BUSINESS ENGLISH FOR SUCCESS



LibreTexts



Business English for Success

v. 1.0

This text is disseminated via the Open Education Resource (OER) LibreTexts Project (https://LibreTexts.org) and like the thousands of other texts available within this powerful platform, it is freely available for reading, printing, and "consuming."

The LibreTexts mission is to bring together students, faculty, and scholars in a collaborative effort to provide an accessible, and comprehensive platform that empowers our community to develop, curate, adapt, and adopt openly licensed resources and technologies; through these efforts we can reduce the financial burden born from traditional educational resource costs, ensuring education is more accessible for students and communities worldwide.

Most, but not all, pages in the library have licenses that may allow individuals to make changes, save, and print this book. Carefully consult the applicable license(s) before pursuing such effects. Instructors can adopt existing LibreTexts texts or Remix them to quickly build course-specific resources to meet the needs of their students. Unlike traditional textbooks, LibreTexts' web based origins allow powerful integration of advanced features and new technologies to support learning.



LibreTexts is the adaptable, user-friendly non-profit open education resource platform that educators trust for creating, customizing, and sharing accessible, interactive textbooks, adaptive homework, and ancillary materials. We collaborate with individuals and organizations to champion open education initiatives, support institutional publishing programs, drive curriculum development projects, and more.

The LibreTexts libraries are Powered by NICE CXone Expert and was supported by the Department of Education Open Textbook Pilot Project, the California Education Learning Lab, the UC Davis Office of the Provost, the UC Davis Library, the California State University Affordable Learning Solutions Program, and Merlot. This material is based upon work supported by the National Science Foundation under Grant No. 1246120, 1525057, and 1413739.

Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation nor the US Department of Education.

Have questions or comments? For information about adoptions or adaptions contact info@LibreTexts.org or visit our main website at https://LibreTexts.org.

The LibreTexts name, logo, and book covers are trademarked by LibreTexts, Inc. (a 501(c)(3) not-for-profit organization) and protected against unauthorized use.

This text was compiled on 08/19/2026

About the Author

Scott McLean is an Associate Professor of Communication, including Journalism and English, at Arizona Western College in a combined campus partnership with the University of Arizona and Northern Arizona University-Yuma. He also served as the 2007-2011 Shadle-EdgeCombe Endowed Faculty Chair.

Scott is the author of “The Basics of Speech Communication” and “The Basics of Interpersonal Communication,” both currently published by Allyn & Bacon. He is also the author of “Business Communication for Success,” “Writing for Success” and “Business English for Success” and has published in peer-reviewed journals, classic car magazines, and newspapers.

From his experience working with students at the community college and undergraduate level, including English 95 (development), 100 (college prep), 101 (composition and argumentation), 102 (literature and analysis), and 350 (business communication), he has learned the importance of clear, concise learning resources with scaffolding, frequent opportunities for engagement and demonstration of skill mastery, and the importance of the first English course on overall academic success for many students. He has taught at AWC/San Luis on the US/Mexican Border, for Central Oregon Community College’s Branch Campus on the Warm Springs Indian Reservation, and for Universidad San Sebastian in Concepcion, Chile.

Scott studied at Pontificia Universidad Catolica de Chile, at Washington State University’s Edward R. Murrow School of Communication, and at Northern Arizona University-Flagstaff’s Department of English in the area of Professional Writing.

This page titled About the Author is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

TABLE OF CONTENTS

About the Author

Licensing

Preface

Chapter 1: Writing Basics - What Makes a Good Sentence?

1.1: Sentence Writing

1.2: Subject-Verb Agreement

1.3: Verb Tense

1.4: Capitalization

1.5: Adjectives and Adverbs

1.6: Adjectives and Adverbs

1.7: Misplaced and Dangling Modifiers

1.8: Writing Basics- End-of-Chapter Exercises

Chapter 2: Punctuation

2.1: Commas

2.2: Semicolons

2.3: Colons

2.4: Quotes

2.5: Apostrophes

2.6: Parentheses

2.7: Dashes

2.8: Hyphens

2.9: Punctuation- End-of-Chapter Exercises

Chapter 3: Which Word Is Right?

3.1: Commonly Confused Words

3.2: Spelling

3.3: Word Choice

3.4: Prefixes and Suffixes

3.5: Synonyms and Antonyms

3.6: Using Context Clues

3.7: Working with Words- End-of-Chapter Exercises

Chapter 4: Help for English Language Learners

4.1: Word Order

4.2: Negative Statements

4.3: Count and Noncount Nouns and Articles

4.4: Pronouns

4.5: Verb Tenses

4.6: Modal Auxiliaries
4.7: Prepositions
4.8: Slang and Idioms
4.9: Help for English Language Learners- End-of-Chapter Exercises

Chapter 5: Writing Paragraphs - Separating Ideas and Shaping Content

5.1: Purpose, Audience, Tone, and Content
5.2: Effective Means for Writing a Paragraph
5.3: Writing Paragraphs- End-of-Chapter Exercises

Chapter 6: Refining Your Writing - How Do I Improve My Writing Technique?

6.1: Sentence Variety
6.2: Coordination and Subordination
6.3: Parallelism
6.4: Refining Your Writing- End-of-Chapter Exercises

Chapter 7: The Writing Process - How Do I Begin?

7.1: Apply Prewriting Models
7.2: Outlining
7.3: Drafting
7.4: Revising and Editing
7.5: The Writing Process- End-of-Chapter Exercises

Chapter 8: Writing Essays - From Start to Finish

8.1: Developing a Strong, Clear Thesis Statement
8.2: Writing Body Paragraphs
8.3: Organizing Your Writing
8.4: Writing Introductory and Concluding Paragraphs
8.5: Writing Essays- End-of-Chapter Exercises

Chapter 9: Effective Business Writing

9.1: Oral versus Written Communication
9.2: How Is Writing Learned?
9.3: Good Writing
9.4: Style in Written Communication
9.5: Principles of Written Communication
9.6: Overcoming Barriers to Effective Written Communication
9.7: Additional Resources

Chapter 10: Writing Preparation

10.1: Think, Then Write - Writing Preparation
10.2: A Planning Checklist for Business Messages
10.3: Research and Investigation - Getting Started
10.4: Ethics, Plagiarism, and Reliable Sources
10.5: Completing Your Research and Investigation

10.6: Reading and Analyzing
10.7: Additional Resources

Chapter 11: Writing

11.1: Organization
11.2: Writing Style
11.3: Making an Argument
11.4: Paraphrase and Summary versus Plagiarism
11.5: Additional Resources

Chapter 12: Revising and Presenting Your Writing

12.1: General Revision Points to Consider
12.2: Specific Revision Points to Consider
12.3: Style Revisions
12.4: Evaluating the Work of Others
12.5: Proofreading and Design Evaluation
12.6: Additional Resources

Chapter 13: Business Writing in Action

13.1: Text, E-mail, and Netiquette
13.2: Memorandums and Letters
13.3: Business Proposal
13.4: Report
13.5: Résumé
13.6: Sales Message
13.7: Additional Resources

Chapter 14: APA and MLA Documentation and Formatting

14.1: Formatting a Research Paper
14.2: Citing and Referencing Techniques
14.3: Creating a References Section (Part 1)
14.4: Creating a References Section (Part 2)
14.5: Using Modern Language Association (MLA) Style
14.E: APA and MLA Documentation and Formatting (Exercises)

Index

Glossary

Detailed Licensing

This page titled Business English for Success is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by via source content that was edited to the style and standards of the LibreTexts platform.

Licensing

A detailed breakdown of this resource's licensing can be found in ***Back Matter/Detailed Licensing***.

This page titled Licensing is shared under a license and was authored, remixed, and/or curated by LibreTexts.

Preface

Business English for Success is a creative solution to a common challenge across Business Communication courses: Business English or Business Presentations? Some classes place an equal emphasis on oral and written communication, and if that is the case for you please let me direct you to our online text *Business Communication for Success*. If, however, your class places the emphasis squarely on written communication and writing proficiency then this book is for you.

The Business English course and corresponding text often start with a solid foundation in written communication with several opportunities to both review the fundamentals as well as to demonstrate mastery and move on to more challenging assignments. Our students are sometimes learning English as they enter a business program and benefit from the attention to the basics. At the same time, this course often articulates as a course-equivalent for English or fulfills a writing requirement for a degree program. This range provides the instructor with both challenges and opportunities that *Business English for Success can address.*

We open the text with a discussion on the sentence and then break it down into its elemental components, before reconstructing them into effective sentences with paragraphs and larger assignments. This step-by-step approach, with many exercises and opportunities for reinforcement along the way, provide a clear path to student-centered learning.

A note to the instructor

Business English for Success provides instruction in steps, builds writing, reading, and critical thinking, and combines comprehensive grammar review with an introduction to paragraph writing and composition.

Beginning with the sentence and its essential elements, this book addresses each concept with clear, concise, and effective examples that are immediately reinforced with exercises and opportunities to demonstrate learning. If you start your course with a quick familiarization of reference materials, including a dictionary, thesaurus, and grammar manuals, I encourage you to go to the Online Writing Lab at Purdue University for the free tutorial here: http://owl.english.purdue.edu/owl/resource/738/02/

Each chapter that follows allows students to demonstrate mastery of the principles of quality writing. With its incremental approach, this book can address a range of writing levels and abilities, helping each student prepare for the next writing or university course. Constant reinforcement is provided through examples and exercises, and the text involves students in the learning process through reading, problem-solving, practicing, listening, and experiencing the writing process.

Each chapter also has integrated examples that unify the discussion and form a common, easy-to-understand basis for discussion and exploration. This will put students at ease and allow for greater understand and demonstration of mastery of the material.

Tips for effective writing are included in every chapter, as well. Thought-provoking scenarios provide challenges and opportunities for collaboration and interaction. These exercises are especially helpful for working with groups of students. Clear exercises teach sentence and paragraph writing skills that lead to common English composition and business documents.

Business English for Success also offers a separate chapter for English Language Learners. This chapter focuses on word order, negative statements, count and noncount nouns and articles, verb tenses, modal auxiliaries, prepositions, slang, and idioms.

Starting in Chapter 9 "Effective Business Writing": Effective Business Writing, the discussion applies lessons learned from the previous foundational chapters into common business issues and applications. From paraphrasing and plagiarism to style to the research process, the expectations increase as several common business documents are presented, including text messages and e-mail (and netiquette), memorandums and letters, the business proposal, business report, resume, and the sales message. *Business English for Success* provides a range of discussion, examples, and exercises, from writing development to mastery of the academic essay, that serve both student and instructor.

A note to the student

Writing is often a challenge. If you were ever challenged to express yourself via the written word, this book is for you. I encourage you to explore it, use the exercises as opportunities to learn new skills, and most of all, to be successful in your achievement of your course objectives and goals.

Features

- **Exercises are integrated into each segment.** Each concept is immediately reinforced as soon as it is introduced to keep students on track.
- **Exercises are designed to facilitate interaction and collaboration.** This allows for peer-peer engagement, development of interpersonal skills, and promotion of critical-thinking skills.
- **Exercises that involve self-editing and collaborative writing are featured.** This feature develops and promotes student interest in the knowledge areas and content.
- **There are clear internal summaries and effective displays of information.** This contributes to ease of access to information and increases students' ability to locate the desired content.
- **Rule explanations are simplified with clear, relevant, and theme-based examples.** This feature provides a context that will facilitate learning and increase knowledge retention.
- **There is an obvious structure to the chapter and segment level.** This allows for easy adaptation to existing and changing course needs or assessment outcomes.

This page titled Preface is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

TABLE OF CONTENTS

About the Author

Licensing

Preface

Chapter 1: Writing Basics - What Makes a Good Sentence?

