

# MGMT102

## Professional Communication: Concepts and Practices

### Lecture 2: The writing process

School of Management, Operations &  
Marketing

Faculty of Business, University of Wollongong

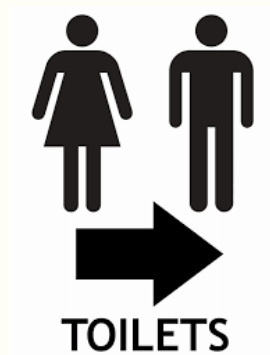
# Housekeeping

## Ground Rules

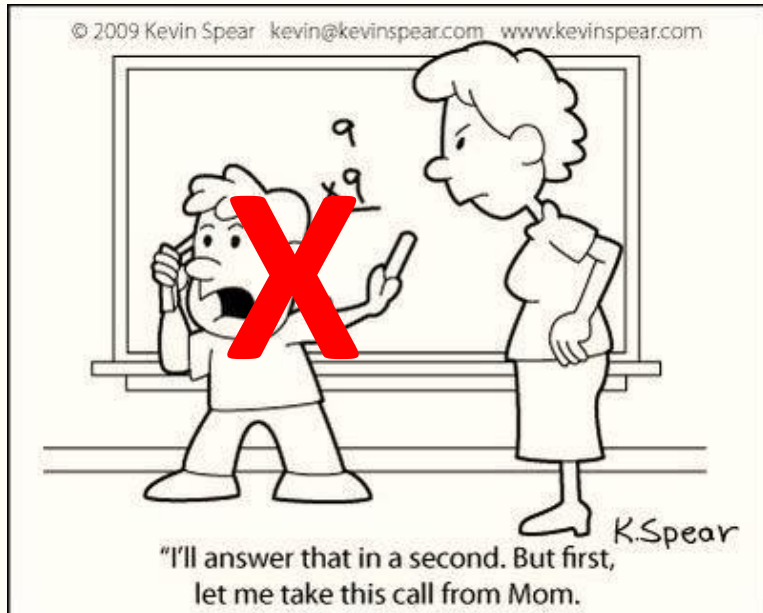
- ⑩ Respect what other people say; no putdowns.
- ⑩ Be sensitive to other people's feelings.
- ⑩ It is all right to "pass" (not answer a question).
- ⑩ Respect each other's differences.
- ⑩ Keep discussion and questions away from a personal level (no individual stories).
- ⑩ Keep confidential all private comments made by other students.
- ⑩ There are no "dumb" questions.
- ⑩ Use scientific terms rather than slang.

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# Lecture/tutorial etiquette



# Recap from previous lesson

- Communication is very important aspect of our lives
  - There are different forms of communication for example in your textbook:
    - Intrapersonal
    - Interpersonal
    - Public
    - Mass
- Advancement in technology have increased range of activities online
  - Priestley's paradox says that the more people elaborate their means of communication, the less they communication.



# Recap from previous lesson

## Communication models & theories

- Communication is a dynamic, complex, interactive process
- A communication model is a **simplified** representation of the main elements in the communication process
- A model cannot be regarded as a complete guide to how communication works

# Recap from previous lesson

## Communication models

- Laswell's model (one way transmission)
- Shannon-Weaver model (recognised noise)
- Schramm's circular model (two way interchange)
- Berlo – SMCR (source, message, channel, receiver)
- Barnlund's transactional model
- Foulger – ecological model of communication
- Dance's helical spiral

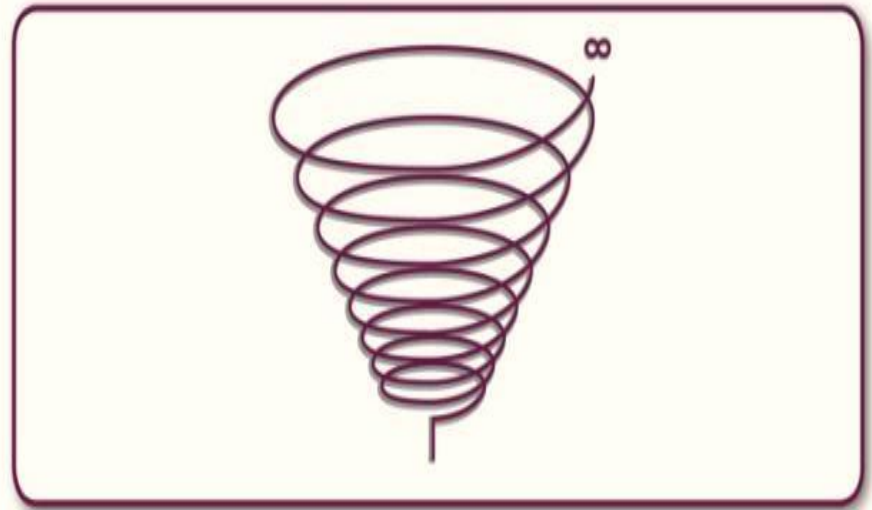
There are many communication models that we can find from text books, these are some examples

