

Expository Writing

SS1014

Spring 2025

Week 4

Course in charge: Ms. Mariam Aftab

Can you make your own quote on this image?

Your speech can be a barrier between you and your success!



Effective communication

Course in charge: Mariam Aftab

Effective Communication

- Effective communication is essential in every aspect of our life; at home, at work, with our friends.
- A person who can communicate effectively will always have an advantage when dealing with people.
- There is a guideline that one can follow to implement the habit of effective communication.



7 C's of communication

Which one do you think is the good example of a complete message? Why?

Hi,

Please make sure to carry all the items tomorrow for the meeting.

Regards

Hi,

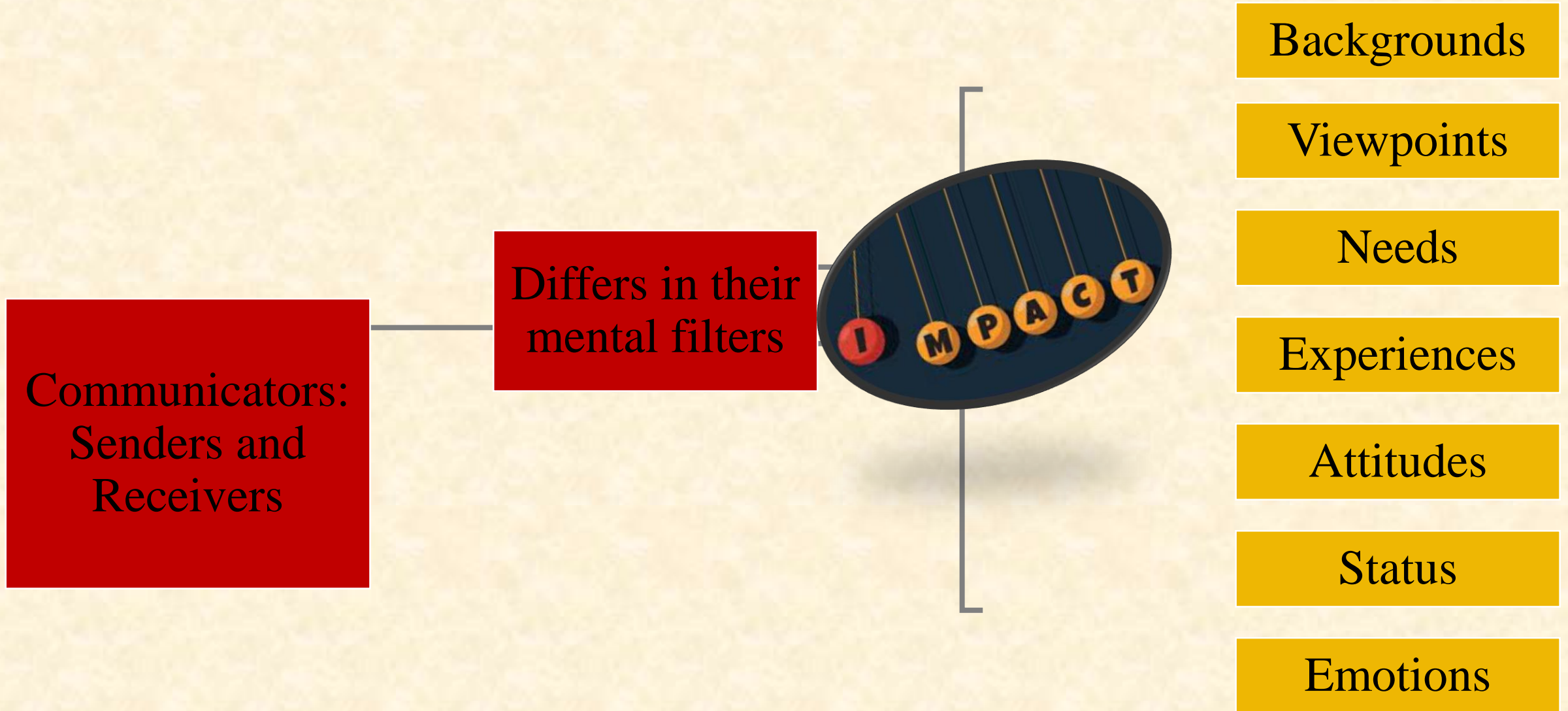
Just a reminder that we have a meeting scheduled at 10.00 am tomorrow to discuss the Britannia event. Please make sure you get all the event props that need to be presented to the client.