1.1: Sentence Writing

1.2: Subject-Verb Agreement

1.3: Verb Tense

1.4: Capitalization

1.5: Adjectives and Adverbs

1.6: Adjectives and Adverbs

1.7: Misplaced and Dangling Modifiers

1.8: Writing Basics- End-of-Chapter Exercises

Chapter 2: Punctuation

2.1: Commas

2.2: Semicolons

2.3: Colons

2.4: Quotes

2.5: Apostrophes

2.6: Parentheses

2.7: Dashes

2.8: Hyphens

2.9: Punctuation- End-of-Chapter Exercises

Chapter 3: Which Word Is Right?

3.1: Commonly Confused Words

3.2: Spelling

3.3: Word Choice

3.4: Prefixes and Suffixes

3.5: Synonyms and Antonyms

3.6: Using Context Clues

3.7: Working with Words- End-of-Chapter Exercises

Chapter 4: Help for English Language Learners

4.1: Word Order

4.2: Negative Statements

4.3: Count and Noncount Nouns and Articles

4.4: Pronouns

4.5: Verb Tenses

4.6: Modal Auxiliaries
4.7: Prepositions
4.8: Slang and Idioms
4.9: Help for English Language Learners- End-of-Chapter Exercises

Chapter 5: Writing Paragraphs - Separating Ideas and Shaping Content

5.1: Purpose, Audience, Tone, and Content
5.2: Effective Means for Writing a Paragraph
5.3: Writing Paragraphs- End-of-Chapter Exercises

Chapter 6: Refining Your Writing - How Do I Improve My Writing Technique?

6.1: Sentence Variety
6.2: Coordination and Subordination
6.3: Parallelism
6.4: Refining Your Writing- End-of-Chapter Exercises

Chapter 7: The Writing Process - How Do I Begin?

7.1: Apply Prewriting Models
7.2: Outlining
7.3: Drafting
7.4: Revising and Editing
7.5: The Writing Process- End-of-Chapter Exercises

Chapter 8: Writing Essays - From Start to Finish

8.1: Developing a Strong, Clear Thesis Statement
8.2: Writing Body Paragraphs
8.3: Organizing Your Writing
8.4: Writing Introductory and Concluding Paragraphs
8.5: Writing Essays- End-of-Chapter Exercises

Chapter 9: Effective Business Writing

9.1: Oral versus Written Communication
9.2: How Is Writing Learned?
9.3: Good Writing
9.4: Style in Written Communication
9.5: Principles of Written Communication
9.6: Overcoming Barriers to Effective Written Communication
9.7: Additional Resources

Chapter 10: Writing Preparation

10.1: Think, Then Write - Writing Preparation
10.2: A Planning Checklist for Business Messages
10.3: Research and Investigation - Getting Started
10.4: Ethics, Plagiarism, and Reliable Sources
10.5: Completing Your Research and Investigation

10.6: Reading and Analyzing
10.7: Additional Resources

Chapter 11: Writing

11.1: Organization
11.2: Writing Style
11.3: Making an Argument
11.4: Paraphrase and Summary versus Plagiarism
11.5: Additional Resources

Chapter 12: Revising and Presenting Your Writing

12.1: General Revision Points to Consider
12.2: Specific Revision Points to Consider
12.3: Style Revisions
12.4: Evaluating the Work of Others
12.5: Proofreading and Design Evaluation
12.6: Additional Resources

Chapter 13: Business Writing in Action

13.1: Text, E-mail, and Netiquette
13.2: Memorandums and Letters
13.3: Business Proposal
13.4: Report
13.5: Résumé
13.6: Sales Message
13.7: Additional Resources

Chapter 14: APA and MLA Documentation and Formatting

14.1: Formatting a Research Paper
14.2: Citing and Referencing Techniques
14.3: Creating a References Section (Part 1)
14.4: Creating a References Section (Part 2)
14.5: Using Modern Language Association (MLA) Style
14.E: APA and MLA Documentation and Formatting (Exercises)

Index

Glossary

Detailed Licensing

This page titled Business English for Success is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by via source content that was edited to the style and standards of the LibreTexts platform.

CHAPTER 1: WRITING BASICS - WHAT MAKES A GOOD SENTENCE?

1.1: Sentence Writing
1.2: Subject-Verb Agreement
1.3: Verb Tense
1.4: Capitalization
1.5: Adjectives and Adverbs
1.6: Adjectives and Adverbs
1.7: Misplaced and Dangling Modifiers
1.8: Writing Basics- End-of-Chapter Exercises

This page titled Chapter 1: Writing Basics - What Makes a Good Sentence? is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

1.1: Sentence Writing

Learning Objectives

1. Identify the components of a basic sentence.
2. Identify the four most serious writing errors.

Imagine you are reading a book for school. You need to find important details that you can use for an assignment. However, when you begin to read, you notice that the book has very little punctuation. Sentences fail to form complete paragraphs and instead form one block of text without clear organization. Most likely, this book would frustrate and confuse you. Without clear and concise sentences, it is difficult to find the information you need.

For both students and professionals, clear communication is important. Whether you are typing an e-mail or writing a report, it is your responsibility to present your thoughts and ideas clearly and precisely. Writing in complete sentences is one way to ensure that you communicate well. This section covers how to recognize and write basic sentence structures and how to avoid some common writing errors.

Components of a Sentence

Clearly written, complete sentences require key information: a subject, a verb, and a complete idea. A sentence needs to make sense on its own. Sometimes, complete sentences are also called independent clauses. A **clause** is a group of words that may make up a sentence. An **independent clause** is a group of words that may stand alone as a complete, grammatically correct thought. The following sentences show independent clauses.



All complete sentences have at least one independent clause. You can identify an independent clause by reading it on its own and looking for the subject and the verb.

Subjects

When you read a sentence, you may first look for the **subject**, or what the sentence is about. The subject usually appears at the beginning of a sentence as a **noun** or a **pronoun**. A noun is a word that identifies a person, place, thing, or idea. A pronoun is a word that replaces a noun. Common pronouns are *I*, *he*, *she*, *it*, *you*, *they*, and *we*. In the following sentences, the subject is underlined once.

Malik is the project manager for this project. He will give us our assignments.

In these sentences, the subject is a person: *Malik*. The pronoun *He* replaces and refers back to *Malik*.

The computer lab is where we will work. It will be open twenty-four hours a day.

In the first sentence, the subject is a place: *computer lab*. In the second sentence, the pronoun *It* substitutes for *computer lab* as the subject.

The project will run for three weeks. It will have a quick turnaround.

In the first sentence, the subject is a thing: *project*. In the second sentence, the pronoun *It* stands in for the *project*.

Tip

In this chapter, please refer to the following grammar key:

Subjects are underlined once.

Verbs are underlined twice.

LV means linking verb, HV means helping verb, and V means action verb.

Compound Subjects

A sentence may have more than one person, place, or thing as the subject. These subjects are called **compound subjects**. Compound subjects are useful when you want to discuss several subjects at once.

Desmond and Maria have been working on that design for almost a year.

Books, magazines, and online articles are all good resources.

Prepositional Phrases

You will often read a sentence that has more than one noun or pronoun in it. You may encounter a group of words that includes a **preposition** with a noun or a pronoun. Prepositions connect a noun, pronoun, or verb to another word that describes or modifies that noun, pronoun, or verb. Common prepositions include *in*, *on*, *under*, *near*, *by*, *with*, and *about*. A group of words that begin with a preposition is called a **prepositional phrase**. A prepositional phrase begins with a preposition and modifies or describes a word. It cannot act as the subject of a sentence. The following circled phrases are examples of prepositional phrases.



Exercise 1.1.1

Read the following sentences. Underline the subjects, and circle the prepositional phrases.

1. The gym is open until nine o'clock tonight.
2. We went to the store to get some ice.
3. The student with the most extra credit will win a homework pass.
4. Maya and Tia found an abandoned cat by the side of the road.
5. The driver of that pickup truck skidded on the ice.
6. Anita won the race with time to spare.
7. The people who work for that company were surprised about the merger.
8. Working in haste means that you are more likely to make mistakes.
9. The soundtrack has over sixty songs in languages from around the world.
10. His latest invention does not work, but it has inspired the rest of us.

Verbs

Once you locate the subject of a sentence, you can move on to the next part of a complete sentence: the **verb**. A verb is often an action word that shows what the subject is doing. A verb can also link the subject to a describing word. There are three types of verbs that you can use in a sentence: action verbs, linking verbs, or helping verbs.

Action Verbs

A verb that connects the subject to an action is called an **action verb**. An action verb answers the question *what is the subject doing?* In the following sentences, the words underlined twice are action verbs.

The dog barked at the jogger.

He gave a short speech before we ate.

Linking Verbs

A verb can often connect the subject of the sentence to a describing word. This type of verb is called a **linking verb** because it links the subject to a describing word. In the following sentences, the words underlined twice are linking verbs.

The coat was old and dirty.

The clock seemed broken.

If you have trouble telling the difference between action verbs and linking verbs, remember that an action verb shows that the subject is doing something, whereas a linking verb simply connects the subject to another word that describes or modifies the subject. A few verbs can be used as either action verbs or linking verbs.

Action Verb: The boy looked for his glove.

Linking Verb: The boy looked tired.

Although both sentences use the same verb, the two sentences have completely different meanings. In the first sentence, the verb describes the boy's action. In the second sentence, the verb describes the boy's appearance.

Helping Verbs

A third type of verb you may use as you write is a **helping verb**. Helping verbs are verbs that are used with the main verb to describe a mood or tense. Helping verbs are usually a form of *be*, *do*, or *have*. The word *can* is also used as a helping verb.

HV V

The restaurant is known for its variety of dishes.

HV V

She does speak up when prompted in class.

HV V

We have seen that movie three times.

HV V

She can tell when someone walks on her lawn.

Tip

Whenever you write or edit sentences, keep the subject and verb in mind. As you write, ask yourself these questions to keep yourself on track:

Subject: Who or what is the sentence about?

Verb: Which word shows an action or links the subject to a description?

Exercise 1.1.2

Copy each sentence onto your own sheet of paper and underline the verb(s) twice. Name the type of verb(s) used in the sentence in the space provided (LV, HV, or V).

1. The cat sounds ready to come back inside. _____
2. We have not eaten dinner yet. _____
3. It took four people to move the broken-down car. _____
4. The book was filled with notes from class. _____
5. We walked from room to room, inspecting for damages. _____
6. Harold was expecting a package in the mail. _____
7. The clothes still felt damp even though they had been through the dryer twice. _____
8. The teacher who runs the studio is often praised for his restoration work on old masterpieces. _____

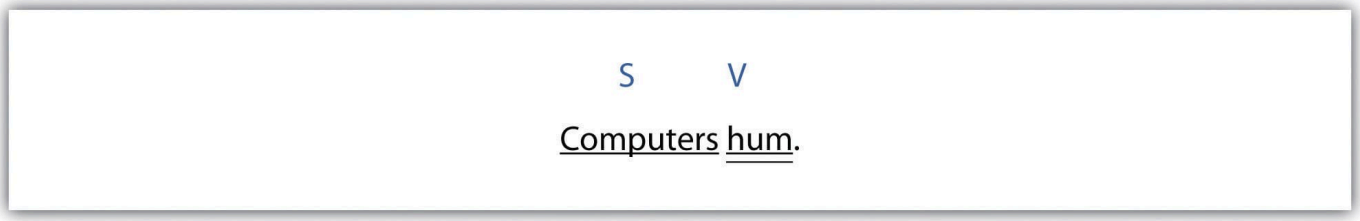
Sentence Structure, Including Fragments and Run-ons

Now that you know what makes a complete sentence—a subject and a verb—you can use other parts of speech to build on this basic structure. Good writers use a variety of sentence structures to make their work more interesting. This section covers different sentence structures that you can use to make longer, more complex sentences.