# Recap from previous lesson

“The communication process is constantly moving forward and yet is always to some degree dependent upon the past, which informs the present and the future” (Dwyer 2016, pp.9-10).

**Figure 1.7**  
**Communication as a helix**

Source: Adapted from Frank Dance, 1967. Reproduced with permission of the McGraw-Hill Companies. From R. West & L.H. Turner, *Introducing Communication Theory: Analysis and Application*, 2000, p. 6, Mayfield Publishing Company, Mountain View, California.

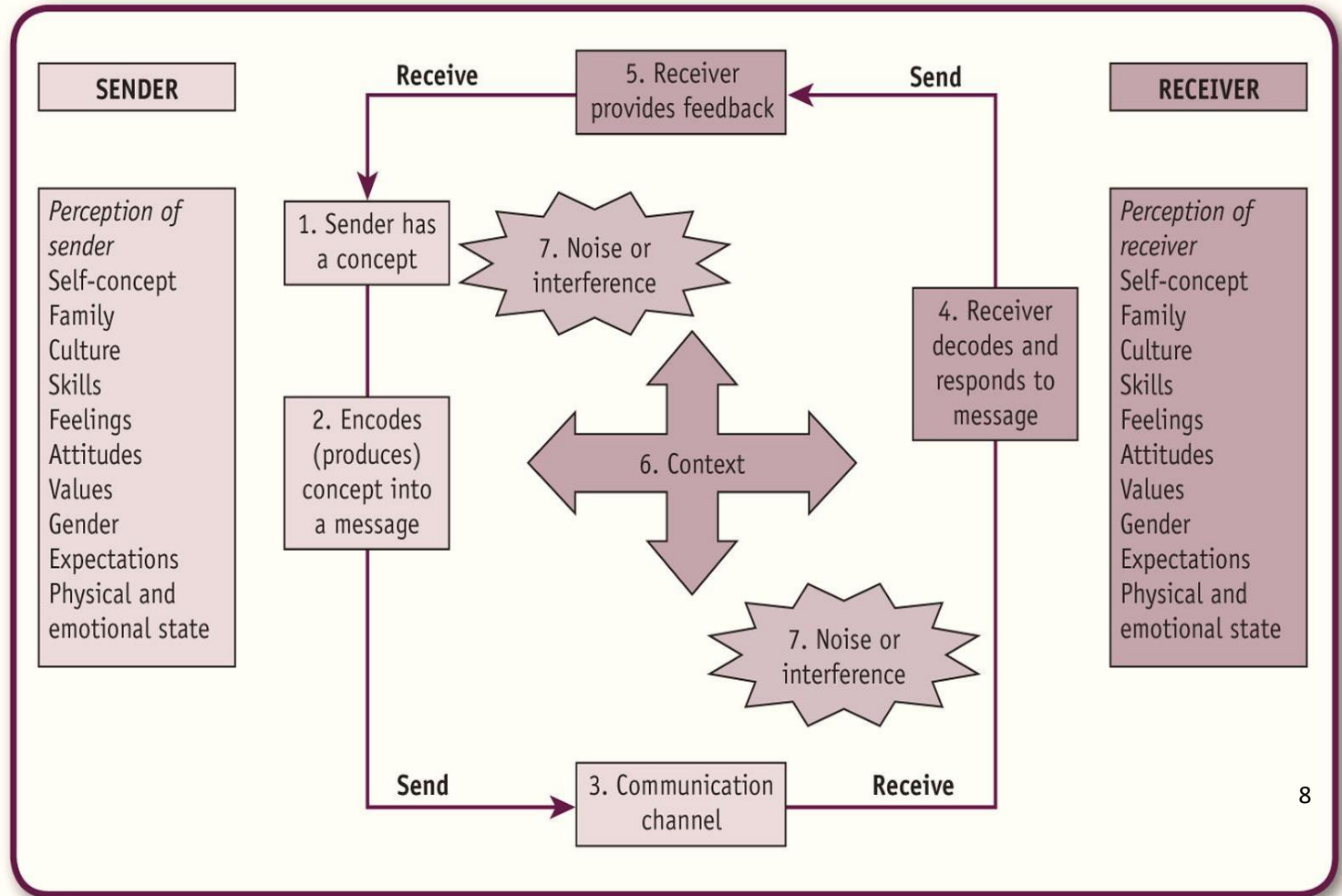


# Recap from previous lesson

- Dwyer's model **Communication models**

**Figure 1.1**  
**Communication: an interactive process**

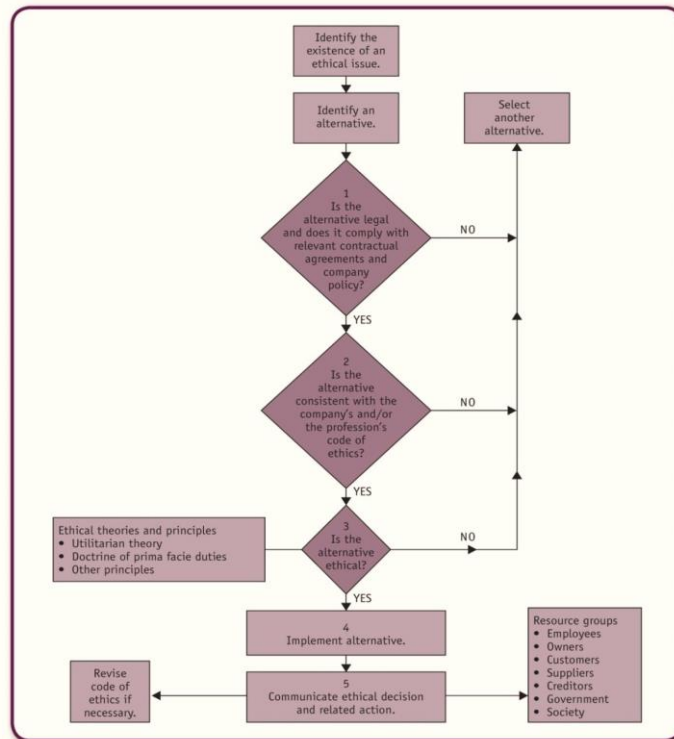
Source: © Judith H. Dwyer.





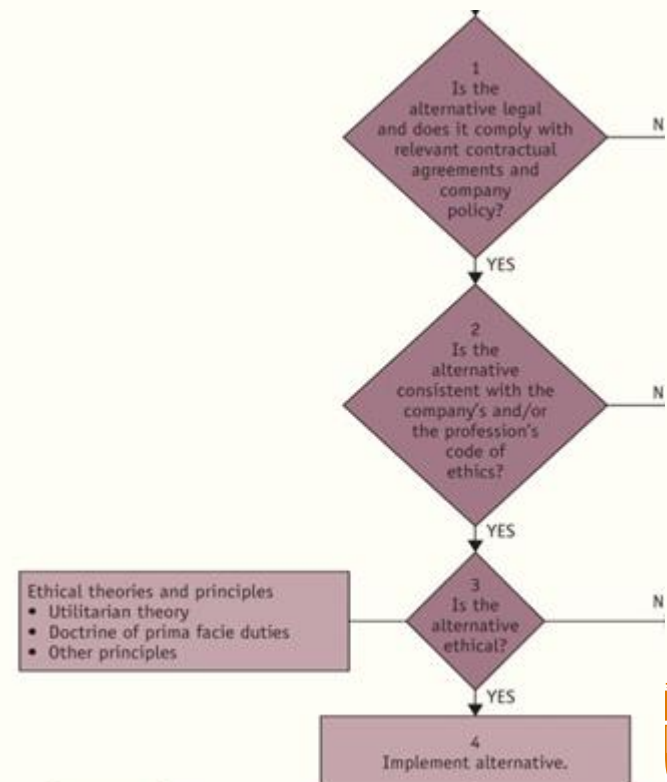
# Recap from previous lesson

- The framework for analysing ethical issues can help us make decision in an ethical way in the company.



