

POWERFUL PARAGRAPHS

Getting off to a good start

UNDP, *Human Development Report 1995* (Washington, D.C.: United Nations Development Programme, 1995), p. 29.

"Clearing the Killing Fields," *The Economist* 347, no. 8066 (2 May 1998): 73.

"Word of Mouse," *The Economist* 347, no. 8066 (2 May 1998): 57.

W. John Moore, "An Albatross Named Bill," *National Journal* 26, no. 42 (15 October 1994): 2406.

Solange De Santis, "Nice Bagpipes, Man, But Don't You Feel a Draft in That Skirt?" *Wall Street Journal*, 12 October 1994, sec. A, p. 1.

Paul Krugman, "Not for Ordinary Folk," (www.redherring.com/mag/school.html) issue 38.

"Triumphant abroad," in *A Survey of Asia's Emerging Economies*, *The Economist* 321, no. 7733 (16 November 1991): 7.

Meg Greenfield, "Unsexing the Military," *Newsweek* 129, no. 24 (16 June 1997): 80.

E. M. Forster, *Aspects of the Novel* (New York: Harcourt, Brace, 1955), p. 83.

Summing up

A. Leon Higginbotham, Jr., "Breaking Thurgood Marshall's Promise," *New York Times Magazine*, 18 January 1998, p. 29.

Jonathan Broder, "Tangier," *Smithsonian* 29, no. 4 (July 1988): 100.

"The Last Communists," *The Economist* 346, no. 8051 (17 January 1998): 21.

"From Morgan's Nose to Milken's Wig," in *A Survey of International Finance*, *The Economist* 319, no. 7704 (27 April 1991): 12.

"The Somali Spectre," *The Economist* 333, no. 7883 (1 October 1994): 20.

1. UNIFY YOUR PARAGRAPHS AROUND STRONG POINTS

Be clear about your subject

"Where the Old China Lives On," *The Economist* 334, no. 7897 (14 January 1995): 33.

"The Interminable Net," *The Economist* 338, no. 7951 (3 February 1996): 70.

Make a strong point

"Sacking the Powers-That-Be," *The Economist* 333, no. 7884 (8 October 1994): 99.

"No Going Back," *The Economist* 335, no. 7917 (3 June 1995): 17.

"China Odyssey," *The Economist* 337, no. 7937 (21 October 1995): 91.

Be sure every sentence bears on the point

"Nobel Game Theory," *Wall Street Journal*, 12 October 1994, sec. A, p. 14.

Stephen Kinzer, "A Climate for Demagogues," *Atlantic* 273, no. 2 (February 1994): 21–22.

"Risk and Reward," in *A Survey of Asia's Emerging Economies*, *The Economist* 321, no. 7773 (16 November 1991): 6.

Repeat a key term

"The Death of Distance," *The Economist* 336, no. 7934 (30 September 1995): 6–7.

"Scribble, Scribble, Mr Gibbon," *The Economist* 334, no. 7897 (14 January 1995): 75.

David Shribman, "Mr. Speaker," *New York Times Book Review*, 21 April 1996, p. 15.

Repeat a sentence structure—for sentences doing the same work

David Shribman, "Mr. Speaker," *New York Times Book Review*, 21 April 1996, p. 15.
"If Wall Street Falter," *The Economist* 340, no. 7973 (6 July 1996): 19.
Herbert Stein, "High Life on the Potomac," *Slate* (www.slate.com), 17 April 1997.

Count the elements

Herbert Stein, "Reading the Inaugurals," *Slate* (www.slate.com), 10 January 1997.
UNDP, *Human Development Report 1995* (New York: Oxford University Press, 1995), p. 29.
"Just Like Ringing a Bell," in *A Survey of the Music Business. The Economist* 321, no. 7738 (21 December 1991): 4.

Signal what's to come

"Can Labour Learn to Love Profit?" *The Economist* 334, no. 7897 (14 January 1995): 49.
"The Voice of Economic Nationalism," *Atlantic* 282, no. 1 (July 1998): 100.
"The Shan Connection," *The Economist* 338, no. 7947 (6 January 1996): 27.

Stick to one subject

"Endicott Peabody," *The Economist* 345, no. 8047 (13 December 1997): 80.
"How to Kill Your Multimedia Industry," *The Economist* 333, no. 7889 (12 November 1994): 87.
"It Seems to Me," *Slate* (www.slate.com), 6 February 1997.

Stick to one verb form

"Paradise Retained," *The Economist* 338, no. 7951 (3 February 1996): 72.
Henry R. Luce, *The American Century* (New York: Farrar and Rinehart, 1941), p. 32.

