

The TECHNICAL STYLE

Can we have a technical and general description on the following image?



Compare the style

TEXT A

- One enters the palatial room through an elegantly carved maple door to reveal the French provincial furniture of another century. The plush beige carpet makes one want to run and dance barefoot.

TEXT B

- The entrance to the 24-ft room is a 36-in. by 80-in. maple door decorated with a carved family crest. The floor has a beige nylon carpet with a 1-in. pad. The furniture is French provincial.

The TECHNICAL STYLE

The following acronym sums it all up,

SCOPE

Examples for Acronym

NASA-National Aeronautics and Space Administration

IELTS-International English language Testing System

SWOT-Strengths, Weaknesses, Opportunities, Threats

This is SCOPE

- S- Simplicity
- C- Clarity
- O- Objectivity
- P- Precision
- E- Economy

We will change the order to study.

1. Clarity
2. Precision
3. Simplicity
4. Objectivity
5. Economy

1. CLARITY

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

Consequences of lack of clarity:

If the audience responds to a memo, letter, report, or manual with, “Huh?” what has the writer accomplished? If the correspondence is not clearly understood, the reader will either call the writer for further clarification, or just ignore the information. In either case, the writer’s time is wasted; the reader’s time is wasted; the message is lost.

Four key elements to ensure clarity

1. Completeness

2. Correct Grammar

3. Clear organization of Content

4. Clear Pronoun References

1. Completeness

- The information provided should answer all the wh-questions.

Compare the following

Version 1

Date: March 5, 2004
To: Michelle Fields From:
Earl Eddings
Subject: Meeting

Please plan to prepare a presentation on sales. Make sure the information is very detailed. Thanks.

Version 2

Date: March 5, 2004 To: Michelle Fields From: Earl Eddings Subject: Sales Staff Meeting

Please make a presentation on improved sales techniques for our sales staff. This meeting is planned for March 18, 2004, in Conference Room C, from 8:00 a.m. - 5:00 p.m.

Our quarterly sales are down 27%. Thus, we need to help our staff accomplish the following: 1. Make new contacts. 2. Close deals more effectively. 3. Earn a 40% profit margin on all sales.

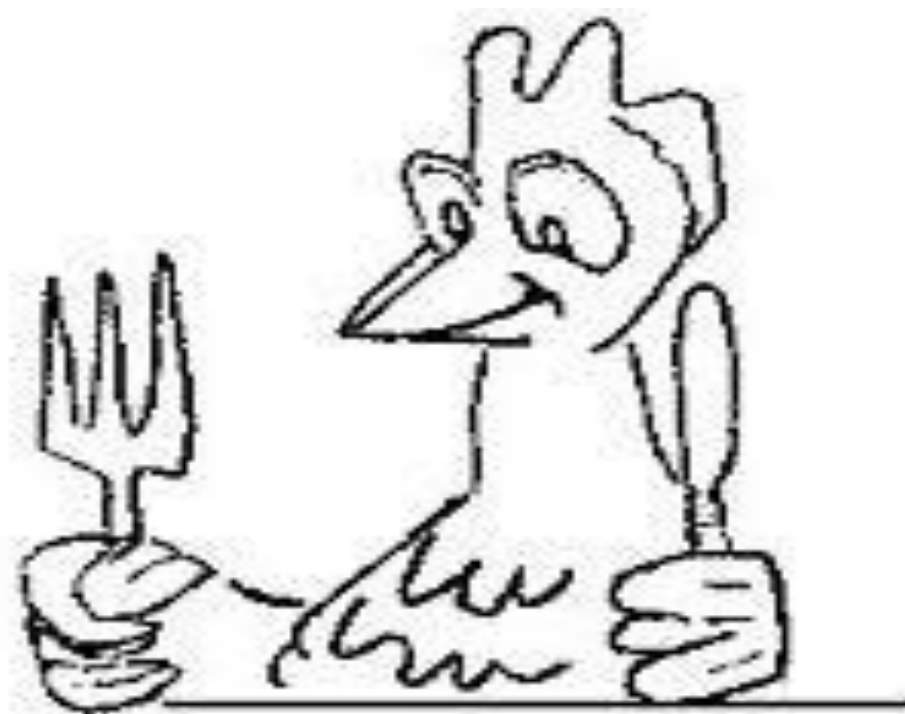
Use our new multimedia presentation system to make your presentation. With your help, I know our company can get back on track.

