

Two-Level Format: Title and Paragraphs

To give that message a two-level format, I need to add a physical signal of some sort to tell you what I want you to see that those paragraphs have in common. That signal is a label — an **abstract umbrella concept** — that covers the whole message.

Here's what the organization chart would look like if I added, in effect, a general manager to ride herd on the three partner-paragraphs:

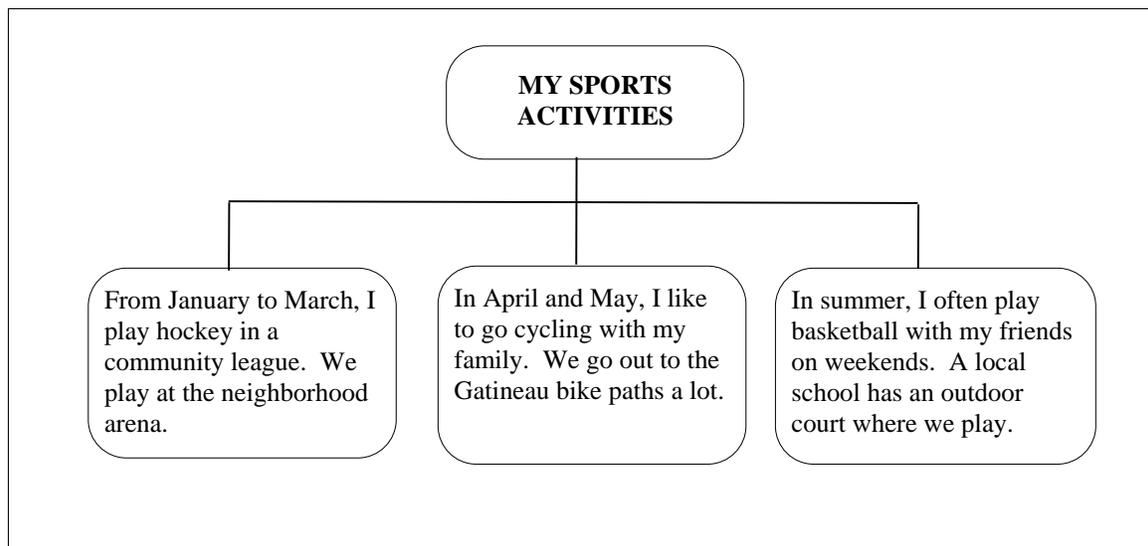


Figure 4

Here's how it would look as an actual message:

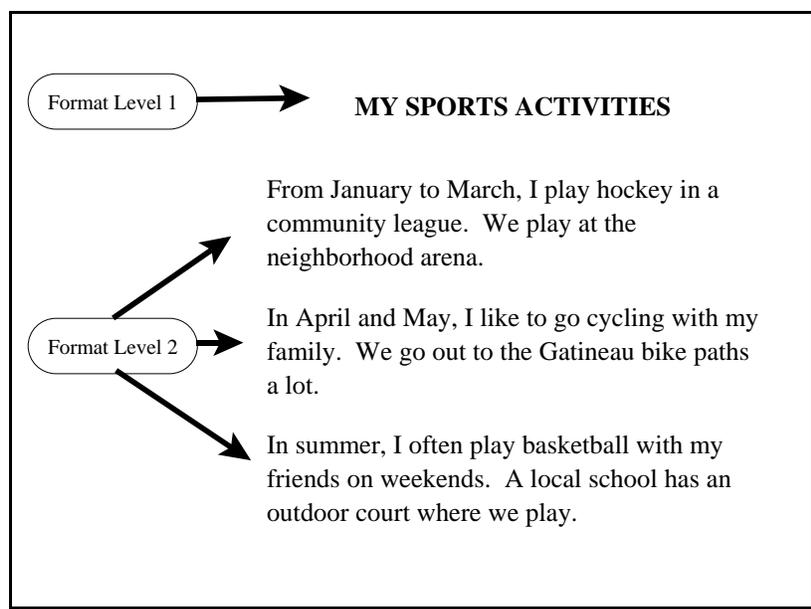


Figure 5

Note how that heading tells you at a glance what the text is about. Without it, you would have to read each paragraph and then form your own conclusion about what it was about. And that conclusion might differ from the one I want you to draw. You might, for example, decide that this was about things I like to do with other people (as opposed to things I like to do in solitude).

Note also that the heading — a relatively **abstract** term — is not carved in stone. For a different audience or a different objective, I might have chosen this for the same message:

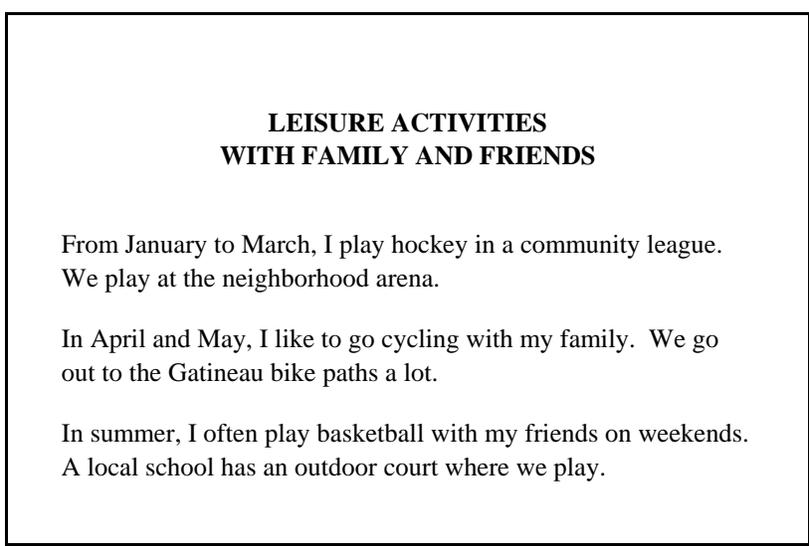


Figure 6