Regards

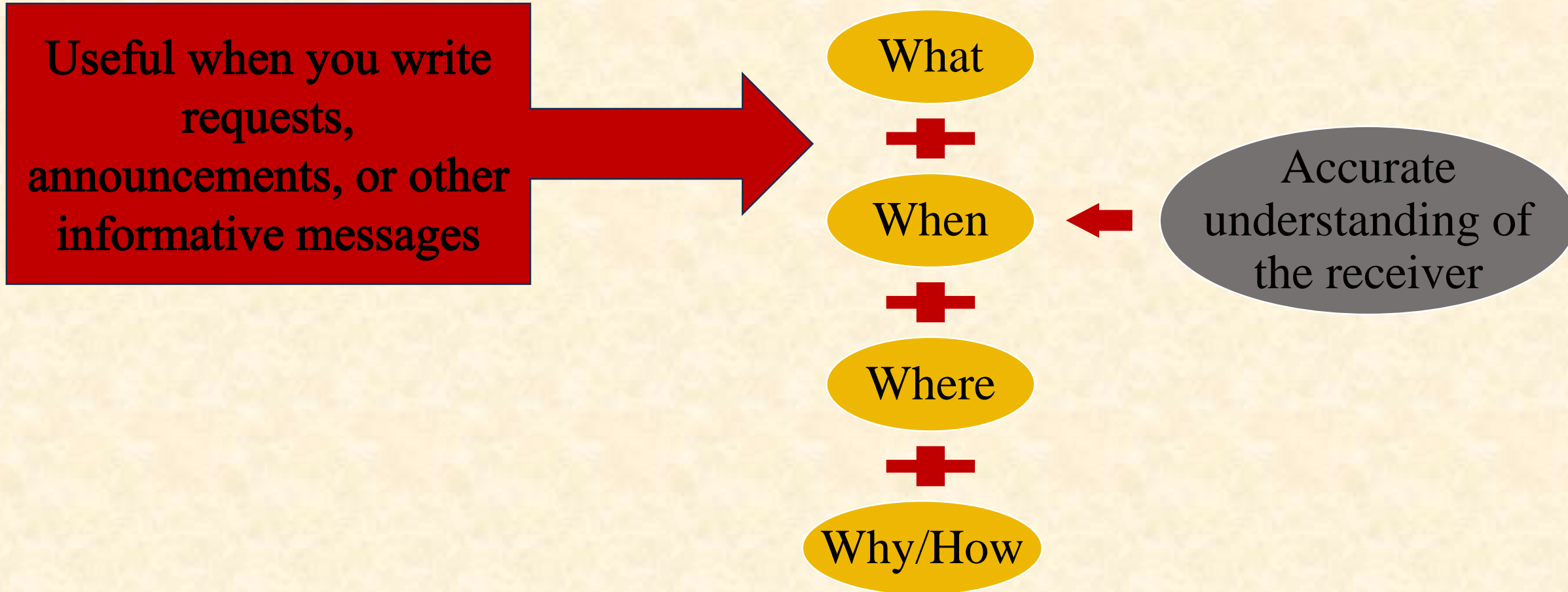
Completeness

- A message is complete when it contains all facts the reader or listener needs for the reaction you desire.
- When your message is complete, your audience knows exactly what needs to be done.
- All necessary information relative to the intended message must be present.

Remember!



