

Question: Complete the following exercises in your textbook.

Answer:

Chapter 4

Recognize the Need for Plain, Precise, and Current Language REPLACING Unfamiliar words, jargons, etc.

1. Using Familiar Words (a and d)

a. Sample:

It is incumbent on our organization to pursue radical debt reduction through the implementation of a corporate asset divestment program.

Revision:

It is important for our company to strongly decrease debt by selling off certain assets of the company.

d. Sample:

By formulating a timeline, we will facilitate production and accomplish our goals more expeditiously.

Revision:

By creating a schedule, we will make the production process faster and achieve our objectives more quickly.

2. Using Fresh and Current Language: Eliminating Slang and Cliches (a and d) [Revise the following sentences by replacing slang and updating old-fashioned business expressions]

a. Sample: Don't knock the head honcho: he may not have deep pockets but he never loses his cool

Revision: Avoid criticizing the highest level manager: He may not be wealthy, but he always remains composed.

d. Sample: As per your request and for your perusal, please find enclosed our newest home ownership saving plan brochure.

Revision: As requested, please find the information about our home ownership savings plan for your review inside.

3. Using Specific and Functional Language (a and d). Revise the following sentences by replacing vague words and abstract nouns with purposeful, concrete details.

a. Sample: Five of our current top salespeople are young.

Revised: Five of our current top salespeople are under the age of 30.

d. Sample: Our high-speed Internet service is really fast.

Revised: Our high-speed Internet service has a download speed of up to 100Mbps.

Identify Strategies for Concise Messaging

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4. Achieving Conciseness by Eliminating Clutter (a and d)

a. Sample: It was a clerk from accounting who located the spreadsheets that had been missing.

Revision: A clerk in accounting found the missing spreadsheets.

d. Sample: In response to your letter of August 16 that was received August 18, we cannot act in accordance with your express wishes in making a refund due to the fact that the warranty of the product you purchased from us has expired.

Revision: We cannot refund your purchase as the warranty has expired. This is in regards to your letter received on August 18th.

5. Achieving Conciseness by Eliminating Redundancies and Repetition (a and c). Revise the following sentences to eliminate obvious statements and unnecessary repetition.

a. Sample: If you refer back to the final section of the report, you will see that the recommendations suggest we should continue on with the current profit-sharing plan

Revision: The report's final section recommends continuing the current profit-sharing plan.

c. Sample: During the course of the meeting, the need for mutual co-operation was brought to our attention.

Revision: The meeting emphasized the need for cooperation.

Differentiate Between Personal and Impersonal Styles

6. Writing Conversationally and Informally (a and c) Rewrite the following sentences in a less formal, impersonal style.

a. Sample: Those interested in volunteering for the United Way fundraising committee should inform human resources at their earliest convenience.

Revision: If you're interested in volunteering for the United Way fundraising committee, let human resources know as soon as you can.

c. Sample: For each and every customer who is dissatisfied, there isn't only a sale that is lost, there is a lifetime value of that customer that is lost as well

Revision: When a customer is unhappy, we not only lose a sale, but also the potential future business from that customer.

7. Writing Informally. Lessen the formality of the following e-mail message.

Sample: It is most important to note that, as of today, advertisements for departmental job openings must be routed through the human resources department. This improvement is made in accordance with the company's commitment to efficiency and operating expenditure reduction. Following this new procedure will save employees work and enable human resources to help employees fill their openings more quickly.

Revision: Just a heads up, starting today, all job postings for your department need to go through HR. We're making this change to be more efficient and save money. This way, HR can help you fill your open positions faster and it will make things easier for everyone.

Create Constructive, Inclusive, and Reader-Oriented Messages

8. Being Positive (a and d). Revise the following sentences to create a positive impression.

a. Sample: We never fail to offer our GIC investors the most highly competitive rates.

Revision: We always offer our GIC investors the most competitive rates available.

d. Sample: It is categorically impossible for us to obtain model A311, which is no longer in production. Only model A312 is available.

Revision: Model A311 is no longer in production, but we are pleased to acquire Model A312 as an alternative option.

9. Stressing Reader Benefits and Relevance (a and d). Revise the following sentences so that they reflect the reader's viewpoint.

a. Sample: I will allow you to take your vacation during the last two weeks of August.

Revision: You can take your vacation during the last two weeks of August.

d. Sample: I am enclosing Form C52, which must be completed before we can reimburse you for your educational expenses.

Revision: Please find Form C52 enclosed. Complete it before we can reimburse your educational expenses.

10. Being Polite (a and d) Revise the following sentences to make them courteous.

a. Sample: If you honestly expect me to meet the November 21 deadline, I need the latest sales figures and I need them now. Can you at least hand them over?

Revision: I would greatly appreciate it if you could provide me with the latest sales figures so that I can meet the November 21 deadline. Thank you for your prompt attention to this matter.

d. Sample: Since you're the team leader, motivating team members is your problem, not mine.

Revision: As the team leader, it is important to keep team members motivated and productive. Let me know if there is anything I can do to support you in that effort.

11. Using Inclusive Language (a and d). Revise the following sentences so that they are bias-free, gender-neutral, and non-discriminatory.

a. Sample: The suspension of mandatory retirement means that old folks can stay in their jobs as long as they like.

Revision: The elimination of mandatory retirement allows individuals to continue working in their positions for as long as they choose, regardless of age.

d. Sample: Our director is committed to improving service provision for Aboriginal Canadians. Our new program also has options for Inuit people and the Métis.

