

Organization

Imagine a calendar on which the days and months are out of order. How would you ever use it? Imagine shopping in a store in which items are stacked randomly on shelves, potato chips and shampoo mixed in with clothing and sports equipment. How long might it take to find what you need? Order matters in just about everything—including writing. You may have the most interesting details in the world to share, but unless you order them in a way that is both logical and easy to follow, you limit your reader's ability to understand and appreciate your message. On the other hand, if you carefully plan how to begin, where to go next, and how to wrap things up, your readers will feel as if they're on a guided tour.

In this unit, you'll learn several strategies for organizing writing effectively. In the lessons that follow, you'll have a chance to

- explore seven organizational designs.
- choose the right design to match the purpose.
- use transitional words to link ideas.
- write an organized, easy-to-follow paragraph.