

## class #6

- clip of the day
- usage tips
- jokes
- coursepack: paragraphs, sentences, informative messages
- hilda workshop
- group: team charter due Class 7

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## clip of the day

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**execution/evaluation**

(coursepak, p. 15)

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content, clarity, correctness

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Phase 1. Block out information in a rough draft. (Content)

Phase 2. Make it easy to understand. (Clarity)

Phase 3. Correct mechanical errors. (Correctness)

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paragraphs

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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.

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First paragraph:

Prewriting objectives

- Define your purpose.
- Define audience and its needs.
- Organize your secondary ideas around your primary.

Second paragraph:

Drafting objectives

- Use simple words.
- Use short sentences.
- Use strong verbs.

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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.

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**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.

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sentences

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yang vs. yin

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

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

## active voice rules

state verbs = static sentences

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active verbs = dynamic sentences

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

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be being been  
am is are  
was were

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“to be”

king of the state verbs

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

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

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hidden verbs

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We will perform an investigation of the problem

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We will perform an investigation of the problem

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We will investigate the problem

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

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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.

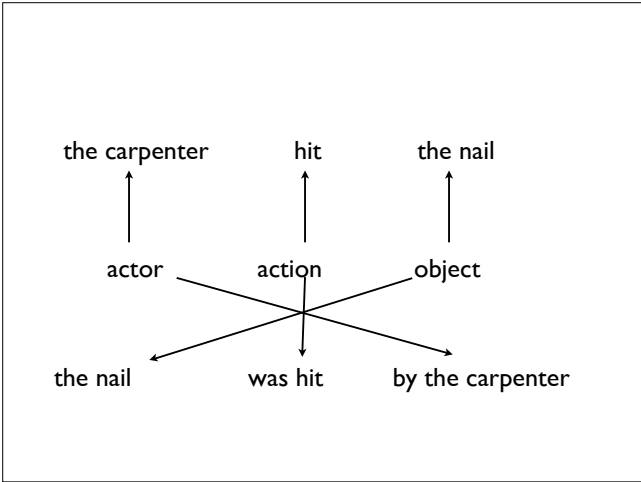
We concluded that Roger is an idiot.

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.



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**informative messages**

coursepack p. 26

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**hilda**

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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)

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(see coursepack 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.

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