

class #6

- charter due date postponed to class 8
- jokes
- return quiz 1
- clip of the day
- usage tips
- coursepack: paragraphs, sentences
- informative messages
- hilda workshop

jokes

clip of the day

model sentences

execution/evaluation

(coursepak, p. 15)

content, clarity, correctness

Phase 1. Block out information in a rough draft. (Content)
Phase 2. Make it easy to understand. (Clarity)
Phase 3. Correct mechanical errors. (Correctness)

paragraphs

Before launching on a memo, one must have a well-defined purpose in mind. He or she needs to find out who his or her audience, both primary and secondary, are and what information they want. It is also needed to differentiate the major points from the minor points so that the memo can be organized accordingly. Simple and common words or terminologies should be used instead of trying to impress the audience using his or her deep learning or membership in a jargon-speaking elite. The purpose of a memo is to get the idea across. Sentences should be short, less than twenty words. The verb 'to be' should be used as infrequently as possible. Passive voice should be used in proper context, especially in political issues.

Revision:

Before you start drafting, analyze the situation and develop a strategy. First be clear about your purposes. What specific results do you want from this message? Second, be clear about who your audience is and what its needs are. Third, develop an organizational strategy. Know which are your key points and cluster the others around them.

When you are ready to draft, remember your central objective is to make yourself understood. Use simple words. Avoid jargon and vocabulary that your audience is unlikely to understand. Write sentences that average twenty words or fewer. Use strong verbs avoiding the overuse of "to be" and its compounds, and avoid the passive voice except when it is politically expedient to do so.

Prewriting Objectives and Tasks. Before you start drafting, analyze the situation and develop a strategy.

1. Be clear about your purposes. What specific results do you want from this message?
2. Be clear about who your audience is and what their needs are.
3. Develop an organizational strategy. Know which are your key points and cluster the others around them.

Drafting Objectives. When you are ready to draft, remember your central objective is to make yourself understood.

- Use simple words. Avoid jargon and vocabulary that your audience is unlikely to understand.
- Use short sentences. They should average twenty words or fewer.
- Use strong verbs. Avoid the overuse of "to be" and its compounds, and avoid the passive voice except when it is politically expedient.

sentences

yang vs. yin

yang = hot/warm, active, direct, personal,
obvious, radiating

yin = cool, passive, indirect, formal
impersonal, mysterious, seductive

active voice rules

state verbs = static sentences

active verbs = dynamic sentences

"to be"
king of the state verbs

be being been
am is are
was were

The financial advantage of owning this equipment instead of leasing it is 10% after taxes.

We will save 10% after taxes by owning this equipment instead of leasing it.

hidden verbs

We will perform an investigation of the problem

We will perform an investigation of the problem

We will investigate the problem

We hope you have a lot of enjoyment during your vacation.

We hope you have a lot of enjoyment during your vacation.

We hope you enjoy your vacation.

Our conclusion was that Roger is an idiot.

We concluded that Roger is an idiot.

We concluded that Roger is an idiot.

We concluded that Roger acted like an idiot.

We will save 10% after taxes by owning this equipment instead of leasing it.

We will save 10% after taxes if we own this equipment rather than [if we] lease it.

informative messages

coursepack p. 26

hilda

objectives of a bad news message:

1. minimize damage
(bad news does not define the relationship)
2. show you are fair & reasonable
(reader would do same thing in your place)
3. state bad news clearly, firmly, & graciously
(not ambiguous, but not blunt either)

epack p. 33-34)

Top Bun

- Background:
- Buffer: Show consideration to promote good will.
-Minimize damage to the relationship.

Body

Cheese

- Develop clear reasons.
-Make reader see it from your point of view.

Meat

- Be clear, firm, and gracious in stating the bad news.
-But get in & out quickly.
- Suggest alternative solutions

Close

Bottom Bun: Goodwill gesture

- Bad news does not define the relationship.
-Future is open.
