

Clarity

- *Getting the meaning from your head into the head of your reader-accurately is the purpose of clarity.*
- *Following points should be kept in mind for clear messages.*

Chose Precise, Concrete and Familiar words:

- *Clarity is achieved in part through a balance between precise and familiar language.*
- *When you use precise or concrete language, you select exactly the right word to convey your meaning.*
- *When you use familiar language, you select a word that is part of your personal repertoire, familiar to the audience and appropriate for the situation.*

- *When in doubt, use more familiar words; audience will understand them better, for e.g.*

Familiar: *after*

Pretentious: *subsequent*

Familiar: *invoice*

Pretentious: *statement for payment*

Unfamiliar: *after our perusal of pertinent data, the conclusion is that a lucrative market exists for the subject property.*

Familiar: *the data studied show that you property is profitable and in high demand.*

Construct Effective Sentences and Paragraphs:

- *At the core of clarity is the sentence.*
- *The important characteristics to consider are **length, unity, coherence and emphasis.***

Length:

- *Generally, **short sentences are preferred.***
- *Try for an **average sentence length** of between **17 and 20** words.*
- *However, if the sentences are **too short**, the **message becomes vague.***

Unity:

- *In a sentence-whether **simple, compound or complex**-unity means that you have **one main idea**, and any other ideas in the sentence must be closely related to it.*

Coherence:

- *In a coherent sentence the **words are arranged** so that the ideas clearly express the intended .*

Unclear: *being an excellent lawyer, I am sure you can help us.*

Clear: *being an excellent lawyer, you can surely help us.*

Emphasis:

- *The quality that gives force to important parts of sentences and paragraphs is **Emphasis**.*
- *In a complex sentence the main idea should be placed in the main clause; the less important are in subordinate clauses.*

Courtesy

- *True courtesy involves being aware not only the perspective of others, but also their feelings.*
- *Courtesy stems from a sincere “you-attitude”.*
- *It is politeness that grows out of respect and concern for others. The following guidelines of courtesy should be kept in mind*
- *Courteous communicators generate a special tone in their writing and speaking.*
- *The following are suggestions for generating a courteous tone.*

Be Sincerely Tactful, Thoughtful and Appreciative:

- Sometimes *discourtesy* stems from a *mistaken idea of conciseness*, sometimes from *negative personal attitudes*, sometimes from *not knowing* the culture of a country, e.g.

Tactless, blunt: *I rewrote that letter three times, the point was clear.*

More Tactful: *I am sorry the point was not clear; here is another version.*

- *Writing a letter to a customer outside the company requires more “niceties” than writing an E-mail within you company.*

Thoughtfulness and Appreciation:

- *Writers who send cordial, courteous messages of deserved congratulations and appreciation (persons both inside and outside the firm) help build goodwill.*

Use Expressions that Show Respect:

- *No reader wants to receive messages that offend.*

Omit Irritating Expressions:

- *This is a list of expressions many people find irritating:*
 1. *I do not agree with you.*
 2. *You claim that*
 3. *You forgot*
 4. *You failed to*

Omit Questionable Humor:

- *When in doubt as to the relevance of humor, leave it out and be more formal.*

Choose Nondiscriminatory Expressions:

- *Another requirement for courtesy is the use of **nondiscriminatory language** that reflects **equal treatments** of people regardless of gender, race, ethnic origin and physical features.*

Sexist Terms: “Man” words:

- *For a long period of time “MAN” was accepted to denote not only a male person but, generally, humanity at large.*
- *Neutral expressions should be used for example:*

Questionable: *freshman*

More Desirable: *first year student*

Singular Pronouns:

- *English lacks a neuter singular pronoun signifying “he or she”.*
- *The trend today is to avoid using he, him, his when referring to the hypothetical person or humanity in general, for e.g:*

Questionable: *anyone who comes to class late will get his grade reduced.*

More Desirable: *Students who come late to class will have their grade reduced.*

Names:

- *When using names, treat each gender with respect.*

Topics for Impromptu

Choose one topic from the following:

- *Humans are a sorry lot.*
- *Immorality is a state of mind.*
- *Clothes make a person.*
- *Cigarette advertising should be banned.*
- *Co-education is desirable.*
- *Equal opportunity is no opportunity.*
- *Life is easier for men.*

- *Democracy is an illusion.*
- *Machines make us slaves.*
- *Mass media is misleading us.*
- *Nuclear power is our best hope.*
- *Our culture is dying.*
- *Love is a myth.*
- *The family unit is facing extinction.*
- *The first aim of education is a career.*
- *Housewives should be paid for their work.*