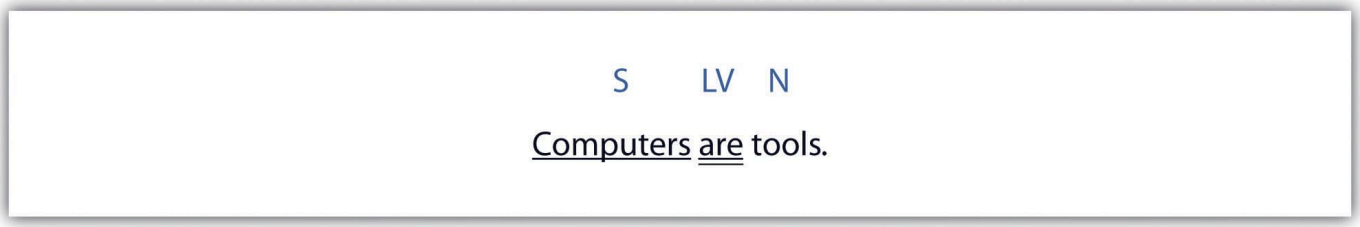
Sentence Patterns

Six basic subject-verb patterns can enhance your writing. A sample sentence is provided for each pattern. As you read each sentence, take note of where each part of the sentence falls. Notice that some sentence patterns use action verbs and others use linking verbs.

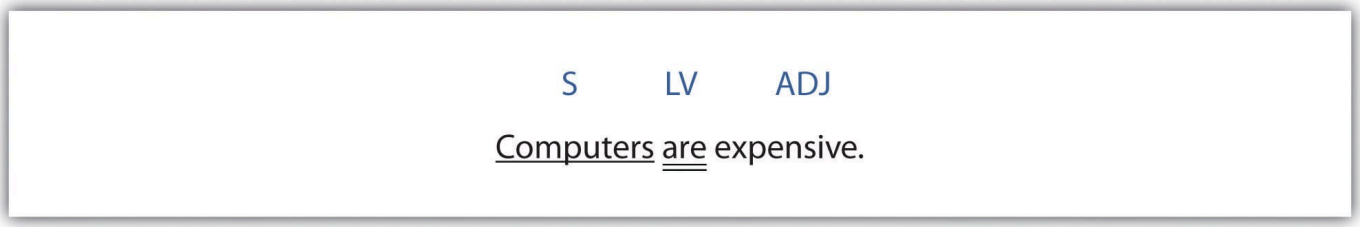
Subject–Verb



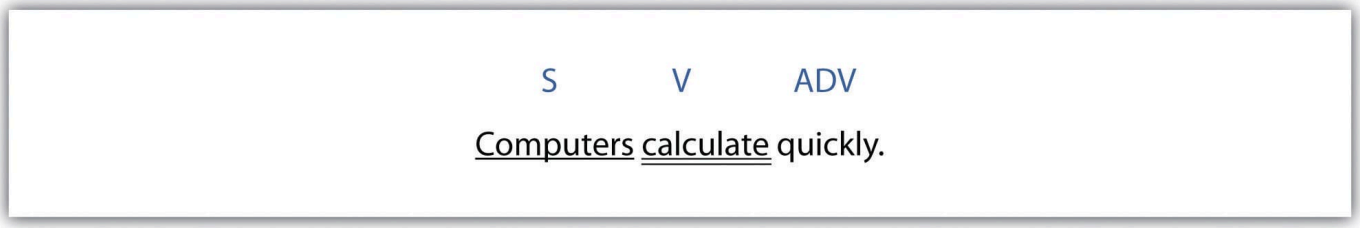
Subject–Linking Verb–Noun



Subject–Linking Verb–Adjective



Subject–Verb–Adverb



Subject–Verb–Direct Object

When you write a sentence with a direct object (DO), make sure that the DO receives the action of the verb.

S V DO

Sally rides a motorcycle.

Subject–Verb–Indirect Object–Direct Object

In this sentence structure, an **indirect object** explains *to whom* or *to what* the action is being done. The indirect object is a noun or pronoun, and it comes before the direct object in a sentence.

S V IO DO

My coworker gave me the reports.

Exercise 1.1.3

Use what you have learned so far to bring variety in your writing. Use the following lines or your own sheet of paper to write six sentences that practice each basic sentence pattern. When you have finished, label each part of the sentence (S, V, LV, N, Adj, Adv, DO, IO).

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Collaboration

Find an article in a newspaper, a magazine, or online that interests you. Bring it to class or post it online. Then, looking at a classmate's article, identify one example of each part of a sentence (S, V, LV, N, Adj, Adv, DO, IO). Please share or post your results.

Fragments

The sentences you have encountered so far have been independent clauses. As you look more closely at your past writing assignments, you may notice that some of your sentences are not complete. A sentence that is missing a subject or a verb is called a **fragment**. A fragment may include a description or may express part of an idea, but it does not express a complete thought.

> **Fragment:** Children helping in the kitchen.
>
> **Complete sentence:** Children helping in the kitchen **often make a mess**.

You can easily fix a fragment by adding the missing subject or verb. In the example, the sentence was missing a verb. Adding

often make a mess creates an S-V-N sentence structure.

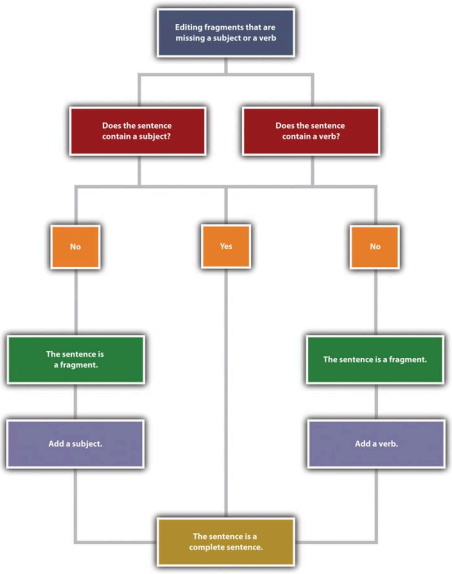


Figure 1.1.1: Editing Fragments That Are Missing a Subject or a Verb

See whether you can identify what is missing in the following fragments.

> **Fragment:** Told her about the broken vase.
>
> **Complete sentence: I** told her about the broken vase.
>
> **Fragment:** The store down on Main Street.
>
> **Complete sentence:** The store down on Main Street **sells music**.

Common Sentence Errors

Fragments often occur because of some common error, such as starting a sentence with a preposition, a dependent word, an **infinitive**, or a **gerund**. If you use the six basic sentence patterns when you write, you should be able to avoid these errors and thus avoid writing fragments.

When you see a preposition, check to see that it is part of a sentence containing a subject and a verb. If it is not connected to a complete sentence, it is a fragment, and you will need to fix this type of fragment by combining it with another sentence. You can add the prepositional phrase to the end of the sentence. If you add it to the beginning of the other sentence, insert a comma after the prepositional phrase.

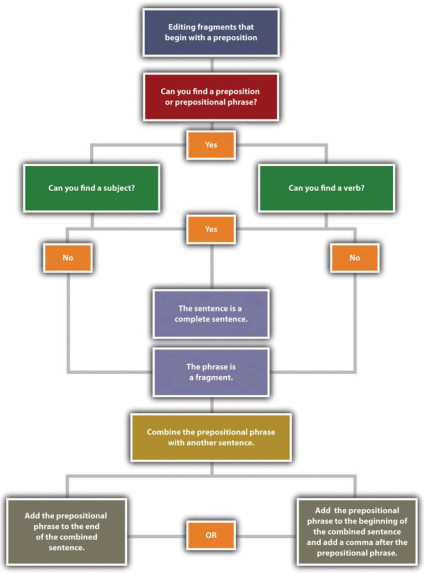


Figure 1.1.2: Editing Fragments That Begin with a Preposition

Example A

Incorrect: After walking over two miles. John remembered his wallet.

Correct: After walking over two miles, John remembered his wallet.

Correct: John remembered his wallet ~~After~~ after walking over two miles.

Example B

Incorrect: The dog growled at the vacuum cleaner. When it was switched on.

Correct: When the vacuum cleaner was switched on, the dog growled.

Correct: The dog growled at the vacuum cleaner ~~When~~ when it was switched on.

Clauses that start with a **dependent word**—such as *since*, *because*, *without*, or *unless*—are similar to prepositional phrases. Like prepositional phrases, these clauses can be fragments if they are not connected to an independent clause containing a subject and a verb. To fix the problem, you can add such a fragment to the beginning or end of a sentence. If the fragment is added at the beginning of a sentence, add a comma.

Incorrect: Because we lost power. The entire family overslept.

Correct: Because we lost power, the entire family overslept.

Correct: The entire family overslept ~~Because~~ because we lost power.

Incorrect: He has been seeing a physical therapist. Since his accident.

Correct: Since his accident, he has been seeing a physical therapist.

Correct: He has been seeing a physical therapist ~~Since~~ since his accident.

When you encounter a word ending in *-ing* in a sentence, identify whether or not this word is used as a verb in the sentence. You may also look for a helping verb. If the word is not used as a verb or if no helping verb is used with the *-ing* verb form, the verb is being used as a noun. An *-ing* verb form used as a noun is called a gerund.

HV V

Verb: I was working on homework until midnight.

Noun: Working until midnight makes me tired the next morning.

Once you know whether the *-ing* word is acting as a noun or a verb, look at the rest of the sentence. Does the entire sentence make sense on its own? If not, what you are looking at is a fragment. You will need to either add the parts of speech that are missing or combine the fragment with a nearby sentence.

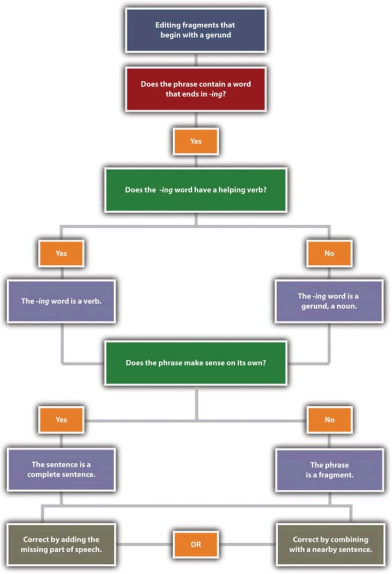


Figure 1.1.3: Editing Fragments That Begin with Gerunds

Incorrect: Taking deep breaths. Saul prepared for his presentation.

Correct: Taking deep breaths**,** Saul prepared for his presentation.

Correct: Saul prepared for his presentation. He **was taking** deep breaths.

Incorrect: Congratulating the entire team. Sarah raised her glass to toast their success.

Correct: She was congratulating the entire team. Sarah raised her glass to toast their success.

Correct: Congratulating the entire team**,** Sarah raised her glass to toast their success.

Another error in sentence construction is a fragment that begins with an infinitive. An infinitive is a verb paired with the word *to*; for example, *to run*, *to write*, or *to reach*. Although infinitives are verbs, they can be used as nouns, adjectives, or adverbs. You can correct a fragment that begins with an infinitive by either combining it with another sentence or adding the parts of speech that are missing.

Incorrect: We needed to make three hundred more paper cranes. To reach the one thousand mark.

Correct: We needed to make three hundred more paper cranes **to** reach the one thousand mark.

Correct: We needed to make three hundred more paper cranes. **We wanted to** reach the one thousand mark.

Exercise 1.1.4

Copy the following sentences onto your own sheet of paper and circle the fragments. Then combine the fragment with the independent clause to create a complete sentence.

