


“Writing is thinking on paper. Anyone who thinks clearly should be able to write clearly about any subject at all.



Systematic Writing Process

- Three simple steps-
 - Planning
 - Writing
 - Completing
-

Planning

- Planning involves -
 - a. Defining your purpose
 - b. Analyzing your audience
 - c. Selecting appropriate channel
 - d. Establishing a good relationship with your audience
-

Writing: Construction of Sentences and Paragraphs

- ☐ Which words to be used? How many words in a sentence? Short or long sentence?
 - ☐ How many sentences in a paragraph? Where to write your main idea?
-

Completing

- ☐ Editing and Proof Reading
-

STEP 1: Planning (Contd.)

a. Define your purpose:

To inform/to persuade/to collaborate with your audience

To inform- you need little interaction; you are in control

To persuade-you require moderate participation from audience; you need to retain moderate control over message

To collaborate- Maximum participation required and control of the message is minimal as you must adjust to new input and unexpected reactions

Consider : If the purpose is realistic, timing is right, you are the right person to deliver the message

STEP 1: Planning (Contd.)

b. Analyze audience:

- a. Identify the primary audience
 - b. Size of the audience
 - c. Composition of the audience
 - d. Gauge audience's level of understanding
 - e. Project audience's expectations and preferences
 - f. Estimate probable reaction
-

STEP 1: Planning (Contd.)

c. Select appropriate channel and media

- Prior to writing , make sure your channel and medium match your purpose and your audience
 - Time and cost affect medium selection
 - Feedback required or not
 - Addressed or unaddressed
 - Your intentions heavily influence your choice of media
Use oral channels for collaboration
-

STEP 1: Planning (Contd.)

- d. Establish a good relationship with your audience
 - 1. Use “you” attitude
 - 2. Emphasize the positive
 - 3. Establish your credibility
 - 4. Use bias-free language
 - 5. Project the company’s image
 - 6. Be polite
-

STEP 1: Planning (Contd.)

d. Establish a good relationship **Using You Attitude**

- YOU attitude is best implemented by expressing your message in terms of audience's interests, wishes, hopes and needs
- **Use YOU and YOURS instead of I, me, mine, we, us, and ours**

Instead of this

We offer the suits in three
Colors:.....

We are pleased to announce our new
Flight from Dhaka to Khulna

To help us process this order, we must
Ask for another copy of the requisition

Use this

You can select your suit
from three colors:....

Now you can take a plane
from Dhaka to Khulna

So that your order can be filled
promptly, please send another copy
of requisition

STEP 1: Planning (Contd.)

d. Establish a good relationship **Using you attitude**

BUT avoid using you and yours when doing so –

a) Makes you sound dictatorial : “ you must correct all five copies by noon.” **RATHER** “all five copies must be corrected by noon.”

b) Make someone else feel guilty: “ The deal was cancelled for you” **RATHER** “We could not finalize the deal for some reasons”

c) Goes against organizational style or culture

STEP 1: Planning (Contd.)

d. Establish a good relationship **Emphasizing the positive**

	Instead of this	Use this
When offering criticism or advice, focus on what the person can do to improve	The problem with this department is its failure to control costs	The performance of this department can be improved by tightening up cost
Show how your audience will be benefited from complying you	We need your contribution to the Boys and Girls Club	You can help a child make friends and build self confidence through your donation to the Boys and Girls Club controls
Explain what you have done, what you can do, and what you will do--- not what you haven't done, can't do, or won't do	We never change damaged products It is impossible to make your order ready today	We are happy to exchange merchandise that is returned to us in good condition Your order will be ready by Tuesday

STEP 1: Planning (Contd.)

- d. Establish a good relationship **Establishing your credibility**
- People are more likely to react positively to your message when they have confidence in you
 - Enhance your credibility by
 - a. Explaining your credentials
 - b. Providing quality information with evidence
 - c. Avoid too much modesty or lack of confidence
 - d. Believing yourself

C. Example (Avoid too much modesty or lack of confidence)

We hope this recommendation will be helpful.

We are glad to make this recommendation.

We trust that you will extend your service contract.

By extending your service contract, you can continue to enjoy top notch performance from your equipment

STEP 1: Planning (Contd.)

d. Establish a good relationship **Using bias-free language**

Gender bias – man-made/ artificial

Disability bias- Crippled workers create problems

Ethnic and racial bias – Mak is a tall asian

Age bias- MAK, 65, has just joined

d. Establish a good relationship **Being polite**

Be gentle and tactful

Example: **You have been sitting on my order for two weeks and we need it now.**

We are eager to receive our order. When can we expect delivery?

