

- *Reflect on their compositions, discussing successes and limitations.* Writers use Authors' Statements as an opportunity to look back at a composition and evaluate the extent of their achievement; they might also note what they would have done differently or better. For example, if you created an advertisement showing how marines achieve strength without steroids, you might note in an accompanying Author's Statement that you felt you'd succeeded in providing a captivating visual, an original slogan, and an emotional appeal. On the other hand, don't hesitate to mention places where you could improve your work editorially or technically. Doing your best, reflecting on what you did well, and talking about what you'd like to improve adds to your ethos as a composer and to the persuasiveness of your work.

- *Provide context.* In the Author's/Artist's Statement, it's useful for writers/artists to give some background on their composition, such as how they became interested in the topic, what their inspirations were, or, if they've created a series of related works, how the piece fits in with other pieces. Andrew Janjigian explains in his Author's Statement that he decided to create his own beef salad recipe because he hadn't found one that came close to achieving the quality of beef salads he'd eaten in Thai restaurants.

## Style

Statement authors do the following:

- *Use detail.* The persuasive and critical nature of the Statement depends on the use of specific detail. Janjigian, for example, names particular ingredients that he tried and describes the exact result he got, such as in his discussion of what happened when he used cayenne pepper instead of powdered Thai bird chiles: "Just  $\frac{1}{2}$  teaspoon of cayenne, in fact, overpowered the meat's smoky char."
- *Write in a tone that builds ethos.* In their Statements, authors use critical, analytical language to make their points. They choose words related to their subject of inquiry to establish themselves as experts. When you write such a Statement, even though you're writing in the first person (*I*), use a serious, straightforward tone to emphasize that you have made deliberate, thoughtful choices. Kipp establishes himself as an expert on gratitude when he says "the landscape refers to the fact that grateful people experience a positive memory bias," showing that he is familiar with the research on his subject and fluent with the terms (see full text in LaunchPad).

## Design

Authors'/Artists' Statements can often look like an academic essay, with indented paragraphs and little or no decoration except for subheadings that offer structure and organization. However, a writer might choose to design a Statement to reflect the genre of the composition. For example, the Statement might take the form of a letter written to a professor, a Director's Statement, or a one-page Artist's Statement.

## Sources

The most persuasive authors discuss the sources that informed their composing process. For example, in his Statement, student Michael Kipp mentions specific sources by title or author's name, including page numbers. Depending on the audience, sources may be cited according to MLA or APA or other academic formats, as in Michael Kipp's [Statement](#). An artist who is inspired by another artist usually names his or her inspiration and cites specific works by that artist.