



FIGURE 2.3 A problem-solution grid

## CREATION OF THE FAMILY HEALTH CENTER

- A. Founding Work of Susan and Roger Ramstadt
  1. The "vision"
  2. Finding support from the Crimp Foundation
- B. The Early Years
  1. Building momentum
  2. The great financial disaster
  3. Rebirth
- C. Toward Maturity
  1. Fund-raising after 2005
  2. State recognition and the big award
  3. The new vision: health and sustenance

**STRATEGY** Try electronic planning.

- Use software for planning, outlining, mapping, and designing any hyperlinks so that you can easily develop your draft.
- Try interactive questions or prompts from your software, the Web, or the campus computer lab or tutoring center.
- Use a search engine to browse for Web sites on your topic.
- Skim links, gathering possible ideas from varied sites.

**Exercise 1**

Choose a topic, issue, or problem for a writing project. List ten things you know about your choice. Pick one thing and generate a sublist beneath it. If you can, keep going to a third or fourth level.

**Exercise 2**

Choose a simple topic, issue, or problem whose details are familiar to you. Then try creating a cluster or a tree diagram. Does the result suggest a possible structure for a paper? What problems might arise in "translating" the cluster or diagram into an outline?

**Exercise 3**

List five topics, issues, or problems. Choose the one that most interests you, and briefly try three of the organizing techniques in 2b. Then jot down some notes about which one(s) worked worst and best for you. Why do you think this was the case? What sort of topic did you choose, and how did the technique you used affect its development?



## 3

**Purpose, Thesis, and Audience**

Think about what writing actually *does*. It helps communicate ideas, develop policies, provide services, or make things work. It can sell, buy, or negotiate. It can be coolly informative or passionately persuasive. It can do public good or make private profit. And it can produce knowledge.

**3a Identifying your focus and purpose**

Given all that writing *can* do, one of your early steps is to decide just what a particular piece of writing *needs* to do.

**1 Define the focus of your task**

In many writing situations, someone hands you a task or assignment, and it's your job to produce effective writing. First think about the focus your assignment or task requires. Then concentrate on how to narrow your focus until you find the kernel or core that will lie at the center of your