Revising the White Paper

The Global Level: Organization and Design
A Note on My Comments

- Questions and comments designed to get you to dig deeper or to reconsider your approach
- They are intended to help you revise; not simply to tell you where you went wrong
Seven Global Concerns

- Primary Audience
- Introductions (both large and small)
- “Excellence”
- Autonomous Sections
- Symmetrical Sections
- Accessible Design
- Sources and Citation (MLA)
Primary Audience

- Orient everything in the document towards the primary audience
  - Needs
  - Values
  - Expectations

- Include what will allow the primary audience to understand each university model from their unique perspective
Introductions

- Explicate subject, purpose, and point
- Forecast content and organization
- Address values and goals of the primary audience
- Delimit scope of white paper

- Subsection introductions should also orient the primary audience towards each model
“Excellence”

- Describe models in terms relevant to the primary audience
- Praise models according to features important to primary audience
- Remember that the strengths and weaknesses of university models are relative to the needs, values, and expectations of the primary audience
Autonomous Subsections

- Allow subsections to stand alone
- Avoid providing *only* bulleted lists
- Frame every component of the document
- Introduce and conclude each section
Symmetrical Sections

- Compare and contrast models across a common rubric
- Arrange subsections in the same order
- Provide consistent headers
- Compose subsections of equivalent length
- Include comparable summary text boxes, images, and charts for each section
Accessible Design

- Include summary texts boxes
- Create consistent visual impression
- Allow the reader’s eye to rest
- Provide labels and captions for all images
Sources and Citation (MLA)

Cite sources throughout the document to:

- Establish credibility
- Create an image of the university
- Avoid plagiarism
**Bonus Concern: Concision**

- Use concise language to create accessible and professional prose
- Resist the temptation to use overly “bureaucratic” language
- Prepare to revise your prose for conciseness in class Thursday