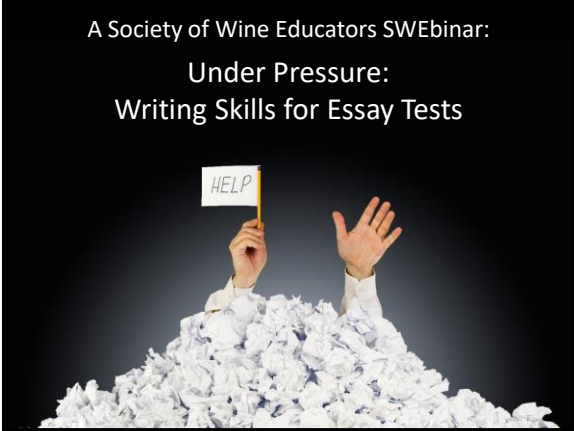


A Society of Wine Educators SWEbinar:
Under Pressure:
Writing Skills for Essay Tests



1



Essays are vexing!

2



The Goal

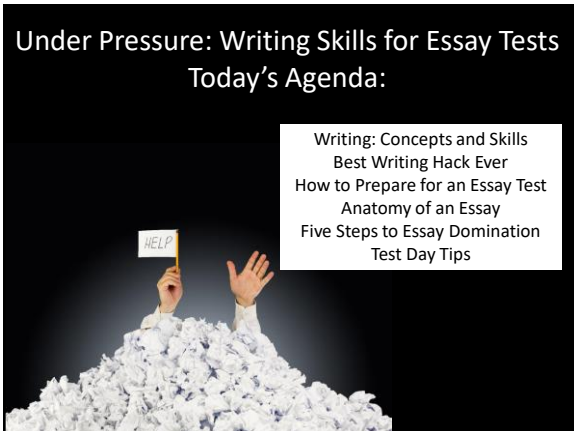
- ✓ Well-organized
- ✓ Clearly stated key points
- ✓ Strong supporting details
- ✓ Varied sentence structure
- ✓ Excellent mechanics
- ✓ Use of technical terminology



3

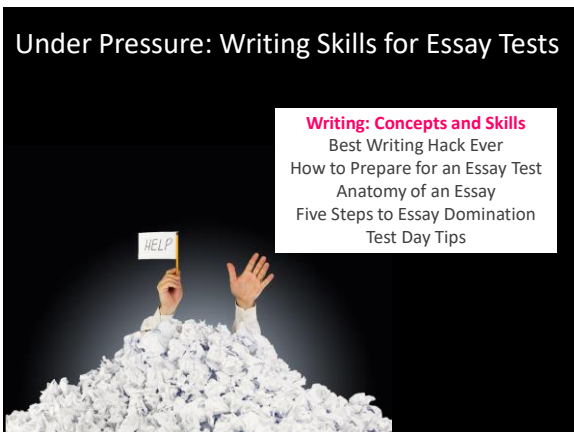


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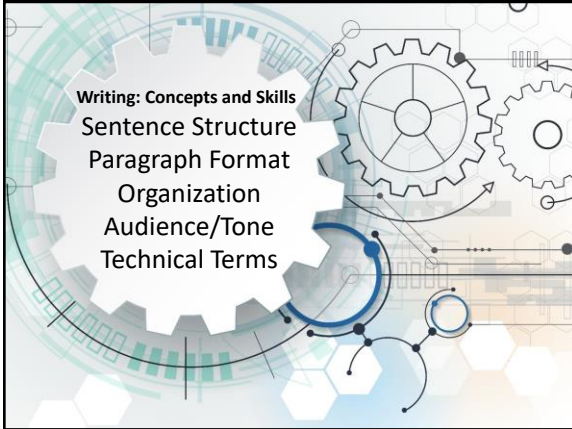
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- Writing: Concepts and Skills
- Best Writing Hack Ever
- How to Prepare for an Essay Test
- Anatomy of an Essay
- Five Steps to Essay Domination
- Test Day Tips

