

## **R**evising Changes Thinking and Message

How does rewriting change the thinking and message of a manager from verbiage to intent, eliminating wordiness, correcting the tone, revising the policy itself is excellently explained and illustrated by Prof. Marvin H Swift in an article, "Clear Writing". Professor Swift takes the case of an imaginary General Manager of X Corporation, Sam Edwards, highly concerned about the excessive use of office copiers by all company employees for personal matters — income tax forms, church programmes, children's term papers, and so on. Sam thinks that this piracy costs the company a good deal of money and employee time. To prevent the misuse of company copier, Sam dictates the following memo to his secretary —

To: All employees

From: Samuel Edwards, General Manager

Subject: Abuse of copiers

It has recently been brought to my attention that many of the people who are employed by this company have taken advantage of their positions by availing themselves of the copiers. More specifically, these machines are being used for purposes other than company business.

Obviously, such practice is contrary to company policy and must cease and desist immediately. I wish, therefore, to inform all concerned — those who have abused policy or will be abusing it that their behaviour cannot and will not be tolerated.

Accordingly, anyone in the future who is unable to control himself will have his employment terminated.

If there are any questions about company policy, please feel free to contact this office.

Samuel Edwards

(Source — Sam Edwards Swift 1973 — Clear Writing)