1. Working without taking a break. We try to get as much work done as we can in an hour.
2. I needed to bring work home. In order to meet the deadline.
3. Unless the ground thaws before spring break. We won't be planting any tulips this year.
4. Turning the lights off after he was done in the kitchen. Robert tries to conserve energy whenever possible.
5. You'll find what you need if you look. On the shelf next to the potted plant.
6. To find the perfect apartment. Deidre scoured the classifieds each day.

Run-on Sentences

Just as short, incomplete sentences can be problematic, lengthy sentences can be problematic too. Sentences with two or more independent clauses that have been incorrectly combined are known as **run-on sentences**. A run-on sentence may be either a fused sentence or a comma splice.

> **Fused sentence:** A family of foxes lived under our shed young foxes played all over the yard.
>
> **Comma splice:** We looked outside, the kids were hopping on the trampoline.

When two complete sentences are combined into one without any punctuation, the result is a **fused sentence**. When two complete sentences are joined by a comma, the result is a **comma splice**. Both errors can easily be fixed.

Punctuation

One way to correct run-on sentences is to correct the punctuation. For example, adding a period will correct the run-on by creating two separate sentences.

> **Run-on**: There were no seats left, we had to stand in the back.
>
> **Correct**: There were no seats left. ~~we~~ We had to stand in the back.

Using a semicolon between the two complete sentences will also correct the error. A semicolon allows you to keep the two closely related ideas together in one sentence. When you punctuate with a semicolon, make sure that both parts of the sentence are independent clauses. For more information on semicolons, see Section 1.4.2 "Capitalize Proper Nouns".

> **Run-on:** The accident closed both lanes of traffic we waited an hour for the wreckage to be cleared.
>
> **Complete sentence:** The accident closed both lanes of traffic**;** we waited an hour for the wreckage to be cleared.

When you use a semicolon to separate two independent clauses, you may wish to add a transition word to show the connection between the two thoughts. After the semicolon, add the transition word and follow it with a comma. For more information on transition words, see Chapter 7 "The Writing Process: How Do I Begin?".

> **Run-on:** The project was put on hold we didn't have time to slow down, so we kept working.
>
> **Complete sentence:** The project was put on hold**; however,** we didn't have time to slow down, so we kept working.

Coordinating Conjunctions

You can also fix run-on sentences by adding a comma and a **coordinating conjunction**. A coordinating conjunction acts as a link between two independent clauses.

Tip

These are the seven coordinating conjunctions that you can use: *for*, *and*, *nor*, *but*, *or*, *yet*, and *so*. Use these words appropriately when you want to link the two independent clauses. The acronym *FANBOYS* will help you remember this group of coordinating conjunctions.

Run-on: The new printer was installed, no one knew how to use it.

Complete sentence: The new printer was installed**, but** no one knew how to use it.

Dependent Words

Adding dependent words is another way to link independent clauses. Like the coordinating conjunctions, dependent words show a relationship between two independent clauses.

Run-on: We took the elevator, the others still got there before us.

Complete sentence: Although we took the elevator, the others got there before us.

Run-on: Cobwebs covered the furniture, the room hadn't been used in years.

Complete sentence: Cobwebs covered the furniture **because** the room hadn't been used in years.

Writing at Work

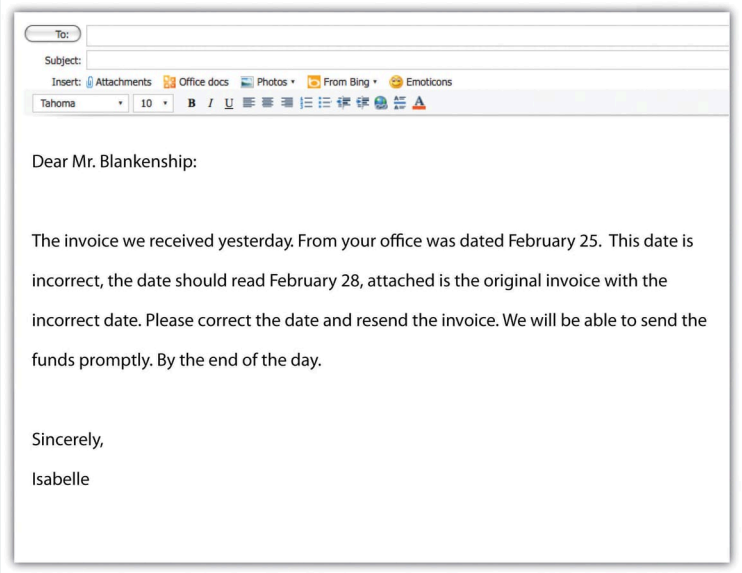


Figure 1.1.4: Sample e-mail

Isabelle's e-mail opens with two fragments and two run-on sentences containing comma splices. The e-mail ends with another fragment. What effect would this e-mail have on Mr. Blankenship or other readers? Mr. Blankenship or other readers may not think highly of Isaebelle's communication skills or—worse—may not understand the message at all! Communications written in precise, complete sentences are not only more professional but also easier to understand. Before you hit the "send" button, read your e-mail carefully to make sure that the sentences are complete, are not run together, and are correctly punctuated.

Exercise 1.1.5

A reader can get lost or lose interest in material that is too dense and rambling. Use what you have learned about run-on sentences to correct the following passages:

1. The report is due on Wednesday but we're flying back from Miami that morning. I told the project manager that we would be able to get the report to her later that day she suggested that we come back a day early to get the report done and I told her we had meetings until our flight took off. We e-mailed our contact who said that they would check with his boss, she said that the project could afford a delay as long as they wouldn't have to make any edits or changes to the file our new deadline is next Friday.
2. Anna tried getting a reservation at the restaurant, but when she called they said that there was a waiting list so she put our names down on the list when the day of our reservation arrived we only had to wait thirty minutes because a table opened up unexpectedly which was good because we were able to catch a movie after dinner in the time we'd expected to wait to be seated.
3. Without a doubt, my favorite artist is Leonardo da Vinci, not because of his paintings but because of his fascinating designs, models, and sketches, including plans for scuba gear, a flying machine, and a life-size mechanical lion that actually walked and moved its head. His paintings are beautiful too, especially when you see the computer-enhanced versions researchers use a variety of methods to discover and enhance the paintings' original colors, the result of which are stunningly vibrant and yet delicate displays of the man's genius.

KEY TAKEAWAYS

- A sentence is complete when it contains both a subject and verb. A complete sentence makes sense on its own.
- Every sentence must have a subject, which usually appears at the beginning of the sentence. A subject may be a noun (a person, place, or thing) or a pronoun.
- A compound subject contains more than one noun.
- A prepositional phrase describes, or modifies, another word in the sentence but cannot be the subject of a sentence.
- A verb is often an action word that indicates what the subject is doing. Verbs may be action verbs, linking verbs, or helping verbs.
- Variety in sentence structure and length improves writing by making it more interesting and more complex.
- Focusing on the six basic sentence patterns will enhance your writing.
- Fragments and run-on sentences are two common errors in sentence construction.
- Fragments can be corrected by adding a missing subject or verb. Fragments that begin with a preposition or a dependent word can be corrected by combining the fragment with another sentence.
- Run-on sentences can be corrected by adding appropriate punctuation or adding a coordinating conjunction.

Writing Application

Using the six basic sentence structures, write one of the following:

1. A work e-mail to a coworker about a presentation.
2. A business letter to a potential employer.
3. A status report about your current project.
4. A job description for your résumé.

This page titled 1.1: Sentence Writing is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

1.2: Subject-Verb Agreement

Learning Objectives

1. Define the subject-verb agreement.
2. Identify common errors in subject-verb agreement.

In the workplace, you want to present a professional image. Your outfit or suit says something about you when meeting face-to-face, and your writing represents you in your absence. Grammatical mistakes in your writing or even in speaking make a negative impression on coworkers, clients, and potential employers. Subject-verb agreement is one of the most common errors that people make. Having a solid understanding of this concept is critical when making a good impression, and it will help ensure that your ideas are communicated clearly.

Agreement

Agreement in speech and in writing refers to the proper grammatical match between words and phrases. Parts of sentences must **agree**, or correspond with other parts, in number, person, case, and gender.

- **Number.** All parts must match in singular or plural forms.
- **Person.** All parts must match in first person (*I*), second person (*you*), or third person (*he, she, it, they*) forms.
- **Case.** All parts must match in subjective (*I, you, he, she, it, they, we*), objective (*me, her, him, them, us*), or possessive (*my, mine, your, yours, his, her, hers, their, theirs, our, ours*) forms. For more information on pronoun case agreement, see Section 1.5.1 "Pronoun Agreement".
- **Gender.** All parts must match in male or female forms.

Subject-verb agreement describes the proper match between subjects and verbs.

Because subjects and verbs are either singular or plural, the subject of a sentence and the verb of a sentence must agree with each other in number. That is, a singular subject belongs with a singular verb form, and a plural subject belongs with a plural verb form. For more information on subjects and verbs, see Section 1.1 "Sentence Writing".

Singular: The cat jumps over the fence.

Plural: The cats jump over the fence.

Regular Verbs

Regular verbs follow a predictable pattern. For example, in the third person singular, regular verbs always end in -s. Other forms of regular verbs do not end in -s. Study the following regular verb forms in the present tense.

	Singular Form	Plural Form
First Person	I live.	We live.
Second Person	You live.	You live.
Third Person	He/She/It live**s**.	They live.

Tip

Add an *-es* to the third person singular form of regular verbs that end in *-sh*, *-x*, *-ch*, and *-s*. (I wish/He wishes, I fix/She fixes, I watch/It watches, I kiss/He kisses.)

Singular: I read every day.

Plural: We read every day.

In these sentences, the verb form stays the same for the first person singular and the first person plural.

Singular: You stretch before you go to bed.

Plural: You stretch before every game.

In these sentences, the verb form stays the same for the second person singular and the second person plural. In the singular form, the pronoun *you* refers to one person. In the plural form, the pronoun *you* refers to a group of people, such as a team.

Singular: My mother walks to work every morning.

In this sentence, the subject is *mother*. Because the sentence only refers to one mother, the subject is singular. The verb in this sentence must be in the third person singular form.

Plural: My friends like the same music as I do.

In this sentence, the subject is *friends*. Because this subject refers to more than one person, the subject is plural. The verb in this sentence must be in the third person plural form.

Tip

Many singular subjects can be made plural by adding an -s. Most regular verbs in the present tense end with an -s in the third person singular. This does not make the verbs plural.

Singular subject, singular verb: The cat races across the yard.

Plural subject, plural verb: The cats race across the yard.

Exercise 1.2.1

On your own sheet of paper, write the correct verb form for each of the following sentences.

1. I (brush/brushes) my teeth twice a day.
2. You (wear/wears) the same shoes every time we go out.
3. He (kick/kicks) the soccer ball into the goal.
4. She (watch/watches) foreign films.
5. Catherine (hide/hides) behind the door.
6. We (want/wants) to have dinner with you.
7. You (work/works) together to finish the project.
8. They (need/needs) to score another point to win the game.
9. It (eat/eats) four times a day.
10. David (fix/fixes) his own motorcycle.

Irregular Verbs

Not all verbs follow a predictable pattern. These verbs are called **irregular verbs**. Some of the most common irregular verbs are *be*, *have*, and *do*. Learn the forms of these verbs in the present tense to avoid errors in subject-verb agreement.

Be

Study the different forms of the verb *to be* in the present tense.

	Singular Form	Plural Form
First Person	I am.	We are.
Second Person	You are.	You are.
Third Person	He/She/It is.	They are.

Have

Study the different forms of the verb *to have* in the present tense.

	Singular Form	Plural Form
First Person	I have.	We have.
Second Person	You have.	You have.
Third Person	He/She/It has.	They have.