Thanks.

2. Correct Grammar

This includes:

- The structures (tenses, voice, conditionals), articles, prepositions, modal verbs
- Sentence structure (the conjunctions, clauses, punctuation, avoidance of sentential errors)
- Other mechanics and punctuations



THE CHICKEN IS
READY TO EAT

3. Clear Organization of Content

This includes,

- Coherence
- The effective writing process
- Clear paragraphing

Example for content organization

The flawed organization of the paragraphs

Dear Liz,

¹Our laboratories investigated the cause of the Model 24-C control panel fires by testing 12 prototypes under normal operational and emergency loads. ²We recommend that this junction be redesigned and retested to minimize the possibility of future fires.

³The test results included in this report consistently demonstrate inadequate wiring for emergency loads at the terminal junction. This finding confirms our preliminary analysis.

Truly yours,

Carol Stacy

Re-organized email,

Dear Liz,

¹Our laboratories investigated the cause of the Model 24-C control panel fires by testing 12 prototypes under normal operational and emergency loads. ³The test results included in this report consistently demonstrate inadequate wiring for emergency loads at the terminal junction. This finding confirms our preliminary analysis.

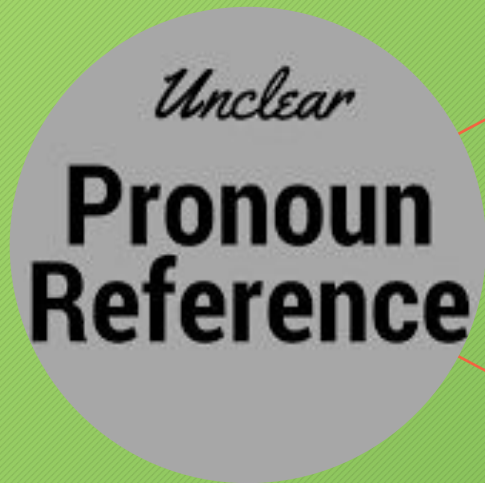
²We recommend that this junction be redesigned and retested to minimize the possibility of future fires.

Truly yours,

Carol Stacy

4. Clear Pronoun References

- A pronoun should refer clearly to its antecedent.



A. Ambiguous Reference

An ambiguous reference occurs when the pronoun could refer to two possible antecedents.

For example:

- The client told James that he had to come to therapy.
(Who has to come to therapy- the client or James?)

The following revision eliminates the ambiguity.

- The client told James, “You have to come to therapy.”



B. Implied Reference

A pronoun must refer to a specific antecedent, not to a word that is implied but not present in the sentence.

For example:

After braiding Ann's hair, Sue decorated them with ribbons.

The pronoun them refers to Ann's braids (implied by the term braiding), but the word braids did not appear in the sentence.

In Nikki's case file, she describes how Ms. Jones abuses substances.

The pronoun she does not refer to Nikki but refers to Nikki's case file.
In Nikki's case file, Nikki describes how Ms. Jones abuses substances.

C. Vague Reference: this, that, which (contd.)

- The pronouns this, that and which should not refer vaguely to earlier word groups or ideas. These pronouns should refer to specific antecedents.
- When a pronoun's reference is too vague, replace the pronoun with a noun.

For example:

“More and more often, especially in large cities, we are finding ourselves victims of serious crimes. We learn to accept **this** with minor complaints.”

Revised:

More and more often, especially in large cities, we are finding ourselves victims of serious crimes. We learn to accept **our fate with minor complaints.**

(The pronoun *this* is replaced by the noun *fate*).

Don't let stress
Kill you —
Let the church
help!



C. Vague Reference: this, that, which

When a pronoun's reference is too vague, supply an antecedent to which the pronoun clearly refers.