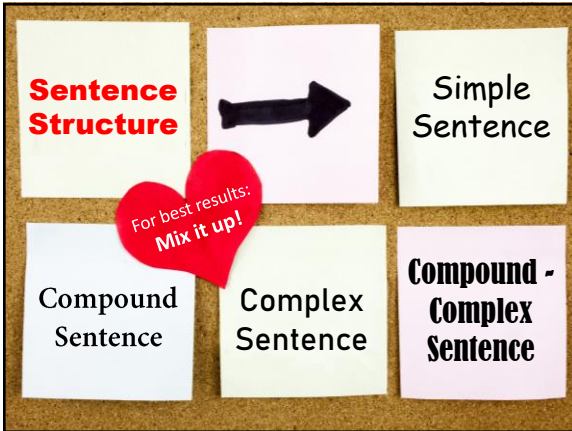


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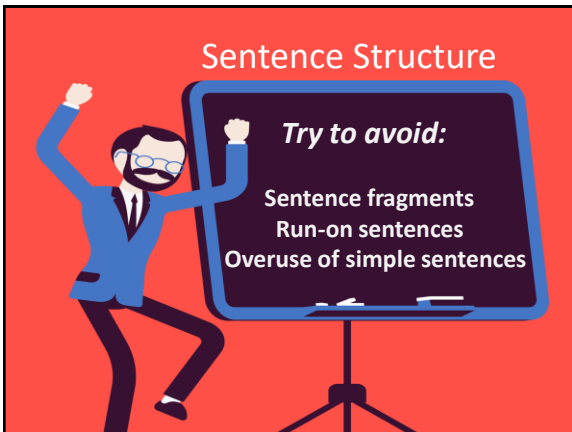
- Writing: Concepts and Skills**
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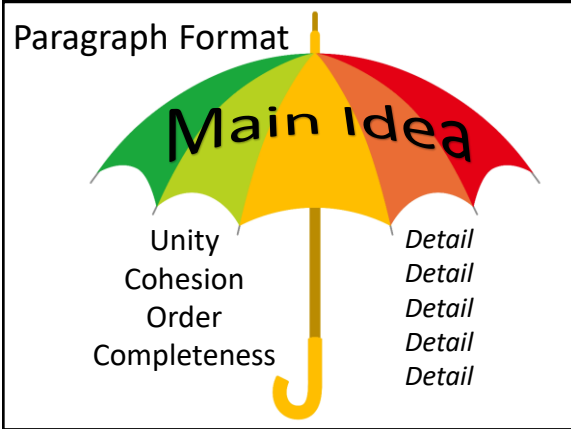
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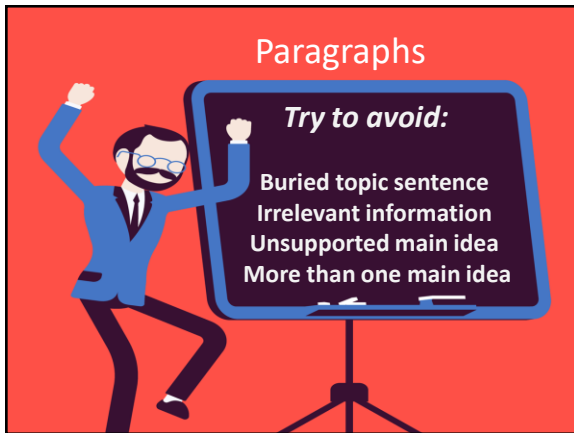
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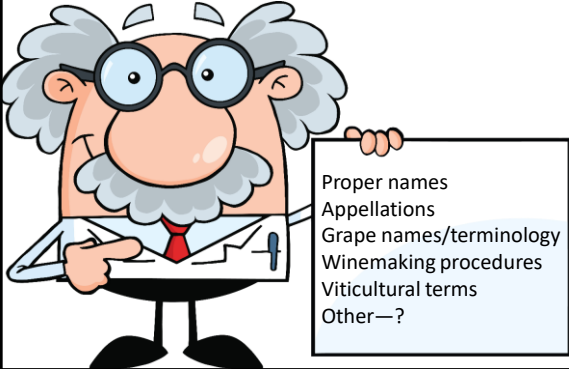


