**Abstract:** Success in secondary school requires an appreciation of how language constructs meaning for different purposes with clarity, coherence and an appropriate sense of audience. Thus, the Common Core State Standards explicitly “approach language as a matter of craft and informed choice among alternatives.” Negotiating these alternatives is often bewildering for inexperienced readers and writers who are still working toward accuracy and fluency in English. This presentation demonstrates a systematic pedagogy that helps students understand the craft of different genres and provides the linguistic tools for their construction.

**Biography:** Elizabeth O’Dowd is a professor of Applied Linguistics and director of TESOL programs at Saint Michael’s College, Vermont. She is the author of *Prepositions and Particles in English*, and co-author of *GrammarLinks 2: A Theme-Based Course for Reference and Practice*. Her recent research focuses on functional grammar and the development of linguistic complexity in ELL writing.