Provide all necessary information



Provide all necessary information

To whom is it for



What you want



When you need it



Where it is to be sent



How payment will be made

Requesting
merchandise



Read the e-mail on page
67 (The first one)
Re-write it, following the
C of completeness

Which one is the good example of a concise message? Why?

Dear,

I wanted to discuss the video editing ideas we planned out yesterday. It would be better to add additional elements to the video in order to have a stronger impact on the client's message.

A dissolve transition would give a seamless flow to each movie and make the videos cleaner and appealing in the minds of the target audience.

What do you think?

Regards

Dear,

I wanted to talk about the video editing ideas we sort of planned out the other day. Don't you think it would make a lot of sense to also add additional elements to the videos? I mean, I think that would sort of improve the quality of the videos as well as have a stronger impact on the client's message.

For instance, we could add a dissolve transition to each movie, which would then give it a seamless flow. This would then make the video cleaner and be more appealing in the minds of the people. The impact would just be a lot greater. This makes a lot more sense according to me.

What do you think?

Regards

Conciseness

- To the point (without using a lot of words).
- Ask yourself if there are any unnecessary sentences/words and if you have written the same points multiple times.
- Being concise saves the time of both you and your reader and adds value to your message.

- Using the fewest possible words without violating other C qualities.
- A concise message is complete without **being wordy.**

How to achieve conciseness?

Eliminate wordy expressions

Use single word
instead of phrases

Wordy: At this time

Concise: Now

Omit unnecessary
expressions

Wordy: Allow me to
say how helpful your
response was

Concise: Your
response was helpful.

Avoid overusing
phrases

Wordy: There are
four rules that should
be observed

Concise: Four rules
should be observed.

How to achieve conciseness?

Eliminate wordy expressions

Omit 'which' and 'that' clauses

Wordy: She bought desks that are of the executive type.

Concise: She bought executive type desks.

Eliminate unnecessary prepositional phrases

Wordy: In most cases the date of the policy is indicated in the upper right corner.

Concise: The policy date is in the upper right corner.

Limit use of the passive voice

Wordy: The reports are to be submitted by employees prior to 5:00, at which time they will be received by Mr. Jones.

Concise: Please submit your reports to Mr. Jones by 5:00.

How to achieve conciseness?

Include only relevant material

Stick to the purpose of the message

Delete irrelevant words and rambling sentences

Omit information obvious to the receiver

Avoid long intro, unnecessary explanation, excessive adjective and prep, gushy politeness

Get to the important point tactfully and concisely

Wordy: We hereby wish to let you know that our company is pleased with the confidence you have reposed in us.

Concise: We appreciate your confidence.

How to achieve conciseness?

Avoid unnecessary repetition

Use shorter name

Use pronouns or initials

Look at the example on page 30 and 31

Remove all needless repetition of phrases and sentences

Revising sentences for conciseness

Tasks on pages 60- 63

Consideration

- Consideration means preparing every message with the receivers in mind; try to put yourself in their place. You are considerate, you do not lose your temper, you do not accuse and you do not charge them without facts. the thoughtful consideration is also called “you-attitude”.
- Focus on “You” instead of “I” and “We”.
- Show audience benefit or interest in the receiver.
- Emphasize positive, pleasant facts.

Focus on “You” instead of “I” and “We”:

We and You-Attitude

We-Attitude: I am delighted to announce that we will be extending our hours to make shopping more convenient.

You-Attitude: You will be able to shop evenings with the extended hours.

We and You-Attitude

We-Attitude: We're sure you must be frustrated by the length of time it has taken to ship your order for Hp Printer.

You-Attitude: The Hp Printer you ordered will reach you within a week.

Insensitivity in negative situations

Insensitive

You failed to enclose your check in the envelop.