STEP 1: Planning (Contd.)

- d. Establish a good relationship **Projecting the company's image**
Subordinate your own style to that of your company
-

STEP 2: Writing

- ❑ Four most common mistakes made by communicators:
 - ❑ Taking too long to get to the point
 - ❑ Including irrelevant material
 - ❑ Getting ideas mixed up
 - ❑ Leaving out necessary information

 - ❑ Organize a message
 - ❑ Define your main idea- (inform/persuade/collaborate)
 - ❑ Limit the scope – Deal with max. four major points(!>4)
 - ❑ Group your points
 - ❑ Choose the direct or indirect approach
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STEP 2: Writing (Contd.)

□ Adaptation and selection of words:

□ Adapting means using words the reader understands

- Simplify writing by selecting short and familiar words
 - Use technical words and acronyms appropriately
 - Select words with adequate strength and vigor
 - Prefer concrete words and active voice
 - Use words that do not discriminate
 - Avoid camouflaged verbs by selecting the right words, and by using idioms correctly
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Prefer the short, familiar word to the long, unfamiliar word.

Long, Unfamiliar Words

- Abbreviate
- Contemplate
- Impetus

Short, Familiar Words

- Shorten
 - Think or look thoroughly
 - Motivation/inspiration
-

Use Technical Language with Caution.

Social Security's technical language found to be misunderstood by outsiders:

Technical Language

Improved Version

Survivors' benefits

Family insurance payments

Covered employment

A job covered by Social Security

Deceased wage earner

Worker who has died

To file a claim

To apply for insurance payments

Aged workers

Workers past 65

Use initials and acronyms with caution.

What do these letters mean?

- | | |
|-------|---|
| ❑ VCR | ➔ Video cassette recorder |
| ❑ FDA | ➔ Food and Drug Administration |
| ❑ CD | ➔ Certificate of Deposit/Compact Disc/Component developer |
| ❑ IPO | ➔ Initial Public Offering |
| ❑ RV | ➔ Recreational Vehicle |
| ❑ IRS | ➔ Internal Revenue Service |
-

Consider the strength and vigor of words.

Weaker

- additional compensation
- great loss
- complete failure
- untruth
- put an end to
- Upraise
- Declining Market

Stronger

- bonus
 - disaster
 - fiasco
 - lie
 - destroy
 - Boost
 - Bearish market
-

Prefer the concrete to the abstract

Abstract

We have found that this technique is successful.

Your department may hire some new employees.

We will ship your order soon.

Each of the branch managers will receive a substantial pay raise.

This procedure requires a constant low temperature.

Concrete

Our research shows that 87 percent of those using this technique are successful.

Your department may hire three new stock clerks.

We will ship the Moss No. 41 desk sets you ordered October 12 by Arrow Freight on October 15.

Each of the branch managers will received a 15 percent pay raise.

This process requires a constant temperature of 10 degrees centigrade.

Prefer the active to the passive.

Passive

Your report *was read* by the president.

The profit and loss statement *is prepared* by the treasurer each month.

It *is suggested* that you clean the element in warm, soapy water.

Active

The president read your report.

The treasurer prepares the profit and loss statement each month.

We suggest that you clean the element in warm, soapy water.

Prefer strong verbs to verbs camouflaged as nouns.

Camouflaged Verb

- . . . make a classification . . .
- . . . make a computation . . .
- . . . conduct an exploration . . .
- . . . provide information . . .
- . . . engage in negotiation . . .
- . . . make an observation . . .
- . . . provide representation . . .

Strong Verb

- . . . classify . . .
- . . . compute . . .
- . . . explore . . .
- . . . inform . . .
- . . . negotiate . . .
- . . . observe . . .
- . . . represent . . .

Prefer strong verbs to verbs camouflaged as nouns.

Camouflaged Verb

Strong Verb

Cancellation of the order was made on the 12th.

We canceled the order on the 12th.

Elimination of the deficit was brought about by the change.

The change eliminated the deficit.

The management of this office is conducted by Ms. Brown.

Ms. Brown manages this office.

Distribution of the special equipment was accomplished by the safety officer.

The safety officer distributed the special equipment.

Suggestions for Nondiscriminatory Writing

Avoid sexist pronouns by

- ☐ rewording to eliminate the offending word,
 - ☐ making the reference plural, and
 - ☐ substituting a neutral expression (he or she, he/she, s/he, you, one, person).
-

Make the reference plural.

Sexist

If a customer pays promptly, he is placed on our preferred list.

When an unauthorized employee enters the security area, he is subject to dismissal.

A supervisor is not responsible for such losses if he is not negligent.

