

## Writing to Describe

Screen Number	Audio Script (Close Captioning)	Text Onscreen	Visuals Onscreen / Animation Effects	Notes
1	WIA theme music	Writing to Describe You will learn to . . . <ul style="list-style-type: none"> <li>• Appeal to the five senses with concrete language</li> <li>• Use a dominant impression to organize a descriptive essay</li> </ul>	WIA “Tornado” Flash intro	Learning objectives from “WIA Video Topics & Learning Objectives” document. Limit: two objectives.
2	Our interaction with the physical world is delivered to us through our five senses: touch, taste, smell, sight and sound.	Writing to Describe (level 1 heading)  Five Senses <ul style="list-style-type: none"> <li>• Touch</li> <li>• Taste</li> <li>• Smell</li> <li>• Sight</li> <li>• Sound</li> </ul>	Globe of Earth in center. Icons of each sense appear when word is spoken.	
3	<p>Therefore, it isn’t surprising that description, a form of writing that draws upon the five senses, often plays an important role in the writing we do, whether in school or on the job.</p> <p>In a marketing class you might describe how an advertisement uses sensory details to entice its audience</p> <p>As a witness to a crime you might have to describe a suspect to law enforcement officials</p> <p>As a doctor or nurse you might have to describe changes in a patient over the course of treatment</p>	Writing to Describe (level 1 heading)  Advertising & Marketing  Law Enforcement  Health Care	Text appears with a wipe left animation as if typed text.  Iconic images appear with each subject heading	

<p><b>4</b></p>	<p>Most often, the purpose of descriptive writing is to create a dominant impression.</p> <p>All of the details and descriptive language you use should add up to or help build this dominant impression, which is the single effect or image you wish to create in the reader’s mind, word-by-word, detail-by-detail.</p> <p>This dominant impression or image that you create also conveys your attitude or emotion toward the subject you are describing.</p> <p>Take, for instance, this puppy.</p>	<p>Writing to Describe (level 1 heading)</p> <p>Dominant Impression</p>	<p>A blank square begins to fill with pixelated bits of color. As it fills and the pixels sharpen, an image of a puppy appears.</p>	
<p><b>5</b></p>	<p>Let’s say that you are writing a short descriptive essay to accompany this puppy’s photo for the Adopt-a-Pet program in your hometown.</p> <p>Your writing purpose is to compel someone to adopt this puppy to love and nurture.</p> <p>To achieve this purpose you will use descriptive writing to create a strong dominant impression of an adorable, precious puppy that wants and needs love.</p> <p>As usual in descriptive writing, the dominant impression also helps to convey the writer’s attitude or theme as expressed in a thesis statement: This adorable puppy needs and wants your love as its new owner.</p>	<p>Writing to Describe (level 1 heading)</p> <p>Purpose: to compel someone to adopt a puppy</p> <p>Dominant Impression: adorable puppy wants and needs love.</p> <p>Thesis: This adorable puppy needs and wants your love as its new owner.</p>	<p>Image of puppy</p> <p>Purpose callout pops in</p> <p>Dominant impression callout pops in</p> <p>Thesis callout pops in</p>	
<p><b>6</b></p>	<p>To achieve your writing purpose, you would use description to evoke the five senses. Your words will allow your readers to:</p>	<p>Writing to Describe (level 1 heading)</p>	<p>Image of puppy</p>	

	<ul style="list-style-type: none"> <li>• See the sad, lonely look on the puppy's face</li> <li>• Feel the soft fur as they hold the puppy in their arms</li> <li>• Hear the puppy's excited bark of greeting when they come home</li> <li>• Smell the puppy's breath as it licks their cheek in appreciation</li> </ul>	<p>Appeal to Senses</p> <p>Sight: sad, lonely look  Touch: soft fur  Sound: excited bark  Smell: puppy breath</p>	<p>Sight callout pops in  Touch callout pops in  Sound callout pops in  Smell callout pops in</p>	
7	<p>The opening paragraph of our descriptive essay would, like other openings of academic, introduce the subject and provide a central idea or thesis for the essay.</p>	<p>Writing to Describe (level 1 heading)</p> <p>Opening paragraph: introduce subject and provide thesis</p>	<p>Skeleton of intro paragraph appears. Words type in with audio. Thesis is placed at end of paragraph.</p>	
8	<p>Next would come a series of body paragraphs that build the dominant impression by providing descriptive details.</p> <p>Methods of organizing these body paragraphs vary widely and depend upon the subject and writer's approach to it.</p> <p>Sometimes descriptive paragraphs are arranged by direction, either spatial order or physical position: top to bottom, back to front, small to large, inside to outside and so forth</p> <p>The paragraphs could also be employ a climactic arrangement such as most to least important, most to least familiar.</p>	<p>Body Paragraphs</p> <p>Organizational Patterns</p> <p>Spatial  Top to bottom  Front to back  Small to large  Inside to outside</p> <p>Climactic  Most important to least important  Most familiar to least familiar  Most dramatic to most mundane</p>	<p>Skeletons of body paragraphs appear.</p> <p>Words type in with audio.</p> <p>Words type in with audio.</p>	

	<p>Chronological arrangement might flow from newest to oldest or even in a stream of consciousness or random pattern.</p> <p>Finally, sometimes the assignment you receive will suggest an order, such as “Describe Goya’s use of shadow and diminishing line in his work “The Third of May.”</p>	<p>Chronological Newest to oldest Stream of consciousness (random)</p> <p>Suggested “Describe Goya’s use of shadow and diminishing line in his work “The Third of May.”</p>	<p>Words type in with audio.</p> <p>Words type in with audio.</p>	
<b>9</b>	<p>As with most academic essays, the conclusion of a descriptive paper should do more than summarize and restate the thesis. A strong conclusion also provides a sense of closure to the reader by answering the question: “So what?” In other words, what is the importance of what was just presented?</p> <p>In our adopt-this-puppy essay, the conclusion is the place where the writer could talk about the suffering of the thousands of unwanted animals that must be euthanized each year and perhaps mention our obligation as caretakers of helpless animals.</p>	<p>Conclusion Summarize Restate thesis Tell importance</p>	<p>Words type in with audio.</p>	
<b>10</b>	<p>Whatever is the subject of your writing, this type of subjective description provides one of the most creative assignments you receive in school.</p> <p>Nobel Prize winning novelist William Faulkner once described his writing technique this way to students: “I close my eyes and write down everything I see.”</p> <p>Maybe you won’t win a prize, but writing to describe is your chance to use the power of words to let others glimpse what only you can see.</p>	<p>William Faulkner Nobel Prize</p> <p>“I close my eyes and write down everything I see.”</p>	<p>Images of Faulkner and Nobel Prize.</p>	
<b>11</b>			<p>Fade to black</p>	