2. MAKE YOUR POINTS IN COMPELLING WAYS

Lead with the point and support it

"Unjammed," *The Economist* 347, no. 8069 (23 May 1998): 74.
Ken Wells, "The Ancient Baobab Is a Sight to Behold, and That's the Rub," *Wall Street Journal*, 20 March 1997, sec. A, p. 1.
"For Richer, for Poorer," *The Economist* 333, no. 7888 (5 November 1994): 20.

Lead with the point and conclude with a comment

"Geo-political Earthquake," *The Economist* 335, no. 7917 (3 June 1995): 45.
Thomas T. Samaras, "Let's Get Small," *Harper's* 289, no. 1736 (January 1995): 32–33.
"Banking on the Fed," *The Economist* 337, no. 7937 (21 October 1995): 80.
"The Fundamentals of Editing," *The Economist* 338, no. 7957 (16 March 1996): 82.
"At Last, a People's Art," *The Economist* 346, no. 8051 (17 January 1998): 77.

Lead with the point and, using conjunctions, join details

"The Trouble with Teams," *The Economist* 334, no. 7897 (14 January 1995): 61.
"Blood Disorder," *The Economist* 338, no. 7958 (23 March 1996): 49.

Lead with the point and list disparate details

Jeffrey Goldberg, "Our Africa," *New York Times Magazine*, 2 March 1997, p. 76.
"One Swallow," *The Economist* 342, no. 8009 (22 March 1997): 65.

Lead with the point and follow it with a bulleted list

UNDP–World Bank, *Water and Sanitation Program Annual Report*, July 1994–June 1995 (Washington, D.C.: World Bank, 1996), pp. 64–65.
UNDP, *Human Development Report 1995* (New York: Oxford University Press, 1995), p. 39.

Conclude with the point after introducing the subject

“Slicing the Cake,” *The Economist* 333, no. 7888 (5 November 1994): 13.
Paul Krugman, “The CPI and the Rat Race,” *Slate* (www.slate.com), 21 December 1996.

Conclude with the point after listing disparate details

“To Bury or to Praise,” *The Economist* 337, no. 7937 (21 October 1995): 23.
“The Mall of Dreams,” *The Economist* 339, no. 7964 (4 May 1996): 23.

Make the point in the middle

“The Aspic of History,” *The Economist* 338, no. 7947 (6 January 1996): 67.
Richard Rorty, “Demonizing the Academy,” *Harper’s* 289, no. 1736 (January 1995): 13.

Undermine a premise at the end of a paragraph

“The Age of Social Transformation,” *Atlantic* 274, no. 5 (November 1994): 64.
“Owners vs. Managers,” *The Economist* 333, no. 7884 (8 October 1994): 20.

Undermine a premise immediately

Russell Jacoby, “The Ivory Tower Obscurity Fetish,” *Harper’s* 289, no. 1732 (September 1994): 26.
Herbert Stein, “The Cubist Republican,” *Slate* (www.slate.com), 15 May 1997.

Undermine a premise in the middle of the paragraph

“The Age of Social Transformation,” *Atlantic* 274, no. 5 (November 1994): 59.
“Under New Management,” *The Economist* 333, no. 7884 (8 October 1994): 21.

Start with a question and answer it immediately

“Short Guys Finish Last,” *The Economist* 337, no. 7946 (23 December 1995): 19.
“The Survival of the Fittest,” *The Economist* 337, no. 7937 (21 October 1995): 92.
“Doubts, Hesitancy, Determination,” *The Economist* 346, no. 8055 (14 February 1998): 51.
“A Sobering View,” *The Economist* 334, no. 7897 (14 January 1995): 74.

Start with a question and answer it in succeeding sentences

“The Poor Get Richer,” *The Economist* 333, no. 7888 (5 November 1994): 39.
Marcy Lamm, “A New York Court May Decide When a Cough Drop Gets Stale,” *Wall Street Journal*, 18 June 1996, sec. B, p. 1.

Start with a question and answer it at the end

“The Philosopher’s Pupil,” *The Economist* 338, no. 7948 (13 January 1996): 77.
“On the Rocks,” in *A Survey of East Asian Economies*, *The Economist* 346, no. 8058 (7 March 1998): 7.

Ask several questions and answer each immediately

“To Bury or to Praise,” *The Economist* 337, no. 7937 (21 October 1995): 27.
Paul Krugman, “In Praise of Cheap Labor,” *Slate* (www.slate.com), 20 March 1997.