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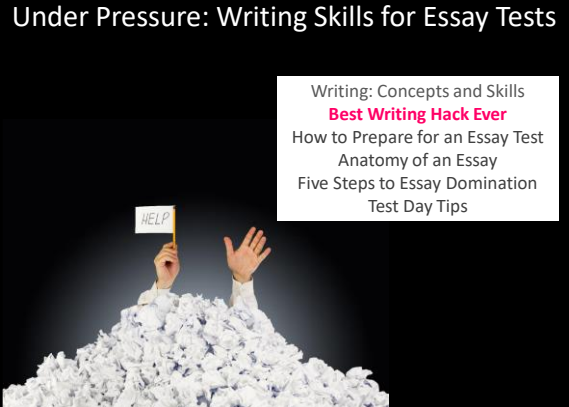
Technical Terminology



Proper names
Appellations
Grape names/terminology
Winemaking procedures
Viticultural terms
Other—?

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Transitional Words and Phrases

18

Talking to someone who jumps from one unrelated topic to the next is no fun...



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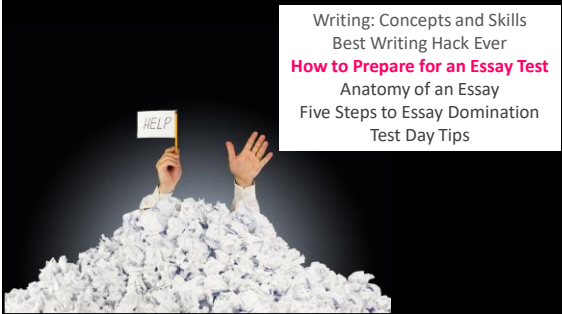


20

- ❖ To demonstrate an effect:
 - ❖ as a result, therefore, subsequently
- ❖ To contrast multiple ideas:
 - ❖ although, even so, despite, regardless
- ❖ To provide clarification:
 - ❖ in other words, to clarify, to rephrase, that is

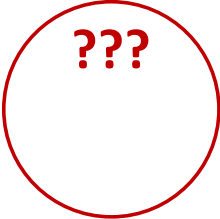
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???

Big Picture
 Themes
 Relationships
 Entire Regions
 Compare/Contrast




???

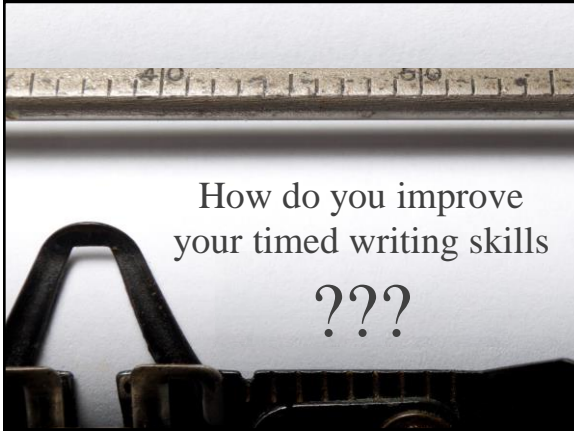
Tiny Regions
 Unavailable Information
 Exact Dates, Numbers
 Long-lost Products
 Other Obscurities

23

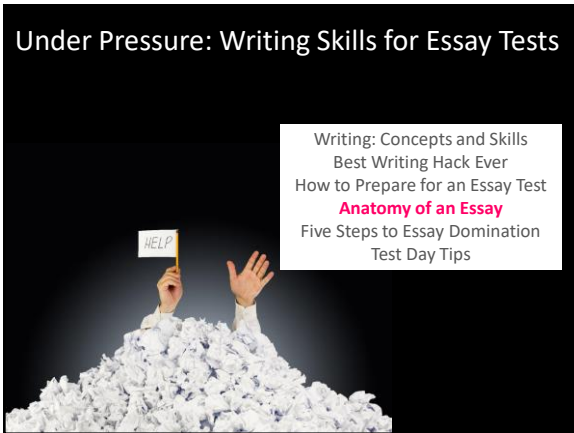
- Review material frequently
- Create outlines for an entire region/chapter
- Review notes for recurring themes (LTGST)
- Comparison Charts for compare/contrast
- Practice critical and analytical skills
 - Ask *WHY?*
- Summary notes
 - Based on a range of resources/books/classes
- Visual mapping for topics that re-occur
 - For instance, *Chardonnay across the world*
- Keep up with news and trends