Do

Study the different forms of the verb *to do* in the present tense.

	Singular Form	Plural Form
First Person	I do.	We do.
Second Person	You do.	You do.
Third person	He/She/It does.	They do.

Exercise 1.2.2

Complete the following sentences by writing the correct present tense form of *be*, *have*, or *do*. Use your own sheet of paper to complete this exercise.

1. I _____ sure that you will succeed.
2. They _____ front-row tickets to the show.
3. He _____ a great Elvis impersonation.
4. We _____ so excited to meet you in person!
5. She _____ a fever and a sore throat.
6. You _____ not know what you are talking about.
7. You _____ all going to pass this class.
8. She _____ not going to like that.
9. It _____ appear to be the right size.
10. They _____ ready to take this job seriously.

Errors in Subject-Verb Agreement

Errors in subject-verb agreement may occur when

- a sentence contains a compound subject;
- the subject of the sentence is separate from the verb;
- the subject of the sentence is an indefinite pronoun, such as *anyone* or *everyone*;
- the subject of the sentence is a collective noun, such as *team* or *organization*;
- the subject appears after the verb.

Recognizing the sources of common errors in subject-verb agreement will help you avoid these errors in your writing. This section covers the subject-verb agreement errors in more detail.

Compound Subjects

A **compound subject** is formed by two or more nouns and the coordinating conjunctions *and*, *or*, or *nor*. A compound subject can be made of singular subjects, plural subjects, or a combination of singular and plural subjects.

Compound subjects combined with *and* take a plural verb form.

Two singular subjects: Alicia and Miguel ride their bikes to the beach.

Two plural subjects: The girls and the boys ride their bikes to the beach.

Singular and plural subjects: Alicia and the boys ride their bikes to the beach.

Compound subjects combined with *or* and *nor* are treated separately. The verb must agree with the subject that is nearest to the verb.

Two singular subjects: Neither Elizabeth nor Rianna wants to eat at that restaurant.

Two plural subjects: Neither the kids nor the adults want to eat at that restaurant.

Singular and plural subjects: Neither Elizabeth nor the kids want to eat at that restaurant.

Plural and singular subjects: Neither the kids nor Elizabeth wants to eat at that restaurant.

Two singular subjects: Either you or Jason takes the furniture out of the garage.

Two plural subjects: Either you or the twins take the furniture out of the garage.

Singular and plural subjects: Either Jason or the twins take the furniture out of the garage.

Plural and singular subjects: Either the twins or Jason takes the furniture out of the garage.

Tip

If you can substitute the word *they* for the compound subject, then the sentence takes the third person plural verb form.

Separation of Subjects and Verbs

As you read or write, you may come across a sentence that contains a phrase or clause that separates the subject from the verb. Often, prepositional phrases or dependent clauses add more information to the sentence and appear between the subject and the verb. However, the subject and the verb must still agree.

If you have trouble finding the subject and verb, cross out or ignore the phrases and clauses that begin with prepositions or dependent words. The subject of a sentence will never be in a prepositional phrase or dependent clause.

The following is an example of a subject and verb separated by a prepositional phrase:

The students with the best grades win the academic awards.

The puppy under the table is my favorite.

The following is an example of a subject and verb separated by a dependent clause:

The car that I bought has power steering and a sunroof.

The representatives who are courteous sell the most tickets.

Indefinite Pronouns

Indefinite pronouns refer to an unspecified person, thing, or number. When an indefinite pronoun serves as the subject of a sentence, you will often use a singular verb form.

However, keep in mind that exceptions arise. Some indefinite pronouns may require a plural verb form. To determine whether to use a singular or plural verb with an indefinite pronoun, consider the noun that the pronoun would refer to. If the noun is plural, then use a plural verb with the indefinite pronoun. View the chart to see a list of common indefinite pronouns and the verb forms they agree with.

Indefinite Pronouns That Always Take a Singular Verb	Indefinite Pronouns That Can Take a Singular or Plural Verb
anybody, anyone, anything	All
each	Any
everybody, everyone, everything	None
much	Some
many	
nobody, no one, nothing	
somebody, someone, something	

Singular: Everybody in the kitchen sings along when that song comes on the radio.

The indefinite pronoun *everybody* takes a singular verb form because *everybody* refers to a group performing the same action as a single unit.

Plural: All the people in the kitchen sing along when that song comes on the radio.

The indefinite pronoun *all* takes a plural verb form because *all* refers to the plural noun *people*. Because *people* is plural, *all* is plural.

Singular: All the cake is on the floor.

In this sentence, the indefinite pronoun *all* takes a singular verb form because *all* refers to the singular noun *cake*. Because *cake* is singular, *all* is singular.

Collective Nouns

A **collective noun** is a noun that identifies more than one person, place, or thing and considers those people, places, or things one singular unit. Because collective nouns are counted as one, they are singular and require a singular verb. Some commonly used collective nouns are *group*, *team*, *army*, *flock*, *family*, and *class*.

Singular: The class is going on a field trip.

In this sentence, *class* is a collective noun. Although the class consists of many students, the class is treated as a singular unit and requires a singular verb form.

The Subject Follows the Verb

You may encounter sentences in which the subject comes after the verb instead of before the verb. In other words, the subject of the sentence may not appear where you expect it to appear. To ensure proper subject-verb agreement, you must correctly identify the subject and the verb.

Here or There

In sentences that begin with *here* or *there*, the subject follows the verb.

Here is my wallet!

There are thirty dolphins in the water.

If you have trouble identifying the subject and the verb in sentences that start with *here* or *there*; it may help to reverse the order

of the sentence so the subject comes first.

My wallet is here!

Thirty dolphins are in the water.

Questions

When you ask questions, a question word (*who*, *what*, *where*, *when*, *why*, or *how*) appears first. The verb and then the subject follow.

Who are the people you are related to?

When am I going to go to the grocery store?

Tip

If you have trouble finding the subject and the verb in questions, try answering the question being asked.

When am I going to the grocery store? I am going to the grocery store tonight!

Exercise 1.2.3

Correct the errors in subject-verb agreement in the following sentences. If there are no errors in subject-verb agreement, write *OK*. Copy the corrected sentence or the word *OK* on your own sheet of notebook paper.

1. My dog and cats chases each other all the time.

   _____

2. The books that are in my library is the best I have ever read.

   _____

3. Everyone are going to the concert except me.

   _____

4. My family are moving to California.

_____

5. Here is the lake I told you about.

_____

6. There is the newspapers I was supposed to deliver.

_____

7. Which room is bigger?

_____

8. When are the movie going to start?

_____

9. My sister and brother cleans up after themselves.

_____

10. Some of the clothes is packed away in the attic.

_____

Exercise 1.2.4

Correct the errors in subject-verb agreement in the following paragraph. Copy the paragraph on a piece of notebook paper and make corrections.

Dear Hiring Manager,

I feels that I am the ideal candidate for the receptionist position at your company. I has three years of experience as a receptionist in a company that is similar to yours. My phone skills and written communication is excellent. These skills, and others that I have learned on the job, helps me understand that every person in a company helps make the business a success. At my current job, the team always say that I am very helpful. Everyone appreciate when I go the extra mile to get the job done right. My current employer and coworkers feels that I am an asset to the team. I is efficient and organized. Is there any other details about me that you would like to know? If so, please contact me. Here are my résumé. You can reach me by e-mail or phone. I looks forward to speaking with you in person.

Thanks,

Felicia Fellini

Writing at Work

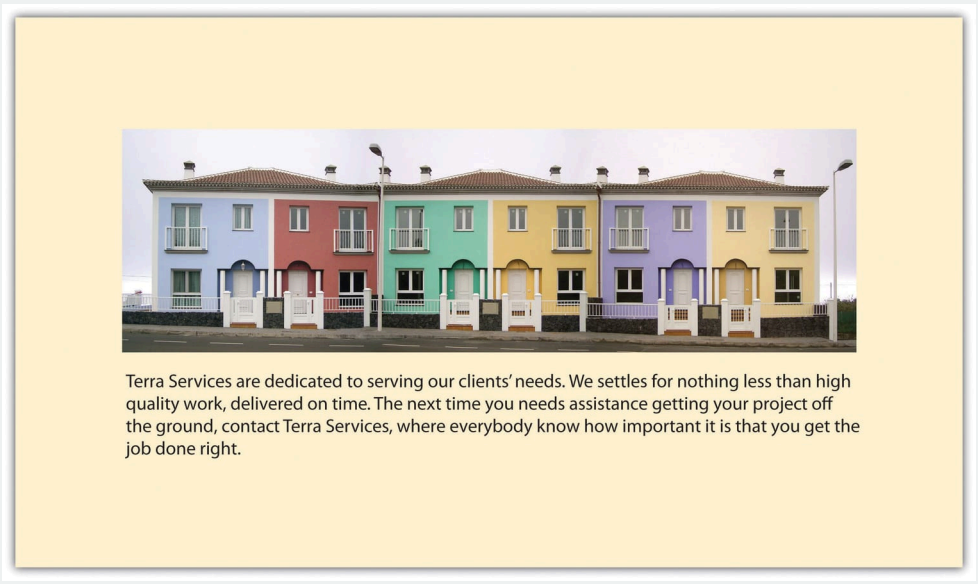


Figure 1.2.1: Advertisement

Imagine that you are a prospective client and that you saw this ad online. Would you call Terra Services to handle your next project? Probably not! Mistakes in subject-verb agreement can cost a company business. Paying careful attention to grammatical details ensures professionalism that clients will recognize and respect.

KEY TAKEAWAYS

- Parts of sentences must agree in number, person, case, and gender.
- A verb must always agree with its subject in number. A singular subject requires a singular verb; a plural subject requires a plural verb.
- Irregular verbs do not follow a predictable pattern in their singular and plural forms. Common irregular verbs are *to be*, *to have*, and *to do*.
- A compound subject is formed when two or more nouns are joined by the words *and*, *or*, or *nor*.
- In some sentences, the subject and verb may be separated by a phrase or clause, but the verb must still agree with the subject.
- Indefinite pronouns, such as *anyone*, *each*, *everyone*, *many*, *no one*, and *something*, refer to unspecified people or objects. Most indefinite pronouns are singular.
- A collective noun is a noun that identifies more than one person, place, or thing and treats those people, places, or things one singular unit. Collective nouns require singular verbs.
- In sentences that begin with *here* and *there*, the subject follows the verb.
- In questions, the subject follows the verb.

Writing Application

Use your knowledge of subject-verb agreement to write one of the following:

1. An advertisement for a potential company
2. A memo to all employees of a particular company
3. A cover letter describing your qualifications to a potential employer

Be sure to include at least the following:

- One collective noun

- One irregular verb
- One question

This page titled 1.2: Subject-Verb Agreement is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

1.3: Verb Tense

Learning Objectives

1. Use the correct regular verb tense in basic sentences.
2. Use the correct irregular verb tense in basic sentences.

Suppose you must give an oral presentation about what you did last summer. How do you make it clear that you are talking about the past and not about the present or the future? Using the correct verb tense can help you do this.

It is important to use the proper verb tense. Otherwise, your listener might judge you harshly. Mistakes in tense often leave a listener or reader with a negative impression.

Regular Verbs

Verbs indicate actions or states of being in the past, present, or future using tenses. **Regular verbs** follow regular patterns when shifting from the present to the past tense. For example, to form a past-tense or past-participle verb form, add *-ed* or *-d* to the end of a verb. You can avoid mistakes by understanding this basic pattern.

Verb tense identifies the time of action described in a sentence. Verbs take different forms to indicate different tenses. Verb tenses indicate

- an action or state of being in the present,
- an action or state of being in the past,
- an action or state of being in the future.