For example:

Sue and Patsy were both too young to have acquired much wisdom, **which accounts for their rash actions.**

Revised:

Sue and Patsy were both too young to have acquired much wisdom, **a fact which accounts for their rash decisions.** (The pronoun *which* clearly refers to the supplied antecedent, *fact*).

CAREER WEEK.

I WANT TO BE THE GUITARIST
FOR IGGY AND THE STOOGES
LIKE MY DAD.



YOUR DAD IS IGGY POP'S
GUITARIST?

NO. HE
WANTS TO BE.



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MALLET

Activity

You are the president of an industry association and have received the following inquiry from an out of town member, “I think I would like to attend my first meeting of the association even though I am not acquainted with your city. Will you please tell me where the next meeting is being held?”

Compose an email on the above situation.

PRECISION

Precision refers to **exact, definite, and distinct terms/words/details** for expressing an idea. It will leave no room for misinterpretation or multiple interpretations.

SET 1	SET 2
<ul style="list-style-type: none">• Some of our competitors have very good businesses.• As we discussed recently, I have the figures on the projects.• The policy change will affect us adversely.	<ul style="list-style-type: none">• Both Sunbelt Instruments, Inc. and Ohio Testing laboratories grossed over \$6.2 million during the fourth quarter of last year.• I have discussed the comparative costs of three word processing computers which you requested in our telephone conversation last Friday.• New Policy 1204.05 (Leaves) will decrease our allowable sick days from 10 to 8 per year.

2 key elements to achieve precision

1. Concrete and specific words.

2. Specific Facts and Figures.

PRECISION

1. Choose precise, concrete, and specific words.

Vague and Ambiguous	Clear and Precise
The flow of lava was <u>affected</u> .	The flow of lava was decreased.
The lacquer created <u>nice</u> appearance.	The lacquer created a glossy appearance.
<u>Since</u> the component was rejected, a new manufacturing process was developed.	Because/After the component was rejected; a new manufacturing process was developed.
This is the <u>last</u> carburetor to be installed.	This is the most recent carburetor to be installed.

EXAMPLES

I saw bats.



PRECISION

2. Use Specific Facts and Figures.

Vague, General, Indefinite	Concrete, Precise
This is a <u>long</u> letter.	This letter is three times as long as you said it would.
Student <u>GMAT</u> scores are <u>higher</u> .	In 1996, the GMAT scores averaged 600; by 1997 they had risen to 610.

How would you describe the following pictures with precision?



PRECISION

The following passage is not specific in details. Replace the underlined words with precise information.

Our latest attempt at molding protectors has led to some positive results. We spent several hours in Dept.15 trying different machine settings and techniques. Several good parts were molded using two different sheet thicknesses. Here's summary of the findings.

First, we tried the thick sheet material. At 240F, this thickness worked well. Next, we tried the thinner sheet material. The thinner material is less forgiving, but after a few adjustments we were making good parts. Still, the thin material caused the most handling problems.

PRECISION

Revised version

During the week of 10/4/14, we spent approximately 12 hours in Dept. 15 trying different machine settings, techniques, and thicknesses to mold mold protectors. Here is a report on our findings.

0.030" Thick sheet

At 240 F, this thickness worked well.

0.015" Thick sheet

This material is less forgiving, but after decreasing the heat to 200F, we could produce good parts. Still, material at 0.015" causes handling problems.

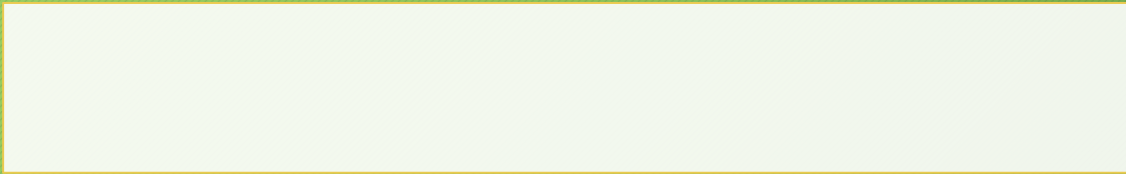
SIMPLICITY

The technical style demands formal yet **simple language**. Use technical words only when you really need to. Avoid unnecessary jargon. Consider the following examples:

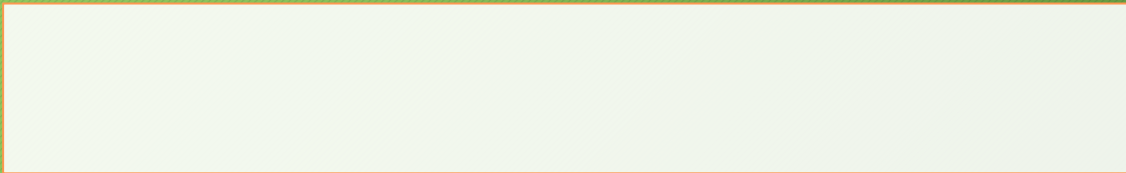
Jargonized and Pompous language	Simple and Formal
We will use the input of each department to finalize our game plan.	We will consider the suggestions of each department to complete our programming.
At this juncture, the aforementioned procedure should be utilized.	The plan which we discussed should be used now.
We should commence operational capabilities in systematic increments.	We should begin the project step by step.
It just isn't politically correct to suggest a purchase from a company that is played.	It just isn't smart to suggest a purchase from a company whose sales are falling.

Simplicity can be achieved by,

Using simple vocabulary



Using simple and compound sentence structures





English

*We don't talk
anymore*



IELTS

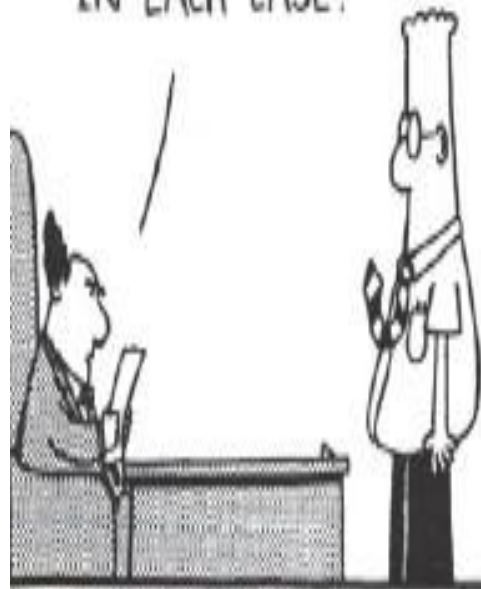
*You and I no longer
engage in verbal
confabulations*



Developer: "The system returns data where the Open Date is before the From Date AND the Close Date is after the From Date OR the Open Date is before the To Date and the Close Date is after the To Date."

Analyst: "You mean, it returns those events which are still active for the given date range?"

GOOD REPORT, BUT
CHANGE THE WORD
'USE' TO 'UTILIZE'
IN EACH CASE.



CHANGE "HELP" TO
"FACILITATE" AND
REPLACE "DO" WITH
"IMPLEMENTATION
PHASE."



