WRITING ARCHITECTURE

A Practical Guide

to Clear Communication

about the Built Environment

CARTER WISEMAN

CONTENTS

INTRODUCTION

1	STRUCTURE	Getting Your Thoughts in a Row	13
2	STANDARDS	How to Tell Good Buildings	
		from Bad Ones	45
3	PERSUASION	Making a Point with Feeling	71
4	CRITICISM Aesth	etics, Analysis, and Public Service	97
5	SCHOLARSHIP	Creating Meaning over Time	123
6	LITERATURE	The Heart of the Matter	151
7	PRESENTATION	Showing Your Stuff	769
8	PROFESSIONAL COMMUNICATION		
		Getting the Job	189
	CONCLUSION	The Writer's Role in Architecture	207
	ACKNOWLEDGMENTS		217
	NOTES		223

i