**Figure 1.12**  
Framework for analysing ethical issues

Source: C.M. Lehman & D. Dufrene, *Himstreet and Baty's Business Communication Handbook*, 13th edn, South-Western, Ohio, 2002, p. 21. © 2002 South-Western, a part of Cengage Learning, Inc. Reproduced by permission. [www.cengage.com/permissions](http://www.cengage.com/permissions).



# This lesson

Academic writing in detail



# Academic writing in detail



# Basic academic writing protocols

Generally, NO

+ Personalisation

*In my opinion I feel that....*

*This essay examines the harmful effect of*

+ Contractions

*don't, shouldn't, wouldn't*

*Always spell in full*

+ Colloquialisms/slang

*I so like Pokemon Go omg they're so cute!!!*

+ Rhetorical questions

*"It's too hot today. Isn't it?"*

*Is questioning necessary?*

Should USE

+ Nominalisation

~~Ing~~

~~Developing~~ to the development of

+ Expanded sophisticated vocabulary

+ Passive voice

# kahoot.it



Pin: 96372

Choose the correct answer via the correct coloured icon on your mobile phone.

**"THERE IS NOTHING  
TO WRITING.  
ALL YOU DO  
IS SIT DOWN  
AT A TYPEWRITER  
AND BLEED."**

**—HEMINGWAY**

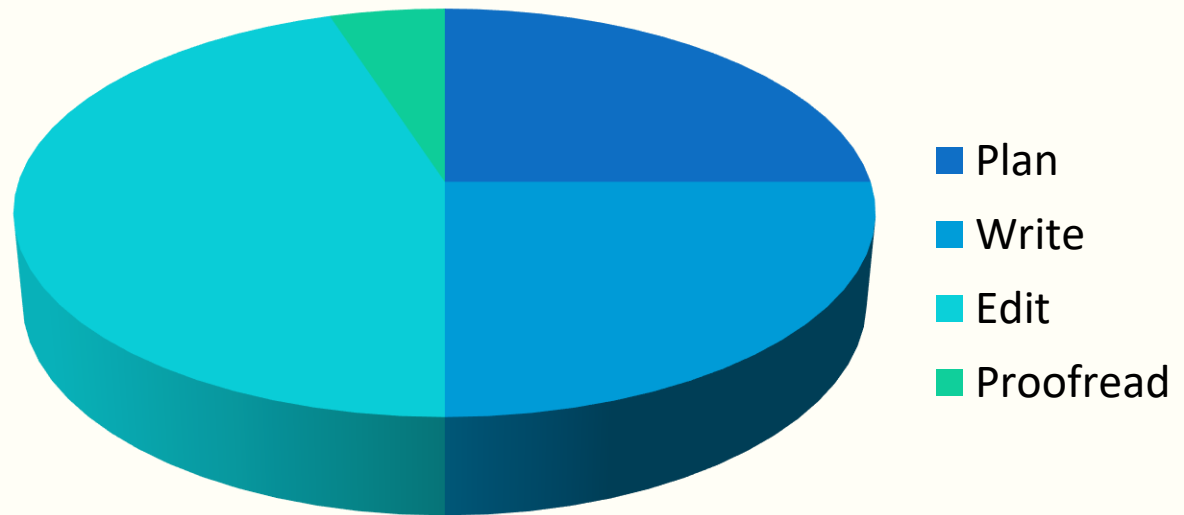


# THE WRITING PROCESS

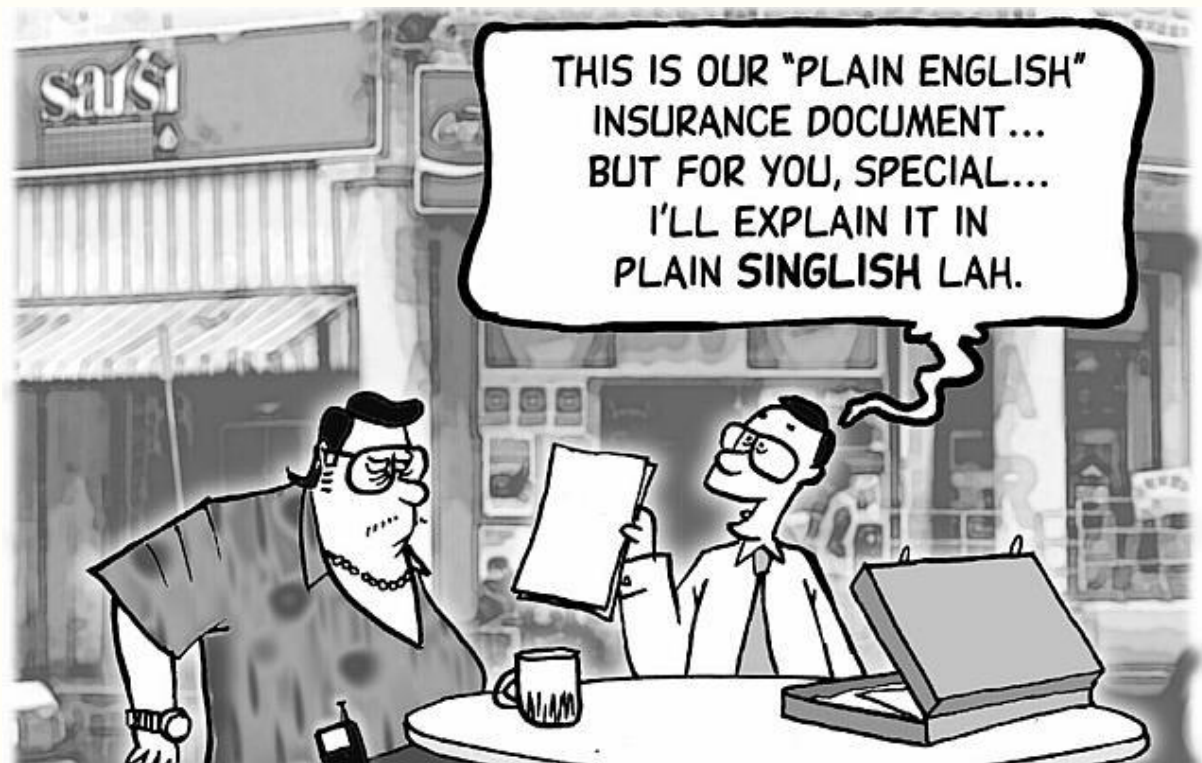
# Plain English

- Three E's
  - Equity
  - Efficiency
  - Effectiveness
- Three stages
  - Planning
  - Writing
  - Editing

**The Writing Process**



In a speech in 1979, then Prime Minister Lee Kuan Yew said Dr Goh Keng Swee "gives every officer whom he thinks is promising and whose minutes or papers are deficient in clarity, a paper-back edition of Gower's Complete Plain Words".





# Seven components of writing style

- Words (language)
- Sentences
- Paragraphs
- Rhythm (flow)
- Tone
- Order of information
- Layout

