

# CA115 Digital Innovation Management Enterprise

## Lecture 3: Communication #2 - Writing

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These notes will be posted to Loop.

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## Writing

Writing is an important skill.

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## Summary Advice

From Mikael Krogerus and Roman Tschäppler's *The Test Book*.

Summarised advice from writers such as Arthur Schopenhauer, George Orwell and journalist Constantin Seibt.

1. Short words are better.
2. Keep it brief; short sentences are best.
3. Avoid jargon.
4. Read everything you write out loud; if it's hard to say, it is hard to read.
5. Break all these rules.

Dave Oglivy - you can't bore people into buying products.

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## Summary Advice

### George Orwell

Summarised in *The Economist Style Guide*.

1. Never use a metaphor, a simile or other figure of speech which you are used to seeing in print.
2. Never use a long word where a short word will do.
3. If it is possible to cut out a word, always cut it out.
4. Never use the passive where you can use the active.
5. Never use a foreign word, a scientific word or a jargon word, if you can think of an everyday English equivalent.
6. Break any of these rules sooner than say anything outright barbarous.

Four questions: What am I trying to say? What words will express it? What image or idiom will make it clearer? Is this image fresh enough to have an effect?

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## Summary Advice

### From *The Economist Style Guide*

"Readers are primarily interested in what you have to say":

1. "Do not be too stuffy".
  2. "Do not be hectoring or arrogant".
  3. "Do not be too pleased with yourself".
  4. "Do not be too chatty".
  5. "Do not be too didactic, i.e. beginning sentences with Imagine, Compare, Note and so on".
  6. "Do your best to be lucid, i.e. to be clear".
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# Punctuation

- Capital letters.
  - Full stops, commas, semi-colons, colons, exclamation marks, question marks, apostrophes etc.
  - Spelling: spellcheckers, confusing words.
  - Grammar and syntax: sentences and paragraphs.
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# Punctuation

## Capital letters

- In general, use lower case unless it looks wrong.
  - Organisations and institutions are usually capitalised, along with people's titles. For example, Dublin City University. And President Higgins.
  - Compass points are lower case but place names are capitalised, i.e. he went north but she lives in South Korea
  - Movement and religious labels are usually capitalised, for example, Christian and Marxist.
  - Trade names, e.g. Hoover, Google.
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# Punctuation

## Common marks

- Full stop (.): ends a sentence. Do not use at the end of headings or sub-headings.
  - Comma (,): use to help understanding in longer sentences. In a list, do not put a comma before the last *and*. For example, this, that and the other. Do not put a comma after a question mark.
  - Colon (:): precedes the conclusion to the words before it. This is what I mean: colons mark the point when you are about to deliver the message promised in the preceding words. Colons are also used before full-sentence quotations.
  - Semi-colon (;): marks a pause longer than a comma but shorter than a full stop. Can be used instead of a comma when listing items after a colon. For example: this; that; and the other. Note that the usage is a little different to a comma!
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# Punctuation

## Common marks

- Exclamation mark (!): indicates surprise or enthusiasm. These are rare in academic texts!
  - Question mark (?): always at the end of a sentence except where the sentence includes a quoted question.
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# Punctuation

## Apostrophe

- Use the possessive ending 's with singular words or names that end in s, i.e. Thomas's.
  - After plurals that do not end in s, also use 's, i.e. the media's.
  - Use the possessive ending s' with plurals that end with s, i.e. the fishes's.
  - In phrases such as, *in two week's time*.
  - Don't use an apostrophe for decades, for example, the 2020s, not the 2020's.
  - There are exceptions, e.g. The United States' new president is Joe Biden.
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# Punctuation

## Spelling

- Use standard Irish/British spelling.
  - Understand the differences between US and Irish/British spelling.
  - Be aware of commonly misused words, e.g. effect and affect.
  - Don't assume that the your spellchecker is always right, e.g. they do not always check for logical errors.
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# Punctuation

## Paragraphs

*"The paragraph is essentially a unit of thought, not of length; it must be homogeneous in subject matter and sequential in treatment".*

- Henry Watson Fowler.

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## Your Audience

- Understand who are you writing for, i.e. for college, colleagues or for friends.
  - This affects the formality of your writing and your vocabulary. For example, writing a technical report requires technical language.
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## How to Write

- Write your outline ideas/headings down.
  - Order them in a structured way.
  - Make a draft of your piece.
  - Re-read and print if necessary.
  - Edit.
  - Wait a while.
  - Re-read it and correct typos etc.
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## How to Write

Hoover's four rules for defining the structure of a piece of writing:

1. Include every topic required by the subject.
  2. Exclude every topic not required by the subject.
  3. Working from the top down, divide each topic into all its subordinates.
  4. Order each group of coordinates properly.
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## Citing and Referencing

To cite a piece of writing means to quote it, often to defend an argument or idea that you are proposing. Referencing means to list, in a structured way, the documents or other media that you referred to in your own piece of writing or media.

There are many ways to cite and to reference correctly. [DCU has a preferred citation and reference style that you read about.](#)

In your weekly blogs, you can use whatever referencing style you prefer, once it's consistent. An example is:

[\*Nineteen Eighty-Four\*](#), George Orwell. 1949. Secker & Warburg.

This is in the format of *Title*, Author. Year. Publisher. This format also works for websites. You can make the title a hyperlink.

You can see [an example of referencing in a short post I wrote a long time ago here](#).

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## References

- [The Economist Style Guide](#). The Economist.
  - [How to write the perfect sentence](#). The Guardian. 2018.
  - [What is Good Writing?](#). The Writing Center, University of North Carolina at Chapel Hill.
  - *Essentials for the Technical Writer*. Hardy Hoover. John Wiley, London, 1970.
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