

## EPIIIC: A paragraph planning resource for non-fiction writing

First, decide your opinion. Then notice the *form* that your writing is expected to take and imagine who you are writing for (small details like whether the chair is comfortable or if they are holding a quickly cooling cup of tea help). Then, make it 'EPIIIC'

Establish your audience, their views and where they might be	As you stand/sit/gaze/stare/observe/contemplate... ...there's probably only one question running/plodding/skipping through your mind: '.....?' To that, I say: ..... ...undoubtedly... ...self-evidently... ...indisputably... ...unquestionably...	
Picture this: (appeal to the reader's emotions or <i>pathos</i> )	Picture this: ... ...dystopia... ...crumble... ...fall... ...desolation... ...apocalypse / apocalyptic... ...omen... ...subversive...	..insidious... ..perpetual... ...pestilence... ...inferno... ...diabolical... ..portent... ...hazardous... ...transgressive...
Imagine... (paint a picture of the ideal situation)	Now imagine... Visualise... ...utopia... This could be a reality if... ...peace...	...fleeting... ...your life... ...ideal... ...perfection...
Information (appeal to the reader's reason or <i>logos</i> )	Experts agree that... ...undeniable... ...factually... ...interviews...	...multiple... ...scholars... ...most notably... ...unequivocal...
I (create credibility using person experience: <i>ethos</i> )	I can't help but recall/remember... I am reminded of... I am visited by a vivid image of... I can't help but call to mind...	
Counter argument + conclusion	You may still be left with... However, it is absurd to... Perhaps you... You might...	To believe... is to... To disagree is to... To blindly... is to... To insist on... is to...

## START: A paragraph planning resource for creative writing

First, decide where 'you' are in the image and the atmosphere and attitude you want to evoke. Then, START.

Sky	Begin this paragraph with a single word sentence. Then use an extended metaphor: <i>'Chaos. Perpetual chaos. The sky was a deafening scream; a piercing shout; a metaphysical yell.'</i>
Tiny features of the scene (zoom in)	On the... On one side... On the other side... Scattered about the... were ..... ...on which...
Away (zoom out)	Everything... All... Outside... It was a place / palace of... It was a time of..... and of..... and of..... It was a space that...
Reaction of weather, person, animal	Begin this paragraph with a form of repetition: <i>'It was choked in rain; black rain; sorry rain; tears of rain; rain that covered and dulled everything and nothing'</i> .  Here, something small happens to you or a character or the weather.
To.... was to.....  One sentence paragraph	e.g. <i>'To wander these streets was to subject oneself to the dismal reality of humanity.'</i>  <i>'To be here was to be in a perpetual utopia'</i>  <i>'To stare at the sky was to stare at the infinite darkness of my inescapable future'</i>