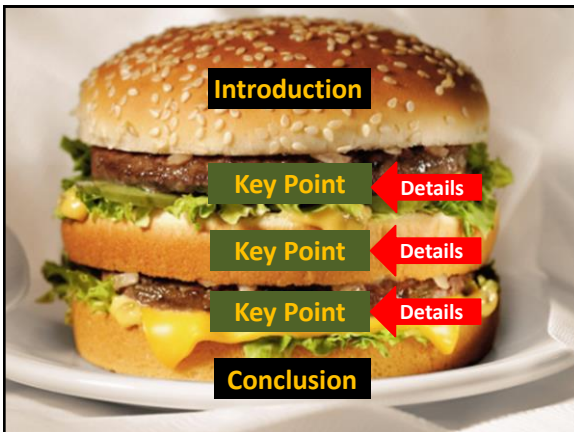
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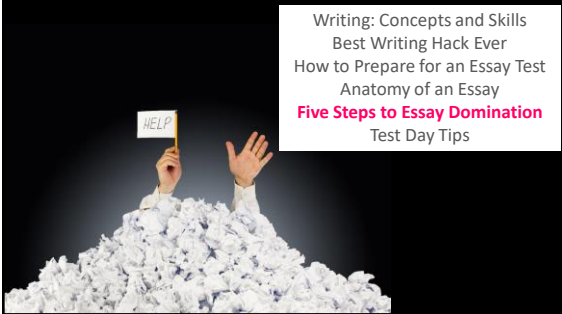


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Discuss the **Cabernet Sauvignon** grape variety and **why it is planted** throughout the wine making world. **Compare and contrast** a typical high-quality Cabernet Sauvignon from the **Médoc** with Cabernet Sauvignon from the **Napa Valley** via a discussion of **viticulture, vinification, and style.**

