

## Entrance Essay – Transactional Writing

### Craft Moves Chart

- Message clear throughout the entire text
- Direct message – clearly stated
- Strong word choice/language choice to increase interest of the reader.
- Length – short & concise; to the point
- Sentences flowed; mixture of shorter and longer sentences to create that flow
- Paragraphs – focused idea within each paragraph that relates to the main message
- Structure of essay – Introduction, body, conclusion (relating back to main message/intro)
- Connects/appeal to the reader
  - o Voice
  - o Use of humour
  - o Casual language that shows personality/voice
  - o Discussing common issues/struggles
- Use of dialogue – adds interest; different style of writing; writer making you feel like you are part of the situation which draws you in
- Figurative language (imagery for your reader)
- Extended metaphors
- All caps – shows emotion
- Exclamation marks – shows emotion
- Title – related to the main point of the essay/strong word choice/unique to the essay/intriguing/doesn't give away too much of the main message
- The use of flashback
- Jump right into the action/story to provide interest/engagement
- Using personal life experiences to tie to the main message
- Using quotation marks to provide emphasis to particular words that are repeated (ex: "The Me")
- Ellipsis use – provides pause in narrative and suspense
- The use of questions within the narrative – encourages reader to think deeply about the topic
- Emotional impact