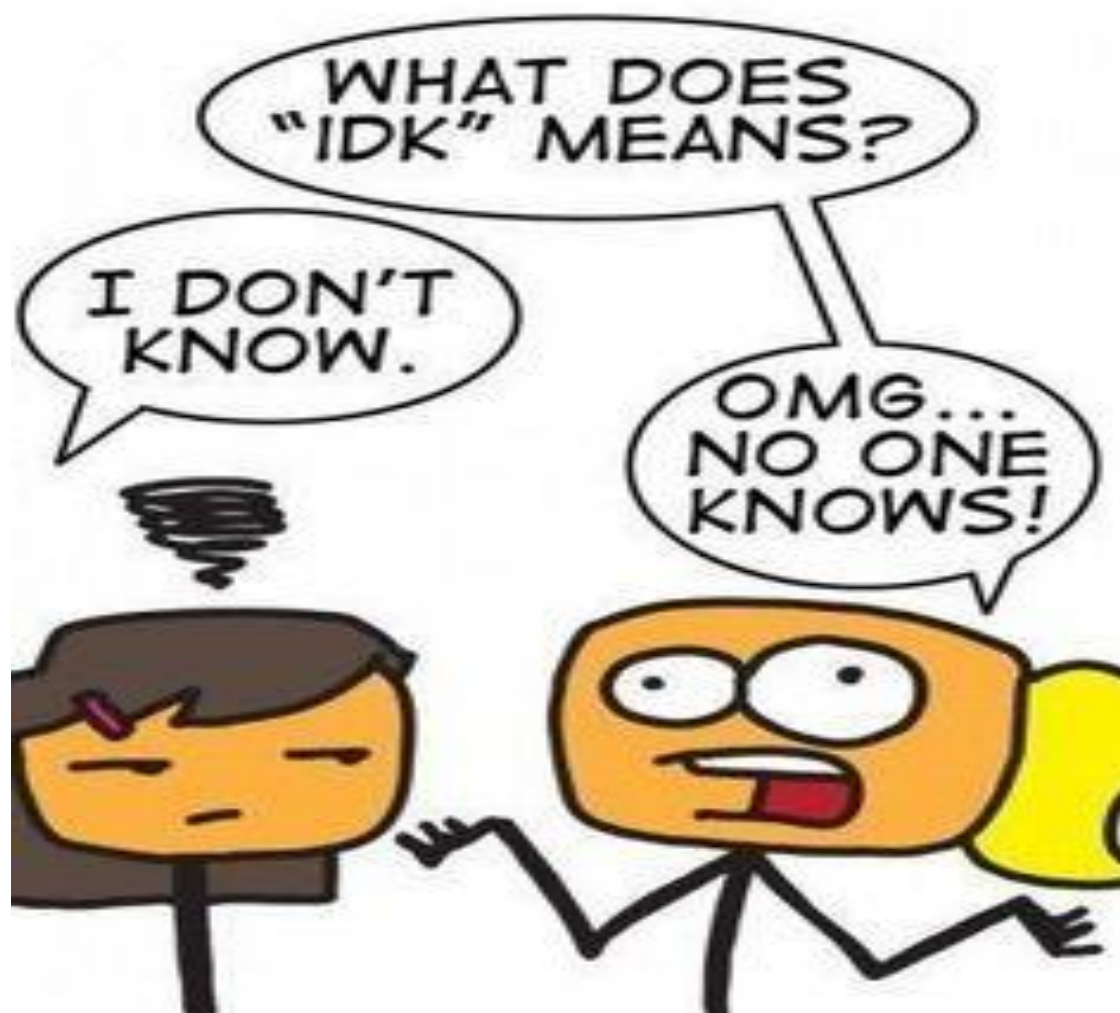
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HMM...
IT'S STILL
A BIT TOO
READABLE.



I COULD
REDUCE THE
TYPE SIZE AND
RUN IT
THROUGH THE
FAX.