Helping verbs, such as *be* and *have,* also work to create verb tenses, such as the future tense.

Present Tense: Tim walks to the store. (Singular subject)

Present Tense: Sue and Kimmy walk to the store. (Plural subject)

Past Tense: Yesterday, they walked to the store for milk. (Plural subject)

Future Tense: Tomorrow, Kimmy will walk to the store to buy some bread. (Singular subject)

Exercise 1.3.1

Complete the following sentences by selecting the correct form of the verb in simple present, simple past, or simple future tenses. Write the corrected sentence on your own sheet of paper.

1. The Dust Bowl (is, was, will be) a name given to a period of very destructive dust storms that occurred in the United States during the 1930s.
2. Historians today (consider, considered, will consider) The Dust Bowl to be one of the worst weather of events in American history.
3. The Dust Bowl mostly (affects, affected, will affect) the states of Kansas, Colorado, Oklahoma, Texas, and New Mexico.

4. Dust storms (continue, continued, will continue) to occur in these dry regions, but not to the devastating degree of the 1930s.
5. The dust storms during The Dust Bowl (cause, caused, will cause) irreparable damage to farms and the environment for a period of several years.
6. When early settlers (move, moved, will move) into this area, they (remove, removed, will remove) the natural prairie grasses in order to plant crops and graze their cattle.
7. They did not (realize, realized, will realize) that the grasses kept the soil in place.
8. There (is, was, will be) also a severe drought that (affects, affected, will affect) the region.
9. The worst dust storm (happens, happened, will happen) on April 14, 1935, a day called Black Sunday.
10. The Dust Bowl era finally came to end in 1939 when the rains (arrive, arrived, will arrive).
11. Dust storms (continue, continued, will continue) to affect the region, but hopefully they will not be as destructive as the storms of the 1930s.

Irregular Verbs

The past tense of **irregular verbs** is not formed using the patterns that regular verbs follow. Study Table 1.3.1: "Irregular Verbs", which lists the most common irregular verbs.

Tip

The best way to learn irregular verbs is to memorize them. With the help of a classmate, create flashcards of irregular verbs and test yourselves until you master them.

Table 1.3.1: Irregular Verbs

Simple Present	Past	Simple Present	Past
be	was, were	lose	lost
become	became	make	made
begin	began	mean	meant
blow	blew	meet	met
break	broke	pay	paid
bring	brought	put	put
build	built	quit	quit
burst	burst	read	read
buy	bought	ride	rode
catch	caught	ring	rang
choose	chose	rise	rose
come	came	run	ran
cut	cut	say	said
dive	dove (dived)	see	saw
do	did	seek	sought
draw	drew	sell	sold
drink	drank	send	sent
drive	drove	set	set
eat	ate	shake	shook

Simple Present	Past	Simple Present	Past
fall	fell	shine	shone (shined)
feed	fed	shrink	shrank (shrunk)
feel	felt	sing	sang
fight	fought	sit	sat
find	found	sleep	slept
fly	flew	speak	spoke
forget	forgot	spend	spent
forgive	forgave	spring	sprang
freeze	froze	stand	stood
get	got	steal	stole
give	gave	strike	struck
go	went	swim	swam
grow	grew	swing	swung
have	had	take	took
hear	heard	teach	taught
hide	hid	tear	tore
hold	held	tell	told
hurt	hurt	think	thought
keep	kept	throw	threw
know	knew	understand	understood
lay	laid	wake	woke
lead	led	wear	wore
leave	left	win	won
let	let	wind	wound

Here we consider using irregular verbs.

Present Tense: Lauren keeps all her letters.

Past Tense: Lauren kept all her letters.

Future Tense: Lauren will keep all her letters.

Exercise 1.3.2

Complete the following sentences by selecting the correct form of the irregular verb in simple present, simple past, or simple future tense. Copy the corrected sentence onto your own sheet of paper.

1. Marina finally (forgived, forgave, will forgive) her sister for snooping around her room.
2. The house (shook, shaked, shakes) as the airplane rumbled overhead.
3. I (buyed, bought, buy) several items of clothing at the thrift store on Wednesday.
4. She (put, putted, puts) the lotion in her shopping basket and proceeded to the checkout line.
5. The prized goose (layed, laid, lay) several golden eggs last night.
6. Mr. Batista (teached, taught, taughted) the class how to use correct punctuation.
7. I (drink, drank, will drink) several glasses of sparkling cider instead of champagne on New Year's Eve next year.
8. Although Hector (growed, grew, grows) three inches in one year, we still called him "Little Hector."
9. Yesterday our tour guide (lead, led, will lead) us through the maze of people in Times Square.
10. The rock band (burst, bursted, bursts) onto the music scene with their catchy songs.

Exercise 1.3.3

On your own sheet of paper, write a sentence using the correct form of the verb tense shown below.

1. Throw (past)
2. Paint (simple present)
3. Smile (future)
4. Tell (past)
5. Share (simple present)

Maintaining Consistent Verb Tense

Consistent verb tense means the same verb tense is used throughout a sentence or a paragraph. As you write and revise, it is important to use the same verb tense consistently and to avoid shifting from one tense to another unless there is a good reason for the tense shift. In the following box, see whether you notice the difference between a sentence with consistent tense and one with inconsistent tense.

Inconsistent tense:

The crowd starts cheering as Melina approached the finish line.

Consistent tense:

The crowd started cheering as Melina approached the finish line.

Consistent tense:

The crowd starts cheering as Melina approaches the finish line.

Tip

In some cases, clear communication will call for different tenses. Look at the following example:

> When I was a teenager, I wanted to be a fire fighter, but now I am studying computer science.

If the time frame for each action or state is different, a tense shift is appropriate.

Exercise 1.3.4

Edit the following paragraph by correcting the inconsistent verb tense. Copy the corrected paragraph onto your own sheet of paper.

In the Middle Ages, most people lived in villages and work as agricultural laborers, or peasants. Every village has a "lord," and the peasants worked on his land. Much of what they produce go to the lord and his family. What little food was leftover goes to support the peasants' families. In return for their labor, the lord offers them protection. A peasant's day usually began before sunrise and involves long hours of backbreaking work, which includes plowing the land, planting seeds, and cutting crops for harvesting. The working life of a peasant in the Middle Ages is usually demanding and exhausting.

Writing at Work

Read the following excerpt from a work e-mail:

> I would like to highlight an important concern that comes up after our meeting last week. During the meeting, we agree to conduct a series of interviews over the next several months in which we hired new customer service representatives. Before we do that, however, I would like to review your experiences with the Customer Relationship Management Program. Please suggest a convenient time next week for us to meet so that we can discuss this important matter.

The inconsistent tense in the e-mail will very likely distract the reader from its overall point. Most likely, your coworkers will not correct your verb tenses or call attention to grammatical errors, but it is important to keep in mind that errors such as these do have a subtle negative impact in the workplace.

KEY TAKEAWAYS

- Verb tense helps you express when an event takes place.
- Regular verbs follow regular patterns when shifting from present to past tense.
- Irregular verbs do not follow regular, predictable patterns when shifting from present to past tense.
- Using consistent verb tense is a key element to effective writing.

Writing Application

Tell a family story. You likely have several family stories to choose from, but pick the one that you find most interesting to write about. Use as many details as you can in the telling. As you write and proofread, make sure your all your verbs are correct and the tenses are consistent.

This page titled 1.3: Verb Tense is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

1.4: Capitalization

Learning Objectives

1. Learn the basic rules of capitalization.
2. Identify common capitalization errors.

Text messages, casual e-mails, and instant messages often ignore the rules of **capitalization**. In fact, it can seem unnecessary to capitalize in these contexts. In other, more formal forms of communication, however, knowing the basic rules of capitalization and using capitalization correctly gives the reader the impression that you choose your words carefully and care about the ideas you are conveying.

Capitalize the First Word of a Sentence

Incorrect: the museum has a new butterfly exhibit.

Correct: The museum has a new butterfly exhibit.

Incorrect: cooking can be therapeutic.

Correct: Cooking can be therapeutic.

Capitalize Proper Nouns

Proper nouns—the names of specific people, places, objects, streets, buildings, events, or titles of individuals—are always capitalized.

Incorrect: He grew up in harlem, new york.

Correct: He grew up in Harlem, New York.

Incorrect: The sears tower in chicago has a new name.

Correct: The Sears Tower in Chicago has a new name.

Tip

Always capitalize nationalities, races, languages, and religions. For example, American, African American, Hispanic, Catholic, Protestant, Jewish, Muslim, Hindu, Buddhist, and so on.

Do not capitalize nouns for people, places, things, streets, buildings, events, and titles when the noun is used in general or

common way. See the following chart for the difference between proper nouns and common nouns.

Common Noun	Proper Noun
museum	The Art Institute of Chicago
theater	Apollo Theater
country	Malaysia
uncle	Uncle Javier
doctor	Dr. Jackson
book	*Pride and Prejudice*
college	Smith College
war	the Spanish-American War
historical event	The Renaissance

Exercise 1.4.1

On your own sheet of paper, write five proper nouns for each common noun that is listed. The first one has been done for you.

Common noun: river

1. Nile River
2.
3.
4.
5.

Common noun: musician

1.
2.
3.
4.
5.

Common noun: magazine

1.
2.
3.
4.
5.

Collaboration

Please share with a classmate and compare your answers.

Capitalize Days of the Week, Months of the Year, and Holidays

Incorrect: On wednesday, I will be traveling to Austin for a music festival.

Correct: On Wednesday, I will be traveling to Austin for a music festival.

Incorrect: The fourth of july is my favorite holiday.

Correct: The Fourth of July is my favorite holiday.

Capitalize Titles

Incorrect: The play, *fences*, by August Wilson is one of my favorites.

Correct: The play, *Fences*, by August Wilson is one of my favorites.

Incorrect: The president of the united states will be speaking at my university.

Correct: The President of the United States will be speaking at my university.

Tip

Computer-related words such as “Internet” and “World Wide Web” are usually capitalized; however, “e-mail” and “online” are never capitalized.

Exercise 1.4.2

Edit the following sentences by correcting the capitalization of the titles or names.

1. The prince of england enjoys playing polo.
2. “Ode to a nightingale” is a sad poem.
3. My sister loves to read magazines such as the new yorker.
4. *The house on Mango street* is an excellent novel written by Sandra Cisneros.
5. My physician, dr. alvarez, always makes me feel comfortable in her office.

Exercise 1.4.3

Edit the following paragraphs by correcting the capitalization.

david grann's *the lost City of Z* mimics the snake-like winding of the amazon River. The three distinct Stories that are introduced are like twists in the River. First, the Author describes his own journey to the amazon in the present day, which is contrasted by an account of percy fawcett's voyage in 1925 and a depiction of James Lynch's expedition in 1996. Where does the river lead these explorers? the answer is one that both the Author and the reader are hungry to discover.

The first lines of the preface pull the reader in immediately because we know the author, david grann, is lost in the amazon. It is a compelling beginning not only because it's thrilling but also because this is a true account of grann's experience. grann has dropped the reader smack in the middle of his conflict by admitting the recklessness of his decision to come to this place. the suspense is further perpetuated by his unnerving observation that he always considered himself A Neutral Witness, never getting personally involved in his stories, a notion that is swiftly contradicted in the opening pages, as the reader can clearly perceive that he is in a dire predicament—and frighteningly involved.

Writing at Work

Did you know that, if you use all capital letters to convey a message, the capital letters come across like shouting? In addition, all capital letters are actually more difficult to read and may annoy the reader. To avoid "shouting" at or annoying your reader, follow the rules of capitalization and find other ways to emphasize your point.

KEY TAKEAWAYS

- Learning and applying the basic rules of capitalization is a fundamental aspect of good writing.
- Identifying and correcting errors in capitalization is an important writing skill.