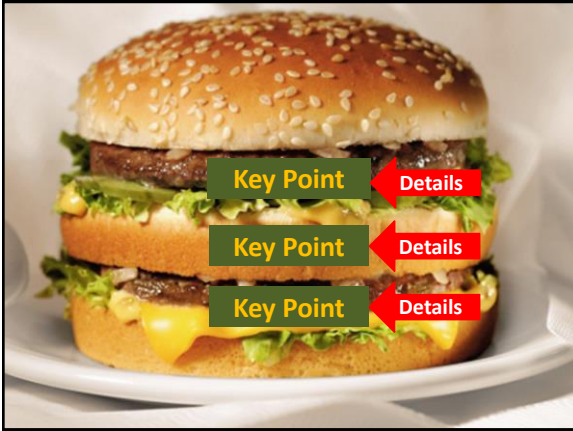
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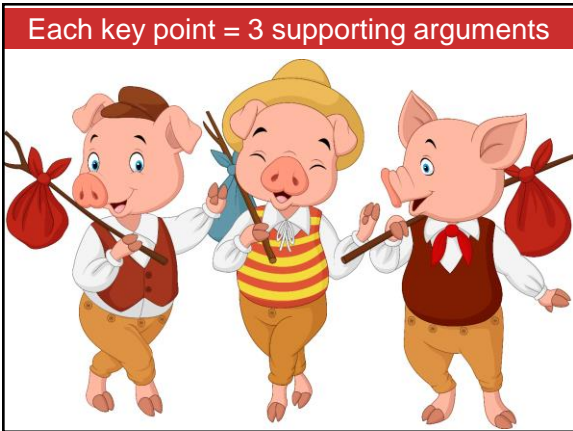
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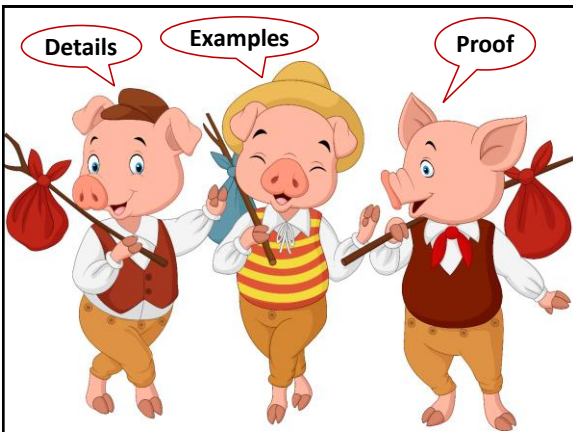
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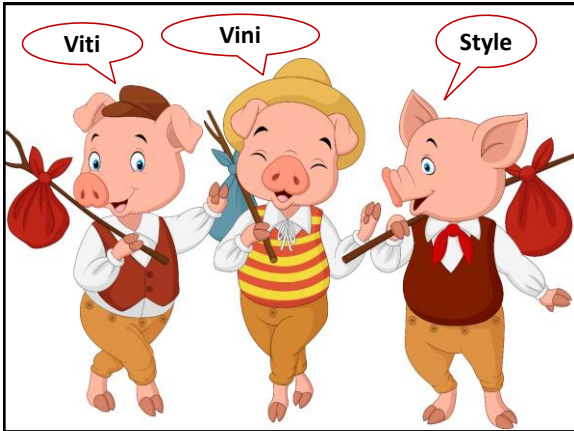
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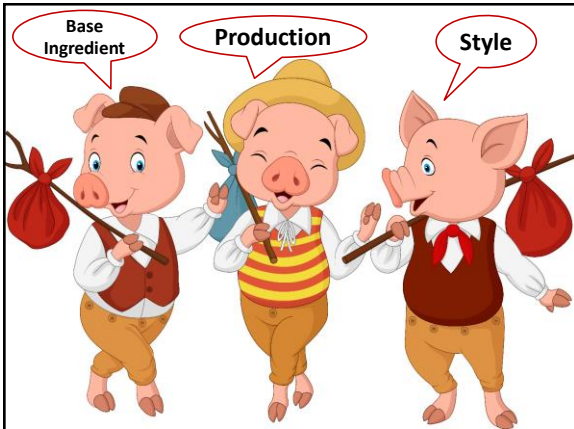
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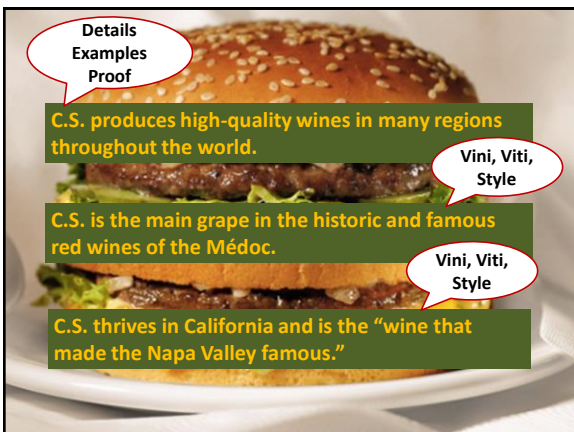
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KEY POINTS	DETAILS/EXAMPLES/PROOF
C.S. produces high-quality wines in many regions throughout the world	<ul style="list-style-type: none"> • Thick-skinned, easy to grow, adaptable to many different soil types & climates • Wines are recognizable as C.S. regardless of growing region • High tannin, structured wines—varietal or blend
C.S. is the main grape in the historic and famous red wines of the Médoc	<ul style="list-style-type: none"> • Viti—high-density plantings, gravel soils, guyot training, crop thinning, hand harvest • Vini—cement, wood, or stainless ferment, typically blended, new French oak barrels • Style—high tannin, full-bodied, med (+) alcohol, integrated oak, meant for aging
C.S. thrives in California and is the “wine that made the Napa Valley famous.”	<ul style="list-style-type: none"> • Viti—low-density, high training/cordon, mod-high yields, long hang time, mechanized harvest • Vini—temp-control ferment, neutral wood or stainless, extended maceration, variable use of barrels, may be 75% to 100% C.S. • Style—fruit forward, high (but managed) tannins, medium/full-bodied, high alcohol, significant oak, consumed young or aged

40

Discuss the Cabernet Sauvignon grape variety and why it is planted throughout the wine making world. Compare and contrast a typical high-quality Cabernet Sauvignon from the Médoc with Cabernet Sauvignon from the Napa Valley via a discussion of viticulture, vinification, and style.