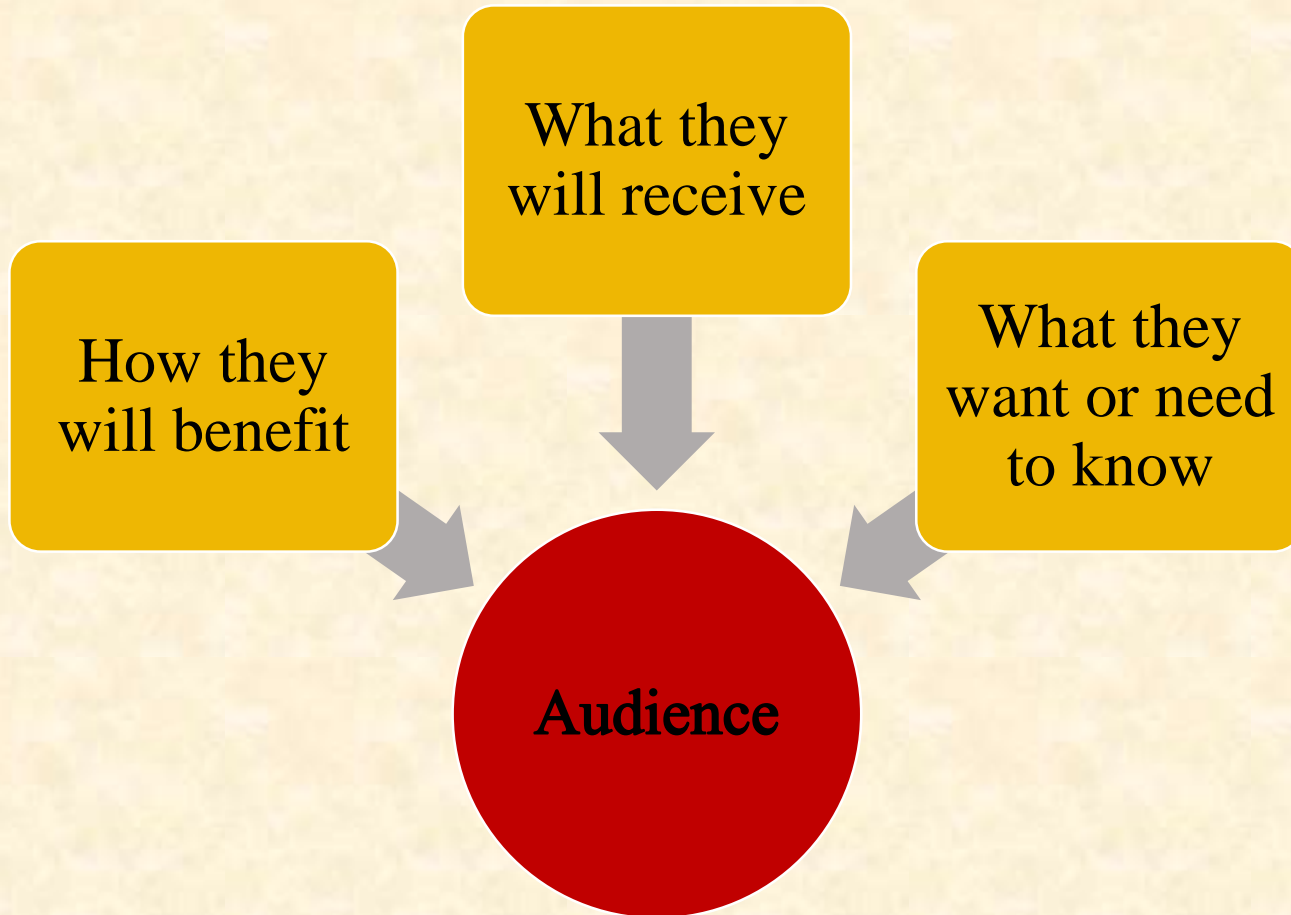
You are completely off base in your proposal.

Considerate

The envelop we received did not have a check in it.

The proposed plan has three aspects that need clarification.