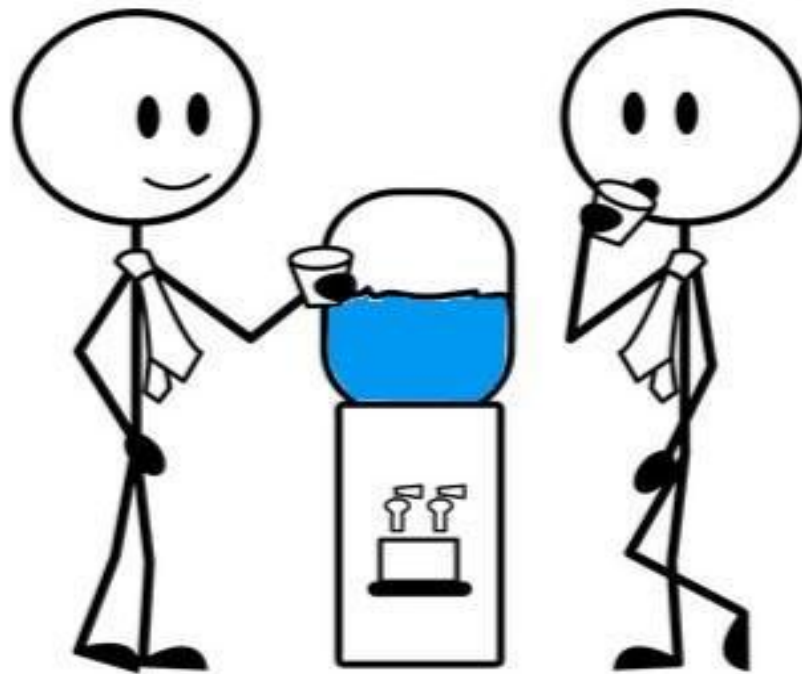






Need **RAM** & **HDD** for the **URL**
from my **IP** but not sure if the **HTML**
is **HTTP** or **HTTPS** but the **ISP** has
an **SSL** impacts **CPU**

Huh?



Re-write the following sentences by making them simple and reader friendly.

1. Last but not least, the article sends an important message.
2. My main ambition in life is not to make a fortune, since I know that, as they say, "Money is the root of all evil."
3. For Baldwin, the problem never reared its ugly head until one dreadful night in New Jersey.
4. The building's owners offered the inspectors many financial incentives to overlook code violations

Rephrased Sentences

- 1. Finally/to sum up/ to conclude, the article sends an important message.
- 2. My main ambition in life is not to work so that I can be millioner because I know that it will bring distress.
- 3. For Baldwin, the problem never occurred until one night in New Jersey.
- 4. The building's owners bribed the inspectors to hide the crime of code violation.

OBJECTIVITY

- The convention of 'objective' writing is that arguments use impartial language, which is not a) personal, b) judgmental, or c) emotive.
- Objective language is considered fair and accurate.
- It avoids exaggeration and bias, and shows respect for the views of others.
- Everyday language is 'subjective'. It is used to express opinions based on personal values, beliefs or preferences rather than evidence.
- Opinions tend to be based on subjective judgment rather than on information that can be verified.

3 ways to achieve objectivity

- Personal opinion should be avoided
- Judgmental language
- Emotive language

1. Avoid personal language unless necessary

Compare the examples below:

- 1. I got informed consent in accordance with the procedures specified for research...
- ❖ *Informed consent was obtained in accordance with the procedures specified for research...*
- 2. I believe that there is a discrepancy between theory and practice...
- ❖ *Research suggests that there is a discrepancy between theory and practice...*
- 3. I interviewed a total of 22 parents during the month of December 2009...
- ❖ *A total of 22 parents were interviewed during the month of December 2009...*
- 4. I gave completed questionnaires a number for identification purposes...
- ❖ *Completed questionnaires were allocated a number for identification purposes...*

2. Avoid Judgmental Language

- Judgmental language suggests that you are making a personal judgment.
- By using judgmental language, it may sound as though you have come to a conclusion based on your previously held beliefs, rather than through a review of the relevant literature.
- It is important to remember that beliefs you may have held at one time could later be disproved.

Consider the following examples:

1. International schools are always elitist...
 - ❖ *International schools are often viewed as elitist...*
- 2. Jessen's (1956) theory is the most influential for scholars in education
 - ❖ *Jessen's (1956) theory remains one of the most influential for scholars in education...*
- 3. Smith's (2009) paper made such a remarkable contribution to the field...
 - ❖ *Smith's (2009) paper made a major contribution to the field...*
- 4. Gorard's (1999, pp.31-33) study provided an awesome classification model...
 - ❖ *Gorard's (1999, pp.31-33) study provided a concise classification model...*

3. Avoid emotive language.

- Emotive language appeals to the emotions or values of your reader.
- Emotive language tends to use superlatives and/or exaggeration in an attempt to incite an emotional reaction.

Consider the following examples:

1. Korean orthography is too difficult to be well-understood...
 - ❖ *Korean orthography is not generally well-understood...*
2. These really lucky people may be advantaged by healthcare services that...
 - ❖ *These people may be advantaged by healthcare services that...*
- 3. Sydney represents an incredibly vivacious school market...
 - ❖ *Sydney represents an active and dynamic school market...*

Re-write the following sentences by making them objective.

