Goals for First Draft:
- Create an effective and interesting argument
- Develop that argument with:
  - authority
  - reasonableness
  - considering the other side
  - economy of expression (shortcuts)
  - powerful language
- Evidence
  - Keep your reader interested with cogent evidence
- Incorporate evidence
  - personal experience
  - minimal research
  - description, summary, analysis
- Audience
  - Supply an individual perspective on a large social issue
  - Personalize the issue without alienating your reader
- Language
  - Convince readers of your opinion subtly
  - Create succinct paragraphs and sentences
  - Edit out any wordy or inappropriate sentences

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  - economy of expression (shortcuts)
  - powerful language
- Evidence
  - Keep your reader interested with cogent evidence
- Incorporate evidence
  - personal experience
  - minimal research
  - description, summary, analysis
- Audience
  - Supply an individual perspective on a large social issue
  - Personalize the issue without alienating your reader
- Language
  - Convince readers of your opinion subtly
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