# Word choice

- Vocabulary
  - Unnecessary words

Sources: Adler & Elmhorst, 2010, Dwyer, 2016



# Whoery, Whichery & Thatery

- De-clutter excessive use of which, who and that
- Alice's father was a man who actually liked to have his lawnmower go wrong so he could tinker with its motor.



# Whooery, Whichery & Thatery

- De-clutter excessive use of which, who and that
- Alice's father [was a man who] actually liked to have his lawnmower go wrong so he could tinker with its motor.
- The people that I would like to tell you about are Father and Mother.



# Whoopery, Whichever & Thatery

- De-clutter excessive use of which, who and that
- Alice's father [was a man who] actually liked to have his lawnmower go wrong so he could tinker with its motor.
- [The people that] I would like to tell you about [are] Father and Mother.



# Thingery

- The first thing I'd like to say is...

# Thingery

- [The first thing] I'd like to say [is]...
- The thing that enrages me is mosquitoes inside my open shirt collar



# Thingery

- [The first thing] I'd like to say [is]...
- The thing that enrages me is mosquitoes inside my open shirt collar
- Mosquitoes inside my open shirt collar enrage me.





# Namery

- George came in with a new idea. It was a thought that had never struck his boss.



# Namery

- George came in with a new idea. It was a thought that had never struck his boss.
- George came in with an idea that had never struck his boss.



# Clear writing?

- "This change will allow us to better leverage our talent base in an area where developmental roles are under way and strategically focuses us toward the upcoming Business System transition where Systems literacy and accuracy will be essential to maintain and to further improve service levels to our customer base going forward."