1. I don't think that this company cares about what their customers think of them.
2. In my experience, they haven't been the best.
3. This operating system isn't the best one out there. It's too slow for most people's needs.

Re-write the following and make it objectively sound.

Our lives at home converged around the pleasantly-shaped kitchen table. It was the magnet that drew our family together quite warmly. Cut from the sturdiest oak, the table was tough, smooth, and long enough for my mother, my two sisters, and me to work or play on at the same time. Our favorite light blue ceramic tile, stationed in the right corner, was the table's sole defense against the ravages of everything from a steaming teapot to the latest red-hot gadget from the Sears catalogue. More often than not, however, the heat would spread quickly beyond the small tile and onto the checkered oilcloth, which just as quickly exuded a rank and sour odor. Yet no matter how intensely the four of us competed for elbow room at the table, none dared venture near the lone dinner place arranged securely to the left of the tile. There was no telling when he would get home from work, but, when he did, he expected the food to be ready--steaming hot. He liked to eat right away--steak mostly--two bloody but thick pieces.

Objective version

The kitchen table is rectangular, seventy-two inches long and thirty inches wide. Made of a two-inch-thick piece of oak, its top is covered with a waxy oil-cloth patterned in dark red and blue squares against a white background. In the right corner, close to the wall, a square blue ceramic tile serves as the protective base for a brown earthenware teapot. A single white placemat has been set to the left of the tile, with a knife and fork on either side of a white dinner plate, around nine inches in diameter. On the plate are two thick pieces of steak.

ECONOMY--Cut the clutter

- The extra, unnecessary words or phrases.



ECONOMY

Replace the following phrases with one to two suitable words/phrase

1. A majority of
2. A number of
3. Are of the same opinion
4. Less frequently occurring
5. All three of the
6. At that point in time
7. Due to the fact that

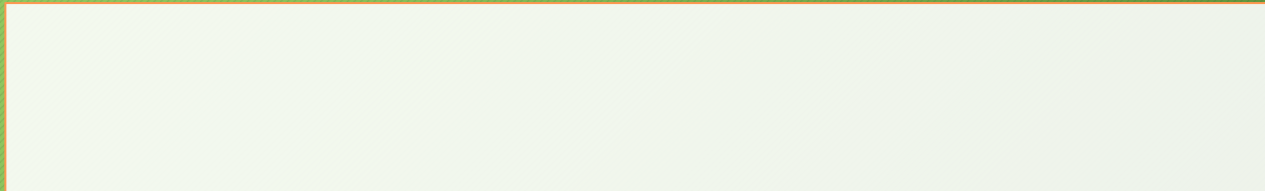
Cut The Clutter

Trick Set 1

Eliminate negatives

A large, empty white rectangular box with a thin orange border, intended for a user to provide an example of a sentence where negatives are eliminated.

Eliminate superfluous uses of “there are/there is”

A large, empty white rectangular box with a thin orange border, intended for a user to provide an example of a sentence where superfluous uses of “there are/there is” are eliminated.

ECONOMY

ELIMINATE NEGATIVES

1. She was not often right.
❖ *She was usually wrong.*
2. She did not want to perform the experiment incorrectly.
❖ *She wanted to perform the experiment correctly.*
3. They did not believe the drug was harmful.
❖ *They believed the drug was safe.*

<input type="checkbox"/> Not harmful		safe
<input type="checkbox"/> Not important		unimportant
<input type="checkbox"/> Does not have		lacks
<input type="checkbox"/> Did not remember		forgot
<input type="checkbox"/> Did not succeed		failed
<input type="checkbox"/> Didn't pay attention to		ignored

ECONOMY

ELIMINATE SUPERFLUOUS USES OF “THERE ARE/THERE IS”

1. There are many ways in which we can arrange the pulleys.
❖ *We can arrange the pulleys in many ways.*
2. There was a long line of bacteria on the plate.
❖ *Bacteria lined the plate.*
3. There are many physicists who like to write.
❖ *Many physicists like to write.*
4. The data confirm that there is an association between vegetables and cancer.
❖ *The data confirm an association between vegetables and cancer.*

Cut The Clutter

Trick Set 2

- Avoid turning verbs into nouns
- Use strong verbs
- Don't bury the main verb
- **Write with verbs**

ECONOMY

1. Use strong verbs

Compare:

“Loud music **came** from speakers embedded in the walls, and the entire arena **moved** as the hungry crowd **got** to its feet.”

