Structural principles when writing a unit of discourse:

1. Follow a grammatical subject as soon as possible with its verb

2. Every "unit of discourse" should serve a single function or make a single point

3. Begin a unit of discourse by providing perspective and context in the "Topic Position".

4. Information intended to be emphasized should appear at points of syntactic closure; i.e., in the "Stress Position." The stress position usually exists at or near the end of a unit of discourse.

5. New and Old information:
   1. Backward-linking old information should appear in the Topic Position
   2. The "thing whose story it is" (the subject of the unit of discourse) appears in the Topic Position
   3. New, emphasis-worthy material appears in the Stress Position

6. Work to perceive "Logical Gaps" in your writing: Don't assume the reader has critical information that you do not actually provide, especially logical links between ideas or components of arguments.

7. Pay attention to how you "Locate the Action" in your units of discourse: Who or what is the main player in the unit of discourse? The action of a sentence should be articulated by the verb.