Try rewriting this

<http://instruct.westvalley.edu/lafave/writsamp0.htm>

- Leverage
- our talent base
- ~~• in an area where developmental roles are under way~~
- ~~• and strategically focuses us toward the upcoming Business System transition where Systems literacy and accuracy will be essential~~
- to maintain and ~~to further improve~~ service levels ~~to our customer base going forward."~~

Try rewriting this

<http://instruct.westvalley.edu/lafave/writsamp0.htm>

- Make used of
- Maximize
- Human resource
- Prepare us
- Benefit
- Necessary

Try rewriting this

<http://instruct.westvalley.edu/lafave/writsamp0.htm>

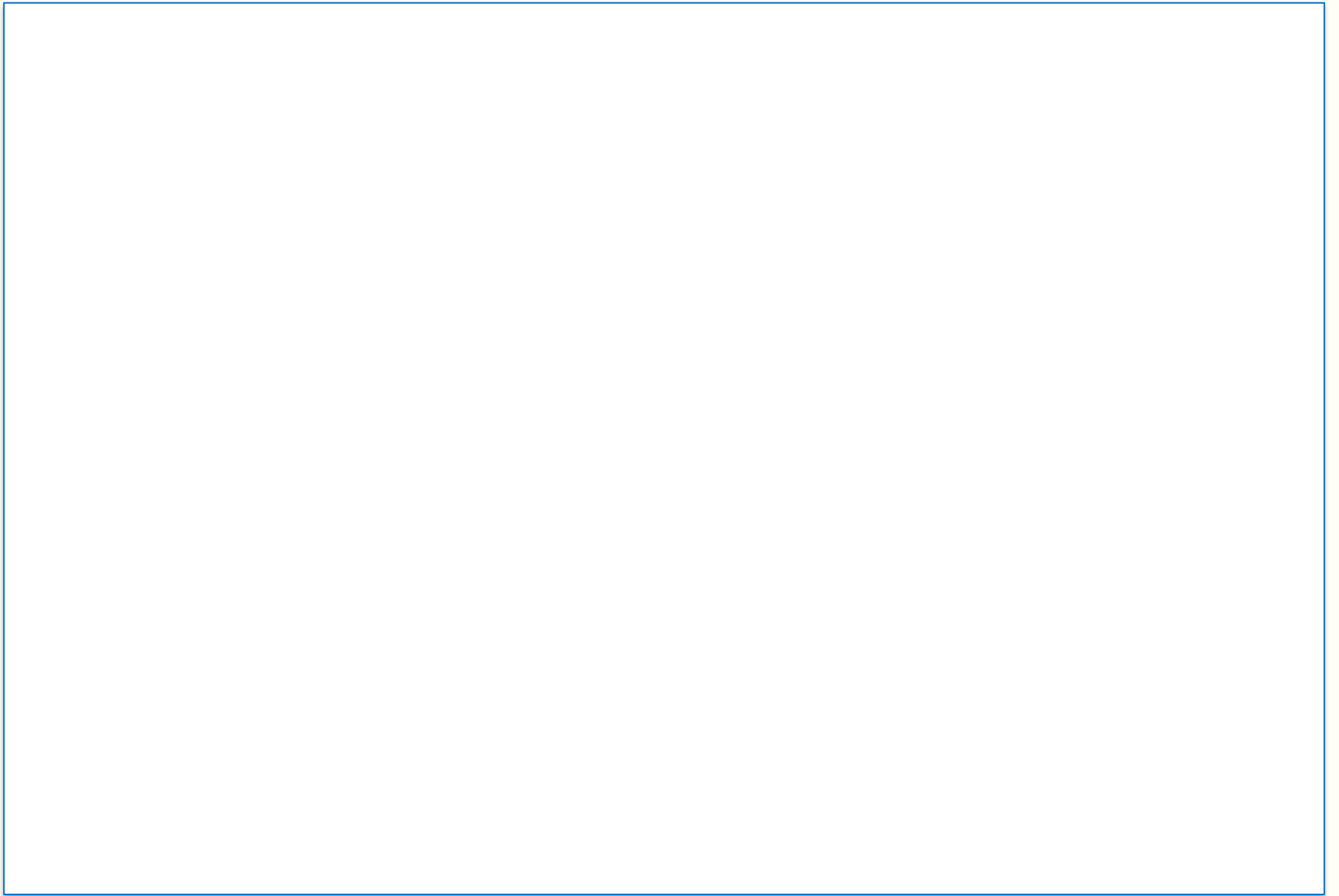


- This change will allow us to maximize our human resources in new development areas. To maintain and improve customer service levels, we will have to focus on the upcoming Business System transition. The Business System transition will help enhance the necessary systems literacy and accuracy skills of our employees.

