

INTERNATIONAL BESTSELLER

THE
**PYRAMID
PRINCIPLE**

Logic in Writing and Thinking



BARBARA MINTO

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FINANCIAL TIMES

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Class material on:

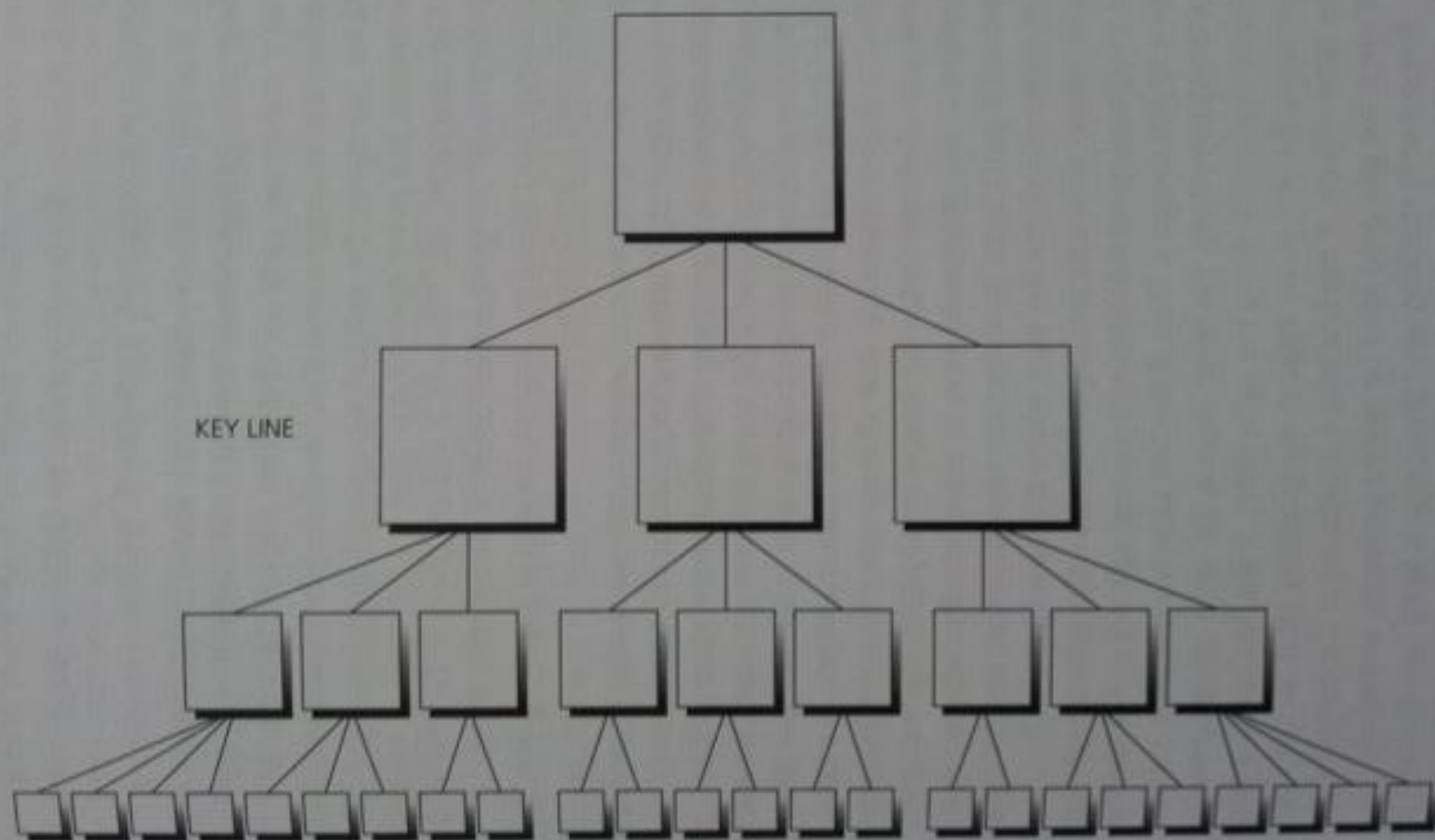
researchswinger.org/teaching_crafting_tech.html

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- 1 Ideas at any level in the pyramid must always be summaries of the ideas grouped below them.
- 2 Ideas in each grouping must always be the same kind of idea.
- 3 Ideas in each grouping must always be logically ordered.

Exhibit 1 Ideas in writing should always form a pyramid under a single thought



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Reading

We have read:

1. Chapter on “Why a pyramid structure”
2. Chapter on “How to build a pyramid structure”

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During the take-home reading on the 14th, also read:

1. “Deduction and Induction”
2. “Putting into readable words”
3. Memo links (especially The Science of Scientific Writing)

Exercise to bring to class on March 17: Create a pyramid for an abstract on one PPT slide (using either the toy example of sentiment analysis or your own topic).