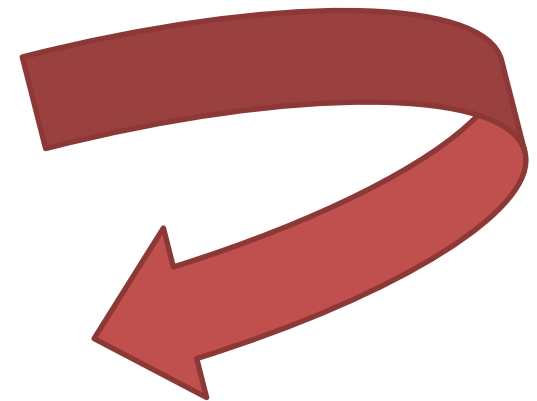
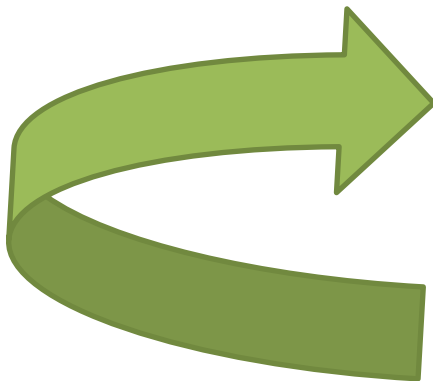


***In Written Communication:* The writer makes strategic stylistic choices to engage the reader's attention and advance shared understanding.**

- **Strategic stylistic choices** refer to the writer's control of language (e.g., grammar, spelling, clarity, usage, diction, organization) to serve the writer's purpose (to inform, persuade, subvert, champion, etc.).
- **Engaging the reader's attention** refers to the writer's awareness of context (e.g., genre conventions) and audience (e.g., readers' interests and expectations).
- **Advancing shared understanding** refers to the degree to which the writer communicates new ideas or sheds new light on previously familiar ideas.

Reader's Fund of Attention



(+) Writers must add interest to compensate for attentional spending.

(--) Every written word draws from the reader's Fund of Attention.