

Clarifying Terms

Good texts provide the necessary information in communicatively effective ways.

Communicative effectiveness is achieved when specific communicative goals are realized.

A **communicative goal** is referred to as a rhetorical **MOVE**, which is part of a text that performs a coherent communicative role.

The communicative goal of a Move may be realized through various **writing strategies**, or **Steps**.

For example, one of the moves (communicative goals) in effective research article Introductions is “identifying a niche.” It can be realized through the use of such steps (writing strategies) as: indicating a gap, highlighting a problem, raising general questions, proposing general hypotheses, and justifying the need for new research.

The strategic **Steps** are described as having:

- Functional realizations – specific communicative intent (e.g. to justify, to assert)
- Content realizations – types of information included
- Linguistic realizations – language choices used to render the function of step.