When a customer needs service, it is her right to ask for it.

Nonsexist

If customers pay promptly, **they** are placed on our preferred list.

When unauthorized employees enter the security area, **they** are subject to dismissal.

Supervisors are not responsible for such losses if **they** are not negligent.

When customers need service, **they** have the right to ask for it.

Substitute a neutral expression.

Sexist

If a customer pays promptly, he is placed on our preferred list.

When an unauthorized employee enters the security area, he is subject to dismissal.

A supervisor is not responsible for such losses if he is not negligent.

When a customer needs service, it is her right to ask for it.

Nonsexist

If a customer pays promptly, **he or she** is placed on our preferred list

When an unauthorized employee enters the security area, **he/she** is subject to dismissal.

A supervisor is not responsible for such losses if **s/he** is not negligent.

When service is needed, **one** has the right to ask for it.

Avoid words with a masculine origin.

Sexist

man-made
manpower
Congressman
Businessman
Mailman
Policeman
fireman
cameraman
waiter/waitress

Nonsexist

manufactured, of human origin
personnel, workers
representative, member of Congress
business executive, businessperson
letter carrier, mail carrier
police officer
fire fighter
camera operator
server

Avoid words that lower one's status.

Instead of

- ☐ authoress
- ☐ actress
- ☐ poetess
- ☐ sculptress
- ☐ male nurse
- ☐ male
secretary

Use

- author
- actor
- poet
- sculptor
- nurse
- secretary

Generally avoid words that stereotype by

- Race
 - a hard-working African-American
 - an honest Sicilian
 - Age
 - golden ager
 - youngster
 - Disability
 - deaf and dumb
 - crippled
 - Sexual Orientation
 - homosexual
 - gay
-

“Why use two words when one will do.”

--Thomas Jefferson

Construction of Clear Sentences and Paragraphs

Clarity and Short Sentences

Writing clearly generally involves writing short sentences. But there are exceptions.

You can write short sentences in two ways:

- 1 by limiting content (Break up long sentences)
 - 2 by using words economically
 - a. Avoid cluttering phrases
 - b. Eliminate surplus word
 - c. Avoid round about ways of saying things
 - d. Avoid unnecessary repetition
-

1. Break up long sentences.

(Limiting Content)

DON'T

The production planning department assigns to each production order a number that is called a job-order number, which becomes the identifying means of reporting to the accounting department the direct costs relating to a production order, and which can reveal additional information about the job through code numbers or letters added to the job-order number.

1. Break up long sentences.

(Limiting Content)

DO

The production planning department assigns to each production order a number that is called a job-order number. This number becomes the identifying means of reporting to the accounting department the direct costs relating to a production order. Adding code numbers or letters to the job-order number reveals more information about the job.

2. Use Words economically :

a. Eliminate cluttering phrases

- ☐ **Regardless of the fact that sales increased, profits continue to decline.**
 - ☐ **Even though sales increased, profits continue to decline.**

 - ☐ **In very few instances do the salespeople receive bonuses over the amount of \$100.**
 - ☐ **The salespeople seldom receive bonuses over \$100.**

 - ☐ **At all times the cash box is kept locked.**
 - ☐ **The cash box is always locked.**

 - ☐ **In some instances, we sell directly to the retailer.**
 - ☐ **Sometimes we sell directly to the retailer.**
-

2. Use Words economically :

b. Cut surplus words (words that contribute nothing)

- ☐ **You are hereby instructed to send all daily reports directly to this office as promptly as possible.**
 - ☐ **Send all reports to this office promptly.**
 - ☐ **Your attention is directed to paragraph 3, which summarizes the findings of this study.**
 - ☐ **Paragraph 3 summarizes the findings of this study.**
 - ☐ **Enclosed herewith are general instructions which are sent to you for your guidance and information.**
 - ☐ **The enclosed general instructions are for your guidance and information.**
-

2. Use Words economically :

c. Rephrase roundabout constructions

☐ **It is our expectation that this plan will be successful.**

☐ **We expect the plan to succeed.**

☐ **It is our conclusion that production should stop.**

☐ **We conclude that production should stop.**

☐ **Your attention is invited to the contents of enclosed brochures.**

☐ **Please see the enclosed brochures.**

2. Use Words economically :

d. Remove unnecessary repetition

- ☐ This situation calls for quick and expeditious action.
 - ☐ This situation calls for quick action.

 - ☐ This change will enable us to get started sooner than if we wait for a later date.
 - ☐ This change will enable us to get started sooner.

 - ☐ At the present time the research is almost complete.
 - ☐ The research is almost complete.
-

Sentence Emphasis

Write sentences that give their contents proper emphasis.