Audience-oriented messages



- Benefits must meet:
 - ✓ Recipients' needs
 - ✓ Address their concerns
 - ✓ Offer them rewards

Consideration: Case Study

- A leader grabbing the attention of the masses during election campaign/political rallies etc.
- *Imran Khan says Pakistan will plant 10 billion trees. You should plant a tree for fighting environmental hazards.*
- *Founder of the Nation Qaid-e-Azam:*
- *You are free; you are free to go to your temples. You are free to go to your mosques or to any other places of worship in this State of Pakistan. You may belong to any religion, caste or creed—that has nothing to do with the business of the state”*

Emphasize positive, pleasant facts

Accent the positive: stress on what can be done instead of what cannot



Negative-Unpleasant: It is impossible to open an account for you today



Positive-Pleasant: As soon as your signature card reaches us, we will gladly open an account.

Make travel guide objective and professional

Second task on page 64

Concreteness

- Communicating concretely means being specific, definite, and vivid rather than vague and general.
- The following guidelines should help you compose concrete, convincing message;
 - Use specific facts and figures.
 - Put action in your verbs.
 - Choose vivid, image building words. (Read further explanation on page 37 and 38)

Concreteness: Use Specific Facts and Figures

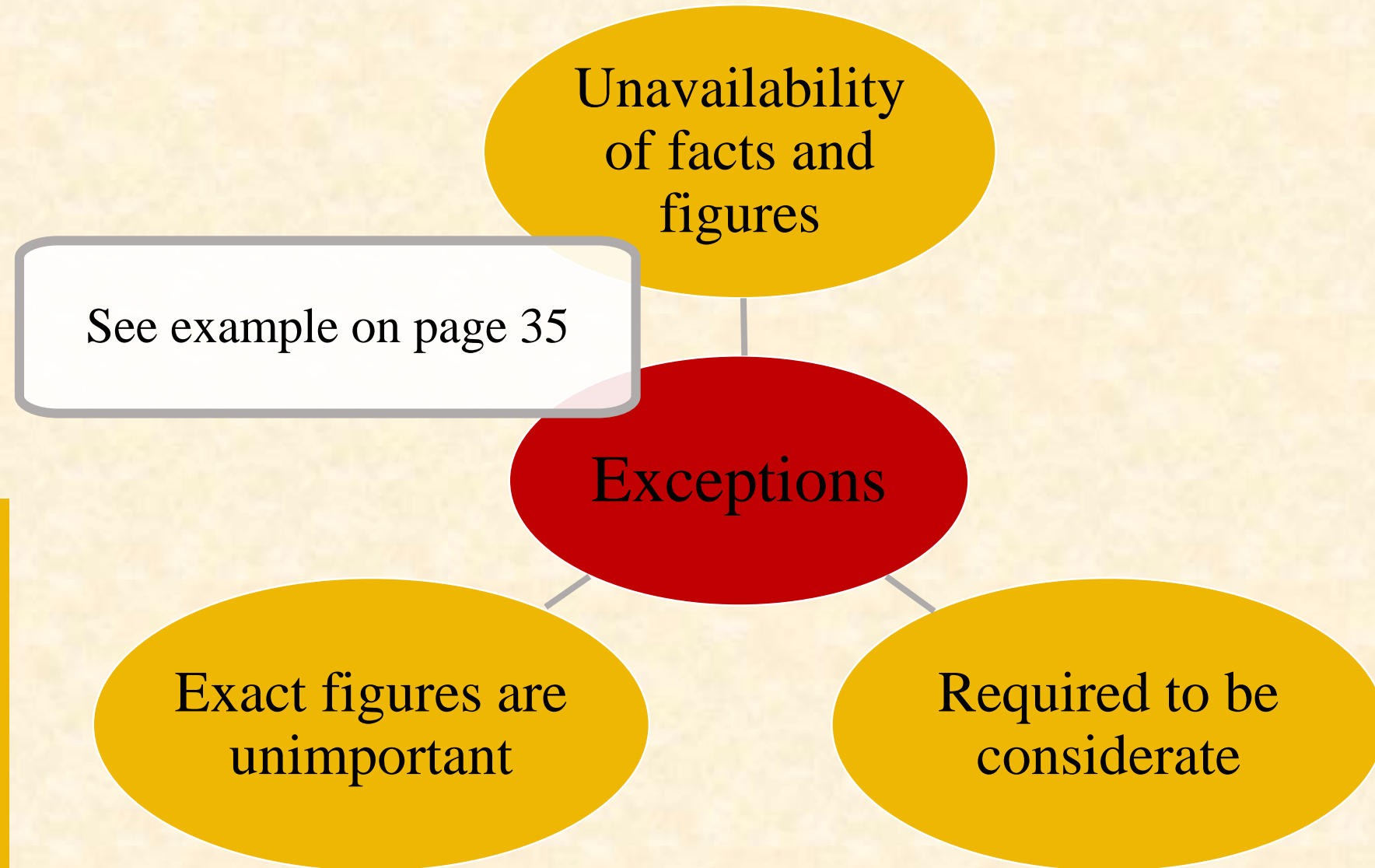
- It is desirable to be precise and concrete in both written and oral business communication.