**Post your response here:**



<https://padlet.com/jesslynism/rqz5wl07g13k>





# Types of sentences

- Simple, compound, complex sentence
  - Max read the textbook
  - Max read the textbook and took notes
  - Max read the textbook to prepare for class

# Types of sentences

- Simple, compound, complex sentence
- Fragments

*Because. His car was in the shop.* John took the bus.

John took the bus *because his car was in the shop.*

# Types of sentences

- Simple, compound, complex sentence
- Fragments
- Sprawl

Too many equally weighted phrases and clauses produce tiresome sentences.

## **Incorrect**

The hearing was planned for Monday, December 2, but not all of the witnesses could be available, so it was rescheduled for the following Friday, and then all the witnesses could attend.

## **Correct**

The hearing, which had been planned for Monday, December 2, was rescheduled for the following Friday so that all witnesses would be able to attend.

# Types of sentences


- Simple, compound, complex sentence
- Fragments
- Sprawl
- Length
  - 6 to 8 sentences form a paragraph.

Unlike the complete sentence, the run-on sentence doesn't pass these tests.

When you try to turn the run-on sentence into a single question, you immediately see that the sentence has more than one complete concept.

Make sure you try both  if your problem sentences, because you may trick yourself by just putting a tag on the last part and not noticing that it doesn't work on the first. Some people might not notice that "My favorite Mediterranean spread is hummus it is very garlicky isn't it?" is wrong, but most people will spot the yes/no question problem right away.

Every once in a while, you or your instructor will see a really long sentence and think it's a run-on when it isn't. Really long sentences can be tiring but not necessarily wrong—just make sure that yours aren't wrong by using the tests above.

Unlike the complete sentence, the run-on sentence doesn't pass these tests. When you try to turn the run-on sentence into a single question, you immediately see that the sentence has more than one complete concept. Make sure you try both tests with each of your problem sentences, because you may trick yourself by just putting a tag on the last part and not noticing that it doesn't work on the first. Some people might not notice that "My favorite Mediterranean spread is hummus it is very garlicky isn't it?" is wrong, but most people will spot the yes/no question problem right away. Every once in a while, you or your instructor will see a really long sentence and think it's a run-on when it isn't. Really long sentences can be tiring but not necessarily wrong—just make sure that yours aren't wrong by using the tests above. 

# Types of sentences

- Simple, compound, complex sentence
- Fragments
- Sprawl
- Length
- Hedging
  - The fire was **probably** caused by a fault in the engine temperature gauge.
  - The fire **could** have been caused by a fault in the engine temperature gauge.
  - Johnson (2007) **appears to** ignore the adverse psychological side-effects of this approach.
  - The risks of the new vaccine **may** have been overstated.

# Types of sentences

- Simple, compound, complex sentence
- Fragments
- Sprawl
- Length
- Hedging

Better expression than “In my opinion, I think that the fire is caused by the.....”

- The fire was **probably** caused by a fault in the engine temperature gauge.
- The fire **could** have been caused by a fault in the engine temperature gauge.
- Johnson (2007) **appears to** ignore the adverse psychological side-effects of this approach.
- The risks of the new vaccine **may** have been overstated.

# Types of sentences

- Simple, compound, complex sentence
- Fragments
- Sprawl
- Length
- Hedging
- Readability (Fog index) <http://gunning-fog-index.com/>
  - Short sentences written in Plain English achieve a better score
  - The ideal score is 7 or 8. Above 12 is too hard for most people to read
  - For instance, The Bible, Shakespeare & Mark Twain have Fog Indexes of ~ 6
  - Leading magazines, like Time, Newsweek, and the Wall Street Journal of ~ 11

# Types of sentences

- Simple, compound, complex sentence
- Fragments
- Sprawl
- Length
- Hedging
- Readability (Fog index) <http://gunning-fog-index.com/>
- Punctuation





# The power of punctuation

**It. Is. Very. Weird.**

**That. When. You.**

**Read. This. Your.**

**Voice. Pauses.**

**Between. Words.**

My In  
Cooking  
reading, v

Let's eat Grandpa!  
Let's eat, Grandpa!