Revision: Our director is dedicated to enhancing services for Indigenous Canadians, including options for First Nations, Inuit, and Métis communities.

Develop a Conversational and Confident Tone

12. Writing with Confidence (a and d). Revise the following sentences to eliminate doubtful tone and tentativeness.

a. Sample: Perhaps you could send me the latest figures sometime, that is, if it's not too much trouble for you.

Revision: Could you kindly send me the latest figures at your earliest convenience? Thank you for your time.

d. Sample: In some ways, decentralization is possibly the best thing we have ever tried to do.

Revision: Decentralization is one of our most successful endeavors.

Chapter 5

Improve Sentence Variety by Matching Sentence Style and Length to Purpose

2. Improving Sentence Variety (a). Revise the following paragraphs by varying the sentence structure and reducing the prominence of personal pronouns.

a. Sample: I joined R.H. Rayburn's marketing team in 2013. I provide marketing information for companies that make consumer-packaged goods. I have had several responsibilities. I collected point-of-sale data from stores, analyzed the data, and then

passed the information on to corporate clients. I have learned that employees are key to strong revenue growth.

Revision: In 2013, I became a member of R.H. Rayburn's marketing team and provide marketing insights to consumer-packaged goods companies. My duties have included collecting point-of-sale data from stores, analyzing the information, and presenting the results to corporate clients. Through my work, I have discovered that a company's employees play a vital role in driving revenue growth.

Improve Sentence Clarity

5. Improving Sentence Clarity (a and b). In the following sentences, correct problems such as vague pronoun reference, embedded dependent clauses, and multiple negatives that interfere with clarity.

a. Sample: The proposed changes, while they do not entirely solve our personnel shortage, will help to improve morale.

Revision: The proposed changes will improve morale and alleviate some of the personnel shortage issues.

b. Sample: We do not doubt that borrowing from home equity is not an unrealistic way for seniors to source extra cash.

Revision: Borrowing from home equity is a realistic option for seniors to get additional funds.

Use Parallelism to Write with Consistency and Impact

6. Writing Balanced Sentences (a, c, and f). Revise the following sentences to improve parallel structure.

a. Sample: Renovating our current location is less expensive than to buy or rent a new property.

Revision: Renovating our current location is less expensive than buying or renting a new property.

c. Sample: Fabiola Cortez, of our R&D division, will now head our Regina facility; and our head office in Toronto will now be managed by Lu Huang, former chief of our consulting department.

Revision: Fabiola Cortez, formerly of our R&D division, will now lead our Regina facility, while Lu Huang, formerly chief of our consulting department, will now manage our head office in Toronto.

f. Sample: A radio spot will air contest details, where promotional events will be held, and what products are new.

Revision: A radio spot will air detailing the contest information, including where promotional events will take place and what new products will be offered.

Distinguish Between Active and Passive Voice

10. Using the Active Voice (a, d, and f). Convert the following sentences to the active voice. Add subjects if necessary.

a. Sample: It was found by the committee that profits had been affected by the new industry guidelines.

Revision: The committee found that the new industry guidelines had affected profits.

d. Sample: A recommendation was made that all advertising and promotion must be handled by senior marketing specialists.

Revision: The investor recommended that senior marketing specialists handle all advertising and promotion.

f. Sample: Your personal information is not sold or otherwise marketed to third parties.

Revision: We do not sell or market your personal information to third parties.

Eliminate Sentence Errors that Impair Clarity and Unity

12. Eliminating Common Sentence Errors (a and c). Fix fragments, comma splices, and run-ons in the following sentences.

a. Sample: All our branches have extended hours, some even offer weekend banking.

Revision: All our branches have extended hours. Some even offer weekend banking.

c. Sample: The president and CEO embarked on a spending spree. Resulting in a higher debt load.

Revision: The president and CEO embarked on a spending spree, resulting in a higher debt load.

13. Correcting Misplaced and Dangling Modifiers (a, c, and f). Correct dangling and misplaced modifiers in the following sentences.

a. Sample: A shipment was forwarded from the warehouse that cost more than \$12,000.

Revision: A shipment costing more than \$12,000 was forwarded from the warehouse.

c. Sample: The computer was returned to the manufacturer that was defective.

Revision: The defective computer was returned to the manufacturer.

f. Sample: Complaints from customers must be taken seriously by all sales associates, regardless of their triviality.

Revision: Regardless of their triviality, all sales associates must take seriously the complaints from customers.

14. Eliminating Mixed Construction, Faulty Predication, and Over Coordination (a and d). Correct the following sentences.

a. Sample: The purpose of the program was established to reduce job dissatisfaction.

Revision: The program was established to reduce job dissatisfaction.

d. Sample: We're proud of our services and you should call when you need help.

Revision: We're proud of our services and encourage you to call for help.

Develop Logical, Coherent, and Focused Sentences

16. Paragraph Coherence: Using Transitional Expressions (a). Add transitional words and phrases to improve the coherence of the following paragraphs.

a. Sample: Our Small Parts Division needs to improve its quality control. Complaints so far have been few. Spot inspections revealed serious defects that could have an impact on long-term contracts and result in legal liability. We need to hire more quality control specialists. We need to foster better work habits.

Revision: Our Small Parts Division needs to improve its quality control, as complaints so far have been few. However, during spot inspections, serious defects were revealed that could potentially have an impact on long-term contracts and result in legal liability. To address these issues, we need to take a two-pronged approach: first, by hiring more quality control specialists, and second, by fostering better work habits among our staff.