My name is<u> Lincoln Wright</u>   Earth-90214
Favorite Spider-Man: Spider-Man Noir
 In this project, I am a Writer for the Rhetoric chapter and an Index Editor. In addition to years of writing for academic endeavors, I have written debate cases and professional curricula as a debate coach. My achievements include being placed on the President's Honor Roll in the Spring of 2023. One fun fact about me is that Prairie Dogs are my favorite animals.