Key Point #1: Cabernet Sauvignon produces high-quality wines in many regions throughout the world.

- Thick-skinned, easy to grow, adaptable to many different soil types & climates
- Wines are recognizable as C.S. regardless of growing region
- High tannin, structured wines—varietal or blend

Key point #2: Cabernet Sauvignon is the main grape in the historic, famous red wines of the Médoc.

- Viti—high-density plantings, gravel soils, guyot training, crop thinning, hand harvest
- Vini—cement, wood, or stainless ferment, typically blended, new French oak barrels
- Style—high tannin, full-bodied, med (+) alcohol, integrated oak, meant for aging

Key Point #3: Cabernet Sauvignon thrives in California and is the “wine that made Napa Valley famous.”

- Viti—low-density, high training/cordon, mod-high yields, long hang time, mechanized harvest
- Vini—temp-control ferment, neutral wood or stainless, extended maceration, variable use of barrels, may be 75% to 100% C.S.
- Style—fruit forward, high (but managed) tannins, medium/full-bodied, high alcohol, significant oak, consumed young or aged

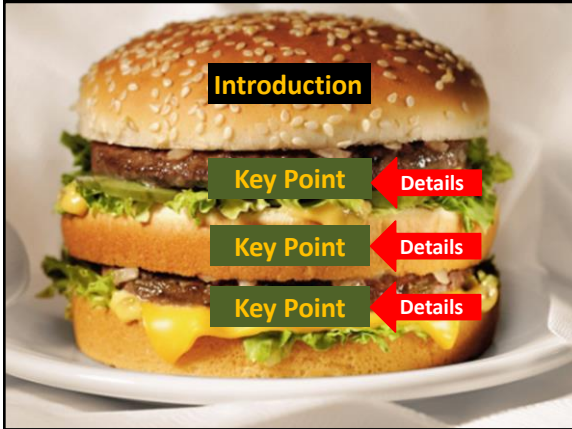
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Step 3

Introduction

42



43

T Thesis: Introduce the main topic

O Overview: Let the reader know how the essay will flow

I Impression: Capture the interest of the reader

44

Introduction

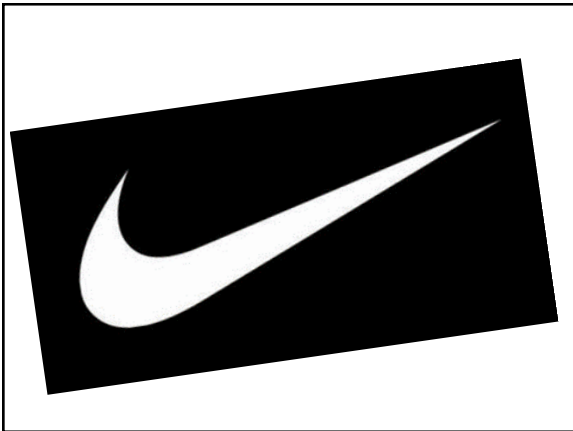
Cabernet Sauvignon has been successfully planted in many regions of the world. The grape shines in the Old World regions of Bordeaux and Tuscany, as well as in New World wine regions such as California, Australia, and Chile. Each of these regions has produced a Cabernet Sauvignon-based wine that has made its mark on the international wine scene because of the grape's adaptability and complex flavor profile.