COMMAS

They save lives!

# Why punctuation matters

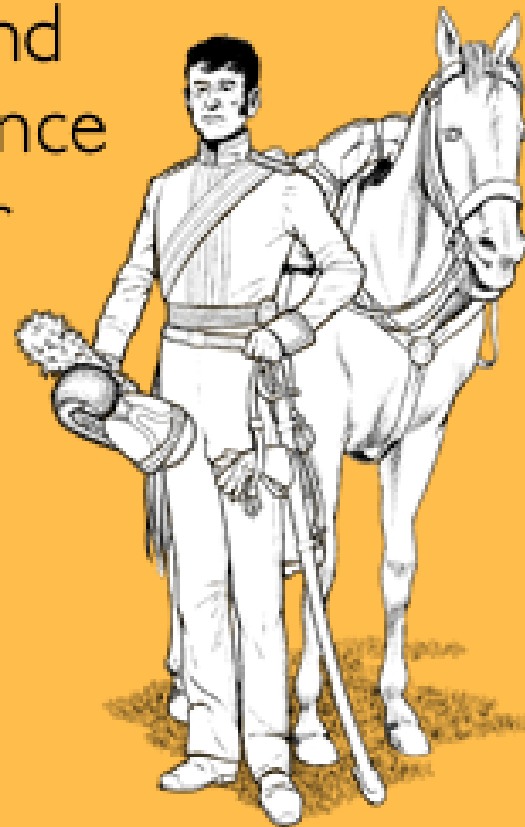


# Types of sentences

- Simple, compound, complex sentence
- Fragments
- Sprawl
- Length
- Hedging
- Readability
- Punctuation
- Capitalisation
  - Start of sentence and for proper nouns
  - If generic term in place of proper nouns do not capitalise
  - E.g. 'Government of Australia', the government



Proper punctuation and grammar is the difference between 'helping your Uncle, Jack, off a horse' and 'helping your uncle jack off a horse.'



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someecards.com

# Other considerations

- Rhythm
- Tone
- Order of information
  - Structure
  - Headings and subheadings
- Professional layout

## ***PLUS***

- Edits and revisions
- Review and proofread

# Essay and report writing

- UOWs UniLearning site has a variety of useful information
  - Effective writing
  - Essay and report writing
  - Reading
    - How to read effectively and critically
  - Note taking
  - Critical thinking
- <https://www.uow.edu.au/student/support-services/academic-skills/>

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Punctuation: Which sentence is correctly punctuated?  
Choose the correct sentence via the correct coloured icon on  
your mobile phone.



# Next week

Interpersonal communication

## Read Chapter 3

Read instructions on Moodle for  
your Blog post's tasks

# 2024, S3, T1 classmates

- <https://mgnt102hdscore.wordpress.com/2024/06/29/self-introduction/>
- <https://kokjun9.wordpress.com/2024/06/29/introduction/>
- <https://mong27.wordpress.com/2024/06/29/introduction/>
- <https://mgnt102ridhwancorp.wordpress.com/2024/06/30/self-introduction/>

# 2024, S3, T2 classmates

- <https://dawnnyxl.wordpress.com/2024/07/01/about-me/>
- <https://beanorama1.wordpress.com/2024/06/29/introduction/>
- <https://zhtanecho.wordpress.com/2024/06/29/tan-zhang-hong/>
- <https://yrdomainmgt102.wordpress.com/2024/06/28/introduction/>
- <https://vnessa022.wordpress.com/2024/07/01/about-me/>
- <https://felixwidjaja.wordpress.com/about/>
- <https://post128.wordpress.com/2024/07/01/introduction-of-myself/>
- <https://itscf8.wordpress.com/2024/06/30/introductions/>
- <https://kaihang1184.wordpress.com/2024/07/01/introduction/>

# 2024, S1 classmates

<https://sdy459.wordpress.com/2023/01/03/topic-1-introduction/>

<https://bwong169.wordpress.com/2023/01/05/blog-1-introduction/>

<https://saiswaja.wordpress.com/>

<https://kaixuan3.wordpress.com/2023/01/05/self-introduction/>

<https://wayneishere0.wordpress.com/2023/01/04/who-i-am/>

<https://amandachen2.wordpress.com/2023/01/02/a-self-introduction/>

<https://callmekensg.wordpress.com/>

<https://derrickong97.wordpress.com/>