

# Expository Writing

**SS1014**

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Course in charge: Ms. Mariam Aftab

# Clarity

- Convey your message in an easy-to-understand manner.
- Use short simple sentences while speaking or writing.
- Share your thoughts and ideas with utmost clarity.



Choose precise, concrete and familiar words.

Getting the meaning from your head to the head of your reader (accurately) is the purpose of clarity.

# Choose Precise, Concrete, and Familiar Words

- Clarity is achieved in part through a balance between precise language and familiar language. Precise words need not be pretentious.

Familiar	Pretentious
After	Subsequent
Home	Domicile
Pay	Remuneration

# Which one is the good example of clarity?

Hi

I would like to schedule a meeting with you in regards to yesterday's conversation. The topics you covered were great, and I'd like to speak about them in detail. Please let me know when you would like to have this meet.

Regards

Hi

I would like to schedule a meeting with you in regards to your presentation on email marketing. The topics you covered were great, and I would like to discuss implementation on our current clients. Please let me know when you have the time so that we can discuss it in detail.

Regards

# Correctness

- Make sure all your facts and figures are accurate with no grammatical errors.
- Always proofread your work before presenting it.
- A correct message with viable facts will add credibility to your work.

# Is this message syntactically correct?

Hi,

It was wonderful meeting you last week. I had a good time. I'm sure we will be able to do some great work on this project. Let me know whether you need any supplies from the company and I'll get them delivered as soon as possible.

Thanks again, speak to you soon!

Regards

# Courtesy

- True courtesy involves being aware not only of the perspective of others, but also their feelings. Courtesy stems from a sincere you-attitude.

Following suggestions for generating a courteous tone;

- Be sincerely tactful, thoughtful, and appreciative.
- Use expressions that show respect.
- Choose nondiscriminatory expressions.



# Which one is the good example of courtesy?

Dear,

I have noticed that there are always delays in the orders. You need to focus on the orders department as a priority. Please get all the orders cleared ASAP!

Regards

Dear,

Thank you for your work at the book fair. I have noticed that there are orders pending which need to be cleared on priority. I would appreciate it if you could focus on getting these cleared so that we can avoid any delays to the customer.

Thanks a lot, and please let me know if you have any questions regarding the same.

Best,



# Be sincerely tactful, thoughtful, and appreciative

## Tact

Though few people are intentionally abrupt or blunt, these negative traits are a common cause of discourtesy.

Stupid letter; I can't understand any of it.

**It's my understanding...**

## Thoughtfulness and appreciation

Sending cordial, courteous messages of deserved congratulations and appreciation help build goodwill.

I appreciate . .

It was very thoughtful of . . .

Thankyou for . . .

My sincere appreciation

# Use expressions that show respect

No reader wants to receive messages that offend.

## Omit irritation expressions



- You failed to
- You have to
- Inexcusable
- We must insist
- We don't believe

## Omit Questionable Humour



- See example on page 46

# Choose Nondiscriminatory Expressions

- Another requirement for courtesy is the use of nondiscriminatory language that reflects equal treatment of people regardless of gender, race, ethnic origin, and physical features.

Questionable	More Desirable
Man-made	Manufactured, constructed.
Manpower	Workers; employees; work force personnel

Singular Pronouns: See  
examples on page 47

# Task: Show courtesy by avoiding tactless & blunt language

- Your letter is not clear at all.
- Please rephrase the highlighted phrases in your letter for clarity.
- Obviously, if you would read your policy carefully you will be able to answer these questions yourself.
- Kindly read the policy for your clarification to the queries.
- Apparently you already forgotten what I wrote you two weeks ago.
- I believe you might have missed the earlier message I wrote two weeks ago.

Do Task 4 on page 71.

# Conclusion

- The way we communicate is a huge factor in how successful we are in life.
- If we communicate effectively, it gives us more credibility in our jobs as well as personal life.
- Using the 7 C's of communication, that is when you're clear, concise, concrete, correct, consider the speaker, complete and courteous, with your message, you will become an effective communicator and find more success in your interactions with people.