45



Step 4
Make your points
(Write the body of the essay)

46

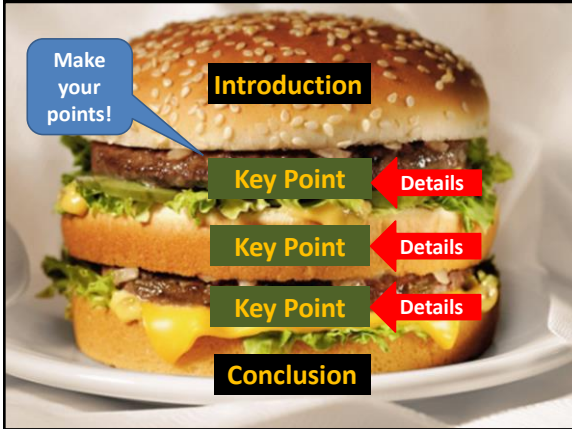


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Step 5
Conclusion

48



49

T Thesis: Stress how you supported the thesis

O Overview: Briefly summarize the key points

I Impression: Leave a final impression on the reader

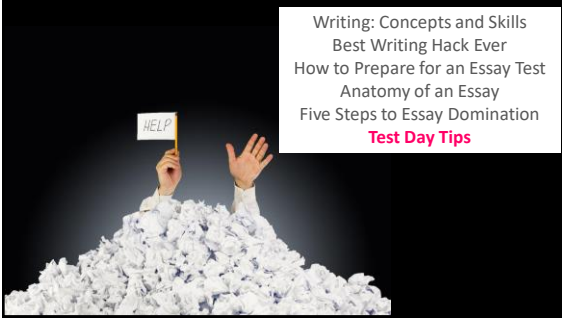
50

Cabernet Sauvignon is a hardy, thick-skinned, reliable grape variety that has spread from its native home in Bordeaux to worldwide popularity. While many winemaking countries and regions produce their own unique style of Cabernet-based wines, the traditional, blended, terroir-driven wines of the Médoc, as well as the popular, full-bodied, richly fruit-forward wines of Napa, are among the finest.

Conclusion

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Choose wisely.

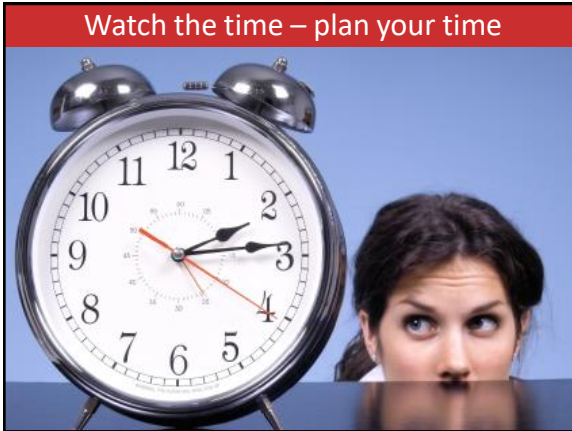


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Focus, focus, focus



54



55

Table 2-1: Suggested Timing Plan for a 1 Hour Essay Exam

SUGGESTED TIMING PLAN FOR A 1-HOUR ESSAY EXAM	
9:00-9:10	Choose your question and write your outline.
9:10-9:15	Write your introduction.
9:15-9:26	Make point #1.
9:26-9:37	Make point #2.
9:37-9:48	Make point #3.
9:48-9:52	Write your conclusion.
9:52-10:00	Reread the essay and check for spelling, grammar, and the readability of your handwriting.

Plan: 10%–15% of your time
 ✓ 10 min: Choose a question, key points, details (outline)

Write: 72%–88% of your time
 ✓ 42 min: Write the essay (just do it): intro, body, conclusion

Review: 8%–12% of your time
 ✓ 8 min: Review & revise

56

Review for:

- Spelling errors
- Sentence integrity
- Sentence variety
- Words omitted/misused
- Subject/verb agreement
- Logical transitions

57

Keep it professional



58

When studying for an essay test, you want to focus on the _____ rather than the rabbit hole.

59

In order to maintain your audience's interest, you should vary your _____ structure whenever possible.

60

**A _____
is often used as a
metaphor for the
3 parts of an essay
(introduction, body, conclusion).**

61

**A proper paragraph should
demonstrate
_____,
_____,
_____, and

as well as sufficient supporting
details.**

62

**To avoid jumping from topic to
topic, you should weave your
ideas, sentences, and
paragraphs together with
effective
_____!**

63

There's no way around it—if you want to improve your timed writing skills, you need to _____!

64

For a timed essay, you should create a quick outline that lists your _____ and _____ before you begin writing.

65

Thank you for joining us!
Any questions?
jnickles@societyofwineeducators.org



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