Writing Application

Write a one-page biography. Make sure to identify people, places, and dates and use capitalization correctly.

This page titled 1.4: Capitalization is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

1.5: Adjectives and Adverbs

Learning Objectives

1. Identify the components of a basic sentence.
2. Identify the four most serious writing errors.

If there were no pronouns, all types of writing would be quite tedious to read. We would soon be frustrated by reading sentences like *Bob said that Bob was tired* or *Christina told the class that Christina received an A*. Pronouns help a writer avoid constant repetition. Knowing just how pronouns work is an important aspect of clear and concise writing.

Pronoun Agreement

A **pronoun** is a word that takes the place of (or refers back to) a noun or another pronoun. The word or words a pronoun refers to is called the **antecedent** of the pronoun.

1. *Lani* complained that *she* was exhausted.
   - *She* refers to *Lani*.
   - *Lani* is the antecedent of *she*.
2. *Jeremy* left the party early, so I did not see *him* until Monday at work.
   - *Him* refers to Jeremy.
   - *Jeremy* is the antecedent of *him*.
3. *Crina and Rosalie* have been best friends ever since *they* were freshman in high school.
   - *They* refers to *Crina and Rosalie*.
   - *Crina and Rosalie* is the antecedent of *they*.

Pronoun agreement errors occur when the pronoun and the antecedent do not match or agree with each other. There are several types of pronoun agreement.

Agreement in Number

If the pronoun takes the place of or refers to a singular noun, the pronoun must also be singular.

sing. plur.

Incorrect: If a *student* wants to return a book to the bookstore, *they* must have a receipt.

sing. sing.

Correct: If a *student* wants to return a book to the bookstore, *he or she* must have a receipt.

*If it seems too wordy to use *he or she*, change the antecedent to a plural noun.

plur. plur.

Correct: If *students* want to return a book to the bookstore, *they* must have a receipt.

Agreement in Person

	Singular Pronouns			Plural Pronouns		
First Person	I	me	my (mine)	we	us	our (ours)
Second Person	you	you	your (yours)	you	you	your (your)
Third Person	he, she, it	him, her, it	his, her, its	they	them	their (theirs)

If you use a consistent person, your reader is less likely to be confused.

3rd 2nd

Incorrect: When a *person* goes to a restaurant, *you* should leave a tip.

3rd 3rd

Correct: When a *person* goes to a restaurant, *he or she* should leave a tip.

1st 1st

Correct: When *we* go to a restaurant, *I* should leave a tip.

Exercise 1.5.1

Edit the following paragraph by correcting pronoun agreement errors in number and person.

Over spring break I visited my older cousin, Diana, and they took me to a butterfly exhibit at a museum. Diana and I have been close ever since she was young. Our mothers are twin sisters, and she is inseparable! Diana knows how much I love butterflies, so it was their special present to me. I have a soft spot for caterpillars too. I love them because something about the way it transforms is so interesting to me. One summer my grandmother gave me a butterfly growing kit, and you got to see the entire life cycle of five Painted Lady butterflies. I even got to set it free. So when my cousin said they wanted to take me to the butterfly exhibit, I was really excited!

Indefinite Pronouns and Agreement

Indefinite pronouns do not refer to a specific person or thing and are usually singular. Note that a pronoun that refers to an indefinite singular pronoun should also be singular. The following are some common indefinite pronouns.

Common Indefinite Pronouns				
all	each one	few	nothing	several
any	each other	many	one	some
anybody	either	neither	one another	somebody
anything	everybody	nobody	oneself	someone
both	everyone	none	other	something
each	everything	no one	others	anyone

Indefinite pronoun agreement

sing. plur.

Incorrect: *Everyone* should do what *they* can to help.

sing. sing.

Correct: *Everyone* should do what *he or she* can to help.

sing. plur.

Incorrect: *Someone* left *their* backpack in the library.

sing. sing.

Correct: *Someone* left *his or her* backpack in the library.

Collective Nouns

Collective nouns suggest more than one person but are usually considered singular. Look over the following examples of collective nouns.

Common Collective Nouns		
audience	faculty	public
band	family	school
class	government	society
committee	group	team
company	jury	tribe

Collective noun agreement

sing. plur.

Incorrect: Lara's *company* will have *their* annual picnic next week.

sing. sing.

Correct: Lara's *company* will have *its* annual picnic next week.

Exercise 1.5.2

Complete the following sentences by selecting the correct pronoun. Copy the completed sentence onto your own sheet of paper. Then circle the noun the pronoun replaces.

1. In the current economy, nobody wants to waste _____ money on frivolous things.
2. If anybody chooses to go to medical school, _____ must be prepared to work long hours.
3. The plumbing crew did _____ best to repair the broken pipes before the next ice storm.
4. If someone is rude to you, try giving _____ a smile in return.
5. My family has _____ faults, but I still love them no matter what.
6. The school of education plans to train _____ students to be literacy tutors.
7. The commencement speaker said that each student has a responsibility toward _____.
8. My mother's singing group has _____ rehearsals on Thursday evenings.
9. No one should suffer _____ pains alone.
10. I thought the flock of birds lost _____ way in the storm.

Subject and Object Pronouns

Subject pronouns function as subjects in a sentence. **Object pronouns** function as the object of a verb or of a preposition.

Singular Pronouns		Plural Pronouns	
Subject	**Object**	**Subject**	**Object**
I	me	we	us
you	you	you	you
he, she, it	him, her, it	they	them

The following sentences show pronouns as subjects:

1. *She* loves the Blue Ridge Mountains in the fall.
2. Every summer, *they* picked up litter from national parks.

The following sentences show pronouns as objects:

1. Marie leaned over and kissed *him*.
2. Jane moved *it* to the corner.

Tip

Note that a pronoun can also be the object of a preposition.

Near *them*, the children played.

My mother stood between *us*.

The pronouns *us* and *them* are objects of the prepositions *near* and *between*. They answer the questions *near* whom? And *between* whom?

Compound subject pronouns are two or more pronouns joined by a conjunction or a preposition that function as the subject of the sentence.

The following sentences show pronouns with compound subjects:

Incorrect:*Me and Harriet* visited the Grand Canyon last summer.

Correct:*Harriet and I* visited the Grand Canyon last summer.

Correct: Jenna accompanied *Harriet and me* on our trip.

Tip

Note that object pronouns are never used in the subject position. One way to remember this rule is to remove the other subject in a compound subject, leave only the pronoun, and see whether the sentence makes sense. For example, *Me visited the Grand Canyon last summer* sounds immediately incorrect.

Compound object pronouns are two or more pronouns joined by a conjunction or a preposition that function as the object of the sentence.

Incorrect: I have a good feeling about *Janice and I*.

Correct: I have a good feeling about *Janice and me*.

Tip

It is correct to write *Janice and me*, as opposed to *me and Janice*. Just remember it is more polite to refer to yourself last.

Writing at Work

In casual conversation, people sometimes mix up subject and object pronouns. For instance, you might say, “Me and Donnie went to a movie last night.” However, when you are writing or speaking at work or in any other formal situation, you need to remember the distinctions between subject and object pronouns and be able to correct yourself. These subtle grammar corrections will enhance your professional image and reputation.

Exercise 1.5.3

Revise the following sentences in which the subject and object pronouns are used incorrectly. Copy the revised sentence onto your own sheet of paper. Write a C for each sentence that is correct.

1. Meera and me enjoy doing yoga together on Sundays.

   _____

2. She and him have decided to sell their house.

   _____

3. Between you and I, I do not think Jeffrey will win the election.

   _____

4. Us and our friends have game night the first Thursday of every month.

   _____

5. They and I met while on vacation in Mexico.

_____

6. Napping on the beach never gets boring for Alice and I.

_____

7. New Year's Eve is not a good time for she and I to have a serious talk.

_____

8. You exercise much more often than me.

_____

9. I am going to the comedy club with Yolanda and she.

_____

10. The cooking instructor taught her and me a lot.

_____

Who versus *Whom*

Who or *whoever* is always the subject of a verb. Use *who* or *whoever* when the pronoun performs the action indicated by the verb.

Who won the marathon last Tuesday?

I wonder *who* came up with that terrible idea!

On the other hand, *whom* and *whomever* serve as objects. They are used when the pronoun does *not* perform an action. Use *whom* or *whomever* when the pronoun is the direct object of a verb or the object of a preposition.

Whom did Frank marry the third time? (direct object of verb)

From *whom* did you buy that old record player? (object of preposition)

Tip

If you are having trouble deciding when to use *who* and *whom*, try this trick. Take the following sentence:

Who/Whom do I consider my best friend?

Reorder the sentence in your head, using either *he* or *him* in place of *who* or *whom*.

I consider *him* my best friend.

I consider *he* my best friend.

Which sentence sounds better? The first one, of course. So the trick is, if you can use *him*, you should use *whom*.

Exercise 1.5.4

Complete the following sentences by adding *who* or *whom*. Copy the completed sentence onto your own sheet of paper.

1. _____ hit the home run?
2. I remember _____ won the Academy Award for Best Actor last year.
3. To _____ is the letter addressed?
4. I have no idea _____ left the iron on, but I am going to find out.
5. _____ are you going to recommend for the internship?
6. With _____ are you going to Hawaii?
7. No one knew _____ the famous actor was.
8. _____ in the office knows how to fix the copy machine?
9. From _____ did you get the concert tickets?
10. No one knew _____ ate the cake mom was saving.

KEY TAKEAWAYS

- Pronouns and their antecedents need to agree in number and person.
- Most indefinite pronouns are singular.
- Collective nouns are usually singular.
- Pronouns can function as subjects or objects.
- Subject pronouns are never used as objects, and object pronouns are never used as subjects.
- *Who* serves as a subject of a verb.
- *Whom* serves as an object of a sentence or the object of a preposition.

Writing Application

Write about what makes an ideal marriage or long-term relationship. Provide specific details to back up your assertions. After you have written a few paragraphs, go back and proofread your paper for correct pronoun usage.

This page titled 1.5: Adjectives and Adverbs is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

1.6: Adjectives and Adverbs

Learning Objectives

1. Identify adjectives and adverbs.
2. Use adjectives and adverbs correctly.

Adjectives and adverbs are descriptive words that bring your writing to life.

Adjectives and Adverbs

An **adjective** is a word that describes a noun or a pronoun. It often answers questions such as *which one*, *what kind*, or *how many?*

1. The *green* sweater belongs to Iris.
2. She looks *beautiful*.
   - In sentence 1, the adjective *green* describes the noun *sweater*.
   - In sentence 2, the adjective *beautiful* describes the pronoun *she*.

   An **adverb** is a word that describes a verb, an adjective, or another adverb. Adverbs frequently end in *-ly*. They answer questions such as *how*, *to what extent*, *why*, *when*, and *where*.

3. Bertrand sings *horribly*.
4. My sociology instructor is *extremely* wise.
5. He threw the ball *very* accurately.
   - In sentence 3, *horribly* describes the verb *sings*. How does Bertrand sing? He sings *horribly*.
   - In sentence 4, *extremely* describes the adjective *wise*. How *wise* is the instructor? *Extremely* wise.
   - In sentence 5, *very* describes the adverb *accurately*. How *accurately* did he throw the ball? *Very* accurately.

Exercise 1.6.1

Complete the following sentences by adding the correct adjective or adverb from the list in the previous section. Identify the word as an adjective or an adverb (Adj, Adv).