Vague, General, Indefinite

Students' GMAT scores are higher.

Concrete, Precise

In 1996, the GMAT scores averaged 600; by 1997 they had risen to 610.



Task: Rewrite the following inconcrete form as the sentences are too general and vague.

- Our product has won several prizes.

vague—how many and what kind of prizes

- These brakes stop a car within a short distance.

lacks specificity—what is considered "short"?

- The fire that broke out last week destroyed most of the important records of the office.

unclear—what percentage or how many records were destroyed?

Task: Rewrite the following in concrete form as the sentences are too general and vague.

Answers

- Our product has won **three industry excellence awards, including the Best Innovation Award for 2024.**
- These brakes can stop a car **traveling at 60 mph within 120 feet.**
- The fire that broke out last week **destroyed 80% of the office's critical records, including financial reports and legal documents.**

Concreteness: Put Actions in your Verbs

Verbs can activate other words and help make your sentences alive: Dynamic Sentences



Use active rather than passive verbs



Put action in your verbs rather than in nouns and infinitives

Concreteness: Why use active voice/active verbs?

Specific

A decision
has been
made

The dean
decided

Personal

It will be
noted

You will
note

Concise

It is shown
by figures

Figures
show

Emphatic

A contest
was held by
the students

The
students
held a
contest

But! Passive voice may be preferred when . . .

- You want to avoid personal, blunt accusations or comments.
- You want to stress the object of the action
- The doer is unimportant in the sentence

See examples on page 35 & 36

Put actions in verbs, not in . .

With nouns and prepositions



Nouns: Quiet nouns

The function of this office **is** the collection of payments and the compilation of statements.

This office collects payments and compiles statements.

Infinitives

The duty of a secretary is to check all incoming mail and to record it.

A secretary checks and records all incoming mail.

Task: Make the sentences concrete by activating the hidden verbs

- The writing tablet made of wood embedded with was had been in existence since at least the fourteenth century.
- The company has made improvements in its technical support program.
- My suggestion is that we make an alternation in the length of the cloak.

Task: Make the sentences concrete by activating the hidden verbs

Answers

- Wooden writing tablets embedded with wax **have existed** since at least the fourteenth century.
- The company **has improved** its technical support program.
- **I suggest altering** the length of the cloak.

Task: Put action into the words by using active instead of passive voice.

- Tests were made by us
- A full report will be sent to you by the supervisor.
- The contract had a requirement
- Mr. Singh will give consideration to the report

Task: Put action into the words by using active instead of passive voice.

Answers

- We **conducted** tests.
- The supervisor **will send** you a full report.
- The contract **required** ...
- Mr. Singh **will consider** the report ...

Do task 6 on page 71

THE

END