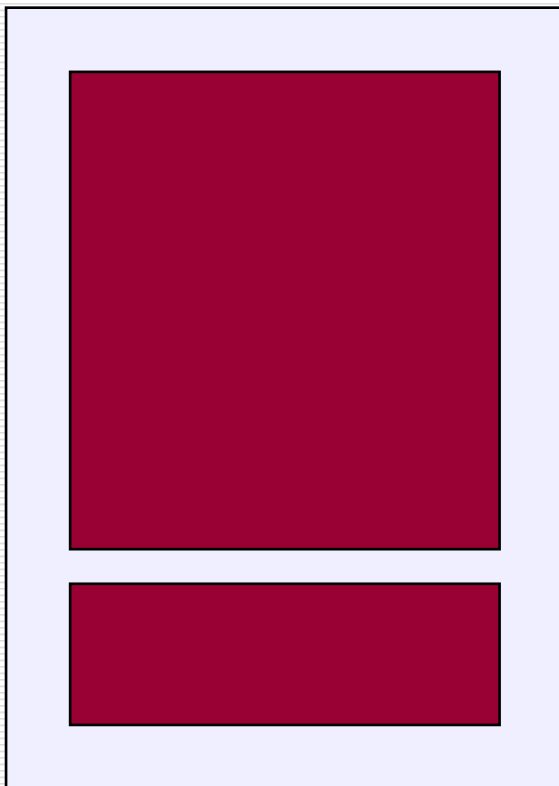
- ☐ Short sentences stand out (an item standing alone gets emphasis).
 - ☐ Long sentences de-emphasize content (the two or more items share emphasis).
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How many words?

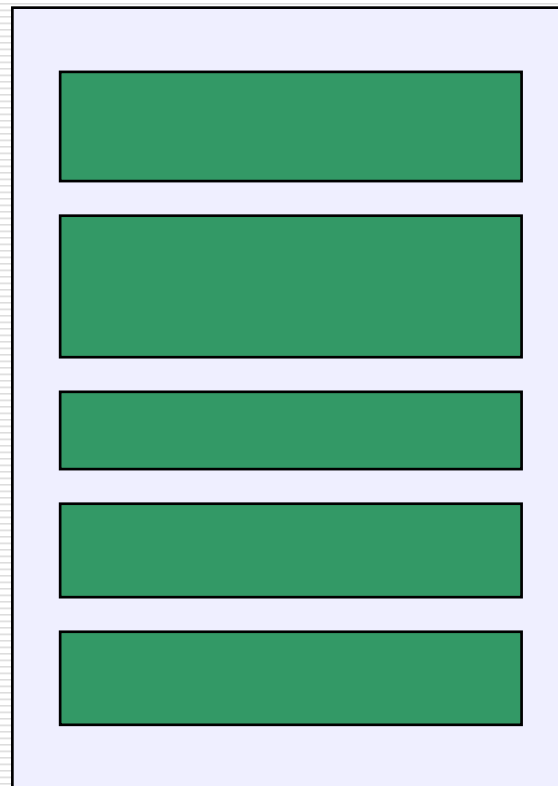
- ❑ Comprehension rate 100% when sentences averaged 8 words or fewer
- ❑ Comprehension rate 90% when sentences averaged 14 words
- ❑ Comprehension rate less than 50% when sentences averaged 28 words
- ❑ Comprehension rate less than 10% when sentences averaged 43 words.
- ❑ This suggests the 15–20 word guideline should either stand, or be lowered to 14.

Source: Cutts (2009)

Contrasting Pages: Long Paragraphing versus Short Paragraphing



Heavy paragraphs make the writing appear to be dull and difficult.



Short paragraphs give well-organized effect -- invite the reader to read.

Construction of a Paragraph

- ❑ In general, paragraphs should have 5-8 sentences.
 - ❑ A good rule of thumb- main idea in the first sentence or two, in the next 3 to 4 sentences- information that supports main idea, in the final sentence, meaningful conclusion.
 - ❑ **Unity:** A single complete thought (single topic) should also be observed in all its sentences.
 - ❑ **Order:** As per your requirement, you may follow the order of importance or chronological order.
 - ❑ **Coherence:** Sentences within your paragraph must be connected and work together as a whole.(connected within and between)
 - ❑ **Completeness:** Completeness is achieved when all your paragraphs are effortlessly supporting the main idea.
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Completing

- Editing and Proof reading
 - Take a break
 - Give time
 - Even a simple typo may ruin your business- “Hope you are dying well”
-

KISS principle

Keep your Audience in mind!!
