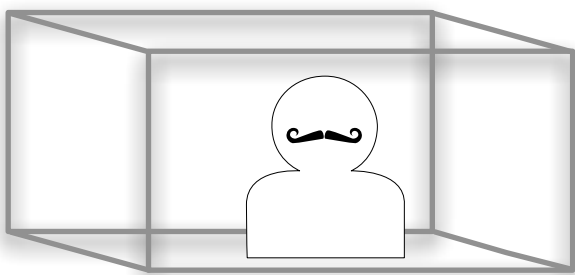


Readers expect thoughts to be expressed in paragraph units.

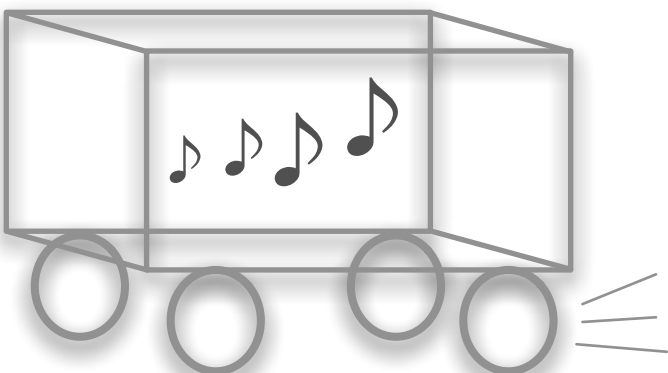
put characters *in* subjects



noun |noun|

Readers expect the main character in a clause to be found in the subject.

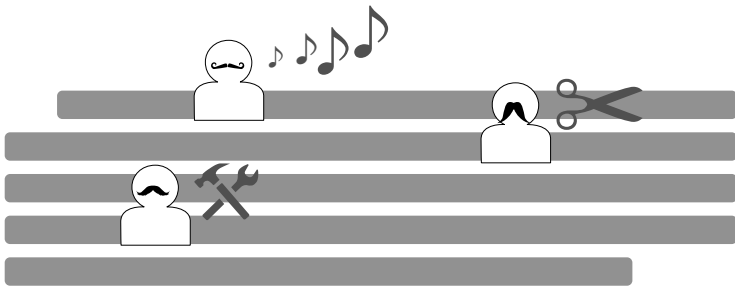
put actions *in* verbs



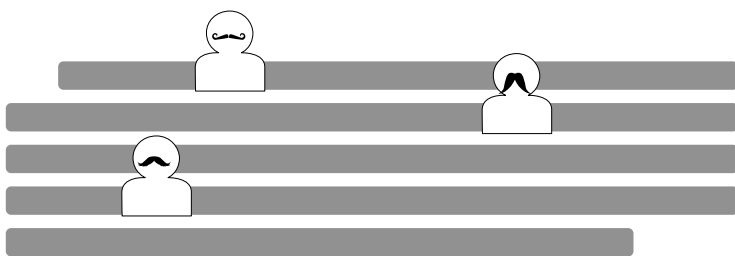
verb |vɜrb|

Readers expect the main action in a clause to be found in a verb.

## keep subjects near verbs



Readers understand clauses faster and better when subjects and verbs are near.



## subject defines the topic



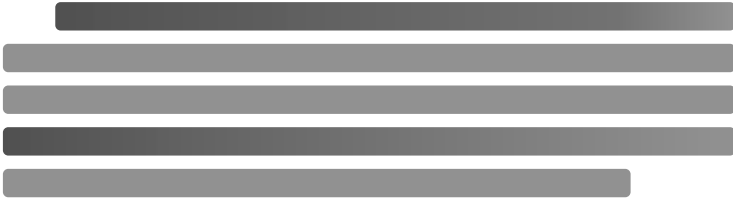
Readers should understand the gist of the paragraph by reading the succession of subjects.

## match the topics of the first and last sentences in a paragraph



Discussing the same topic in the first and last sentences in a paragraph makes the paragraph complete and aids coherence.

put **old** information first



fa•mil•iar |fə'milyər|

Readers will find your writing clear if you begin sentences with old (familiar) information and conclude sentences with new (unfamiliar) information.

put **new** information last



em•pha•sis |'emfəsis|

Readers naturally emphasize the ideas at the end of the sentence or paragraph.

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based on lessons for scientific writing  
<https://cgi.duke.edu/web/sciwriting/index.php>