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# Word Order Workshop: End-Focus & End- Weight

CEE Capstone—Spring 2025

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What sentence patterns  
does English follow?

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~5 minutes

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~10 minutes

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<5 minutes

**06**

## Worksheet – 3

~15 minutes

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# Introduction

Why should you care? •



# Why a Writing Workshop?

Writing is an essential skill for engineers. You write to:

- Communicate with colleague
- Draft proposals
- Promote your work

Being clear and concise helps with everything



# End-Focus & End-Weight

## End-Focus

**Definition:** Given information tends to be listed first; new information is listed last. (Also called the "Information Flow Principle")

## End-Weight

**Definition:** "Heavier" elements tend towards the end of a sentence.



Image: KPFF, "Portland International Airport [PDX], Terminal Core Redevelopment"

## End-Focus: KPFF

Black text indicates given information

Green text indicates new information

KPFF provided structural engineering and physical security services for the project, which features a stunning 400,000-square-foot mass timber roof. The roof was fabricated with 3.3 million board feet of sustainably sourced wood, all procured within a 300-mile radius of the airport.

Source: KPFF (Portland International Airport [PDX], Terminal Core Redevelopment): <https://www.kpff.com/project/portland-international-airport-pdx-terminal-core-redevelopment/>



# End-Weight: Jacobs

*Brackets in the sentence below indicate embedded clauses and phrases*

As part of this transformation, Alexandra Hospital is redeveloping and expanding

[to enable [a more integrated model [of [health and care]]]].  
[rel. v [det. adv. adj. n [p [n cc n]]]]

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# Worksheet 1

~10 min





# End-Focus & End-Weight

## End-Focus

**Definition:** Given information tends to be listed first; new information is listed last. (Also called the "Information Flow Principle")

## End-Weight

**Definition:** "Heavier" elements tend towards the end of a sentence.

# Fronting (break the rules!)

Two main uses:

1. Extra/secondary emphasis
2. Compare/contrast



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# Example: KPFF

Green text is fronted and receives primary focus  
Purple text has secondary focus

The span is also a key link in the City's Green Loop that will eventually provide walking and cycling options around the central city and the Willamette River. Due to its highly-visible location, aesthetic design concepts and size, the Blumenauer Bridge is a signature structure for the City.



Image: KPFF, "Congressman Earl Blumenauer Bicycle and Pedestrian Bridge"

Source: KPFF (Congressman Earl Blumenauer Bicycle and Pedestrian Bridge): <https://www.kpff.com/project/congressman-earl-blumenauer-bicycle-and-pedestrian-bridge-kpff/>





Image: Jacobs, "Alexandra Hospital, Singapore"

Source: Jacobs (Alexandra Hospital, Singapore):  
<https://www.jacobs.com/projects/alexandra-hospital-singapore>

## Example: Jacobs

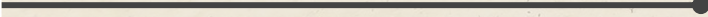
Through **robust appraisal systems, coupled with established standards and best practices**, this approach enhances efficiency and productivity and fosters collaboration and integration amongst project stakeholders, **building a solid foundation for success in meeting the project's rapid delivery timelines.**

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# Worksheet

# 2

~5-10 minutes



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# Questions?



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# Worksheet 3

15-20 minutes

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# Debrief

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# Thanks!

Do you have any questions?

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# References

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