Imply the point in a series of details or examples

"The Ups and Downs of Two Italian Rivals," *The Economist* 342, no. 8008 (15 March 1997): 56.
Andrew Jacobs, "Where Prices Are out of This World," *New York Times*, 18 November 1997, sec. A, p. 16.

Imply the point in a series of questions

Norman Myers, *Ultimate Security: The Environmental Basis of Political Stability* (Washington D.C.: Island Press, 1993), p. 153.
"To Bury or to Praise," *The Economist* 337, no. 7937 (21 October 1995): 23.
"A Disease of Society," *The Economist* 333, no. 7888 (5 November 1994): 48.

Imply the point by presenting two sides

"How to Sit on a Useless Pile," *The Economist* 335, no. 7917 (3 June 1995): 33.
Bruce Stokes, "Out of the Rubble," *National Journal* 26, no. 42 (15 October 1994): 2398.

Imply the point in an analogy or syllogism

"From Morgan's Nose to Milken's Wig," in *A Survey of International Finance*, *The Economist* 319, no. 7704 (27 April 1991): 12.
"Your Obedient Servant," in *A Survey of International Finance*, *The Economist* 319, no. 7704 (27 April 1991): 43.
Deirdre N. McCloskey, *The Rhetoric of Economics* (Madison: University of Wisconsin Press, 1985), p. 3.

3. LINK YOUR PARAGRAPHS

Repeat a word or phrase from the end of the preceding paragraph

"O Rare John Smith," *The Economist* 335, no. 7917 (3 June 1995): 32.
"The Fundamentals of Editing," *The Economist* 338, no. 7957 (16 March 1996): 81.

Turn the repeated word into a question

"Who Speaks for Cyberspace?" *The Economist* 334, no. 7897 (14 January 1995): 64.
"Sad Dreams by the Nile," *The Economist* 335, no. 7917 (3 June 1995): 35.

Repeat an opening word or phrase

"Model Behaviour," *The Economist* 346, no. 8057 (28 February 1998): 80.
"The Aspic of History," *The Economist* 338, no. 7947 (6 January 1996): 67.

Signal what's to come

Julie Kosterlitz, "The Second Wave," *National Journal* 26, no. 42 (15 October 1994): 2393.
"Fazed," *The Economist* 335, no. 7917 (3 June 1995): 69.

Establish pairs across paragraphs

Edward Luttwak, "The CIA Is Déclassé," *Slate* (www.slate.com), 29 March 1997.

Ask a question at the end of one paragraph and answer it at the beginning of the next

"A Blue Chip on a New Block," *The Economist* 334, no. 7897 (14 January 1995): 65.
"Italy's Millennial Tangle," *The Economist* 345, no. 8047 (13 December 1997): 46.

Ask a question at the beginning of the second paragraph

"Gold: A Repulsive Metal but a Noble One," *The Economist* 335, no. 7917 (3 June 1995): 76.

"Consciences and Consequences," *The Economist* 335, no. 7917 (3 June 1995): 13.

"Germany's 'Silverbullet,'" *The Economist* 346, no. 8051 (17 January 1998): 69.

Make a comment

"Mediterranean Blues," *The Economist* 334, no. 7897 (14 January 1995): 14.

"The Many-Handed Mr. Eizenstat," *The Economist* 346, no. 8052 (24 January 1998): 30.

Count

"Valuing Virtue," *The Economist* 347, no. 8070 (30 May 1998): 57.

"Scribble, Scribble Mr. Gibbon," *The Economist* 334, no. 7897 (14 January 1995): 75.

Place paragraphs in time

"The Russians Are Coming," *The Economist* 334, no. 7897 (14 January 1995): 34.

"The Fundamentals of Editing," *The Economist* 338, no. 7957 (16 March 1996): 81.

Announce an example

"Can Labour Learn to Love Profit?" *The Economist* 334, no. 7897 (14 January 1995): 49.

"Let the Law, at Least, Be Clearheaded," *The Economist* 346, no. 8059 (14 March 1998): 25.

String examples together

"Leadership on the Cheap," *The Economist* 339, no. 7964 (4 May 1996): 30.

"Principles of Surgery," *The Economist* 334, no. 7897 (14 January 1995): 52.

Undermine

Bruce Stokes, "Out of the Rubble," *National Journal* 26, no. 42 (15 October 1994): 2398.

"On a Roll," *The Economist* 345, no. 8038 (11 October 1997): 74.

"Jam Tomorrow," in *A Survey of Business in Eastern Europe*, *The Economist* 320, no. 7725 (21 September 1991): 4.