With:

“Loud music **exploded** from speakers embedded in the walls, and the entire arena **shook** as the hungry crowd **leaped** to its feet.”

ECONOMY

And it is the matter of “Picking the right verb!” Read the following Paragraph.

The WHO **reports** that approximately two-thirds of the world’s diabetics are found in developing countries, and **estimates** that the number of diabetics in these countries will double in the next 25 year.

The WHO **estimates** that two-thirds of the world’s diabetics are found in developing countries, and **projects** that the number of diabetics in these countries will double in the next 25 years.

ECONOMY

2. Do not turn verbs into nouns

- When we turn a verb or adjective into a noun, we create a **NOMINALIZATION**.

Nominalizations

Liberated Verbs

A need **exists for more efficient candidate selection.**

We must select candidates more efficiently.

There is the **possibility of prior approval.**

He may approve of it ahead of time.

The establishment of a different approach on the part of the committee **has become a necessity.**

The committee must approach it differently.

Our request is that on your return, you **conduct a review of the data and provide an immediate report.**

We request that when you return, you review the data and report immediately.

COMMON NOMINALIZATIONS verbs

Liberated verb	Nominalization
Discover	Discovery
Move	Movement
Resist	Resistance
React	Reaction
Fail	Failure
Refuse	Refusal
Analyze	Analysis
Destabilize	Destabilization
Study	Studies

COMMON NOMINALIZATIONS adjectives

Adjectives	Nominalization
Careless	Carelessness
Difficult	Difficulty
Different	Difference
Applicable	Applicability
Intense	intensity
Applicable	Application

LIBERATE THE DISGUISED VERBS

1. make a recommendation
2. formulate an argument
3. raise an objection
4. make restitution
5. express resentment
6. arrive at a conclusion
7. perform an analysis
8. develop a plan
9. exercise conformity
10. undertake a development
11. find a solution
12. make a decision

LIBERATE THE DISGUISED VERBS

1. The theory makes the postulation that long-term stability of species (with only minor modifications) in palaeontologic time is punctuated by bursts of time in which many species are extinguished.
2. Freshmen have frequently made complaints about the cafeteria food.
3. Species managed to achieve evolution from parental species that made an escape from extinction by virtue of their geographic isolation.
4. The Sumerians are credited with the invention of writing toward the end of the fourth millennium B.C.
5. Neither the clay tablet nor the papyrus roll underwent much change in form during the next three thousand years.

Economy

3. Do not burry the main verb

- Keep the subject and main verb (predicate) close together at the start of the sentence.

Don't bury the main verb

Following is the case of the buried predicate.

One study of 930 adults with multiple sclerosis (MS) receiving care in one of two managed care settings or in a fee-for-service setting found that only two-thirds of those needing to contact a neurologist for an Ms-related problem in the prior 6 months had done so (Vickrey et al 1999).

Avoiding Redundancy

- Why say, “The used car will cost the sum of \$1,000.00”? It is more concise to say,

Avoiding Redundancy

Wordy Sentence	Less Wordy Sentence
We collaborated together on the projects.	We collaborated on the project.
This is a brand new innovation.	This is an innovation.
The other alternative is to eat soup.	The alternative is to eat soup.

Avoiding Prepositional Phrases

- Prepositional phrases create wordy sentences. Consider the following examples.

Wordy Sentence	Concise Sentence
I will see you in the near future	I will see you soon.
I am in receipt of your e-mail message requesting an increase in pay.	I received your e-mail message requesting a pay raise.
He drove at a rapid rate.	He drove rapidly.