1. Frederick _____ choked on the piece of chicken when he saw Margaret walk through the door.
2. His _____ eyes looked at everyone and everything as if they were specimens in a biology lab.
3. Despite her pessimistic views on life, Lauren believes that most people have _____ hearts.
4. Although Stefan took the criticism _____, he remained calm.
5. The child developed a _____ imagination because he read a lot of books.
6. Madeleine spoke _____ while she was visiting her grandmother in the hospital.
7. Hector's most _____ possession was his father's bass guitar from the 1970s.
8. My definition of a _____ afternoon is walking to the park on a beautiful day, spreading out my blanket, and losing myself in a good book.
9. She _____ eyed her new coworker and wondered if he was single.
10. At the party, Denise _____ devoured two pieces of pepperoni pizza and a several slices of ripe watermelon.

Comparative versus Superlative

Comparative adjectives and adverbs are used to compare two people or things.

1. Jorge is *thin*.

2. Steven is *thinner* than Jorge.
    - Sentence 1 describes Jorge with the adjective *thin*.
    - Sentence 2 compares Jorge to Steven, stating that Steven is *thinner*. So *thinner* is the comparative form of *thin*.

Form comparatives in one of the following two ways:

1. If the adjective or adverb is a one syllable word, add *-er* to it to form the comparative. For example, *big*, *fast*, and *short* would become *bigger*, *faster*, and *shorter* in the comparative form.
2. If the adjective or adverb is a word of two or more syllables, place the word *more* in front of it to form the comparative. For example, *happily*, *comfortable*, and *jealous* would become *more happily*, *more comfortable*, and *more jealous* in the comparative.

Superlative adjectives and adverbs are used to compare more than two people or two things.

1. Jackie is the *loudest* cheerleader on the squad.
2. Kenyatta was voted the *most confident* student by her graduating class.
    - Sentence 1 shows that Jackie is not just *louder* than one other person, but she is the *loudest* of all the cheerleaders on the squad.
    - Sentence 2 shows that Kenyatta was voted the *most confident* student of all the students in her class.

Form superlatives in one of the following two ways:

1. If the adjective or adverb is a one-syllable word, add *-est* to form the superlative. For example, *big*, *fast*, and *short* would become *biggest*, *fastest*, and *shortest* in the superlative form.
2. If the adjective or adverb is a word of two or more syllables, place the word *most* in front of it. For example, *happily*, *comfortable*, and *jealous* would become *most happily*, *most comfortable*, and *most jealous* in the superlative form.

Tip

Remember the following exception: If the word has two syllables and ends in *-y*, change the *-y* to an *-i* and add *-est*. For example, *happy* would change to *happiest* in the superlative form; *healthy* would change to *healthiest*.

Exercise 1.6.2

Edit the following paragraph by correcting the errors in comparative and superlative adjectives.

Our argument started on the most sunny afternoon that I have ever experienced. Max and I were sitting on my front stoop when I started it. I told him that my dog, Jacko, was more smart than his dog, Merlin. I could not help myself. Merlin never came when he was called, and he chased his tail and barked at rocks. I told Max that Merlin was the most dumbest dog on the block. I guess I was angrier about a bad grade that I received, so I decided to pick on poor little Merlin. Even though Max insulted Jacko too, I felt I had been more mean. The next day I apologized to Max and brought Merlin some of Jacko's treats. When Merlin placed his paw on my knee and licked my hand, I was the most sorry person on the block.

Collaboration

Share and compare your answers with a classmate.

Irregular Words: *Good*, *Well*, *Bad*, and *Badly*

Good, *well*, *bad*, and *badly* are often used incorrectly. Study the following chart to learn the correct usage of these words and their comparative and superlative forms.

		Comparative	Superlative
Adjective	good	better	best

		Comparative	Superlative
Adverb	well	better	best
Adjective	bad	worse	worst
Adverb	badly	worse	worst

Good versus *Well*

Good is always an adjective—that is, a word that describes a noun or a pronoun. The second sentence is correct because *well* is an adverb that tells how something is done.

> **Incorrect:** Cecilia felt that she had never done so *good* on a test.
>
> **Correct:** Cecilia felt that she had never done so *well* on a test.

Well is always an adverb that describes a verb, adverb, or adjective. The second sentence is correct because *good* is an adjective that describes the noun *score*.

> **Incorrect:** Cecilia's team received a *well* score.
>
> **Correct:** Cecilia's team received a *good* score.

Bad versus *Badly*

Bad is always an adjective. The second sentence is correct because *badly* is an adverb that tells how the speaker did on the test.

> **Incorrect:** I did *bad* on my accounting test because I didn't study.
>
> **Correct:** I did *badly* on my accounting test because I didn't study.

Badly is always an adverb. The second sentence is correct because *bad* is an adjective that describes the noun *thunderstorm*.

> **Incorrect:** The coming thunderstorm looked *badly*.
>
> **Correct:** The coming thunderstorm looked *bad*.

Better and *Worse*

The following are examples of the use of *better* and *worse*:

> Tyra likes sprinting *better* than long distance running.
>
> The traffic is *worse* in Chicago than in Atlanta.

Best and *Worst*

The following are examples of the use of *best* and *worst*:

Tyra sprints *best* of all the other competitors.

Peter finished *worst* of all the runners in the race.

Tip

Remember *better* and *worse* compare two persons or things. *Best* and *worst* compare three or more persons or things.

Exercise 1.6.3

Write *good*, *well*, *bad*, or *badly* to complete each sentence. Copy the completed sentence onto your own sheet of paper.

1. Donna always felt _____ if she did not see the sun in the morning.
2. The school board president gave a _____ speech for once.
3. Although my dog, Comet, is mischievous, he always behaves _____ at the dog park.
4. I thought my back injury was _____ at first, but it turned out to be minor.
5. Steve was shaking _____ from the extreme cold.
6. Apple crisp is a very _____ dessert that can be made using whole grains instead of white flour.
7. The meeting with my son's math teacher went very _____.
8. Juan has a _____ appetite, especially when it comes to dessert.
9. Magritte thought the guests had a _____ time at the party because most people left early.
10. She _____ wanted to win the writing contest prize, which included a trip to New York.

Exercise 1.6.4

Write the correct comparative or superlative form of the word in parentheses. Copy the completed sentence onto your own sheet of paper.

1. This research paper is _____ (good) than my last one.
2. Tanaya likes country music _____ (well) of all.
3. My motorcycle rides _____ (bad) than it did last summer.
4. That is the _____ (bad) joke my father ever told.
5. The hockey team played _____ (badly) than it did last season.
6. Tracey plays guitar _____ (well) than she plays the piano.
7. It will go down as one of the _____ (bad) movies I have ever seen.
8. The deforestation in the Amazon is _____ (bad) than it was last year.
9. Movie ticket sales are _____ (good) this year than last.
10. My husband says mystery novels are the _____ (good) types of books.

Writing at Work

The irregular words *good*, *well*, *bad*, and *badly* are often misused along with their comparative and superlative forms *better*, *best*, *worse*, and *worst*. You may not hear the difference between *worse* and *worst*, and therefore type it incorrectly. In a formal or business-like tone, use each of these words to write eight separate sentences. Assume these sentences will be seen and judged by your current or future employer.

KEY TAKEAWAYS

- Adjectives describe a noun or a pronoun.
- Adverbs describe a verb, adjective, or another adverb.
- Most adverbs are formed by adding *-ly* to an adjective.

- Comparative adjectives and adverbs compare two persons or things.
- Superlative adjectives or adverbs compare more than two persons or things.
- The adjectives *good* and *bad* and the adverbs *well* and *badly* are unique in their comparative and superlative forms and require special attention.

Writing Application

Using the exercises as a guide, write your own ten-sentence quiz for your classmate(s) using the concepts covered in this section. Try to include two questions from each subsection in your quiz. Exchange papers and see whether you can get a perfect score.

This page titled 1.6: Adjectives and Adverbs is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

1.7: Misplaced and Dangling Modifiers

Learning Objectives

1. Identify modifiers.
2. Learn how to correct misplaced and dangling modifiers.

A **modifier** is a word, phrase, or clause that clarifies or describes another word, phrase, or clause. Sometimes writers use modifiers incorrectly, leading to strange and unintentionally humorous sentences. The two common types of modifier errors are called misplaced modifiers and dangling modifiers. If either of these errors occurs, readers can no longer read smoothly. Instead, they become stumped trying to figure out *what* the writer meant to say. A writer's goal must always be to communicate clearly and to avoid distracting the reader with strange sentences or awkward sentence constructions. The good news is that these errors can be easily overcome.

Misplaced Modifiers

A **misplaced modifier** is a modifier that is placed too far from the word or words it modifies. Misplaced modifiers make the sentence awkward and sometimes unintentionally humorous.

Incorrect: She wore a bicycle helmet on her head *that was too large*.

Correct: She wore a bicycle helmet *that was too large* on her head.

- Notice in the incorrect sentence it sounds as if her head was too large! Of course, the writer is referring to the helmet, not to the person's head. The corrected version of the sentence clarifies the writer's meaning.

Look at the following two examples:

Incorrect: They bought a kitten for my brother *they call Shadow*.

Correct: They bought a kitten *they call Shadow* for my brother.

- In the incorrect sentence, it seems that the brother's name is *Shadow*. That's because the modifier is too far from the word it modifies, which is *kitten*.

Incorrect: The patient was referred to the physician *with stomach pains*.

Correct: The patient *with stomach pains* was referred to the physician.

- The incorrect sentence reads as if it is the physician who has stomach pains! What the writer means is that the patient has stomach pains.

Tip

Simple modifiers like *only*, *almost*, *just*, *nearly*, and *barely* often get used incorrectly because writers often stick them in the wrong place.

Confusing: Tyler *almost* found fifty cents under the sofa cushions.

Repaired: Tyler found *almost* fifty cents under the sofa cushions.

- How do you *almost* find something? Either you find it or you do not. The repaired sentence is much clearer.

Exercise 1.7.1

On a separate sheet of paper, rewrite the following sentences to correct the misplaced modifiers.

1. The young lady was walking the dog on the telephone.
2. I heard that there was a robbery on the evening news.
3. Uncle Louie bought a running stroller for the baby that he called “Speed Racer.”
4. Rolling down the mountain, the explorer stopped the boulder with his powerful foot.
5. We are looking for a babysitter for our precious six-year-old who doesn’t drink or smoke and owns a car.
6. The teacher served cookies to the children wrapped in aluminum foil.
7. The mysterious woman walked toward the car holding an umbrella.
8. We returned the wine to the waiter that was sour.
9. Charlie spotted a stray puppy driving home from work.
10. I ate nothing but a cold bowl of noodles for dinner.

Dangling Modifiers

A **dangling modifier** is a word, phrase, or clause that describes something that has been left out of the sentence. When there is nothing that the word, phrase, or clause can modify, the modifier is said to dangle.

Incorrect:*Riding in the sports car*, the world whizzed by rapidly.

Correct: As Jane was *riding in the sports car*, the world whizzed by rapidly.

- In the incorrect sentence, *riding in the sports car* is dangling. The reader is left wondering who is riding in the sports car. The writer must tell the reader!

Incorrect:*Walking home at night*, the trees looked like spooky aliens.

Correct: As Jonas was *walking home at night*, the trees looked like spooky aliens.

Correct: The trees looked like spooky aliens as Jonas was *walking home at night*.

- In the incorrect sentence *walking home at night* is dangling. Who is walking home at night? Jonas. Note that there are two different ways the dangling modifier can be corrected.

Incorrect: To win the spelling bee, Luis and Gerard should join our team.

Correct: If we want to win the spelling bee this year, Luis and Gerard should join our team.

- In the incorrect sentence, *to win the spelling bee* is dangling. Who wants to win the spelling bee? We do!

Tip

The following three steps will help you quickly spot a dangling modifier:

1. Look for an *-ing* modifier at the beginning of your sentence or another modifying phrase:

   Painting for three hours at night, the kitchen was finally finished by Maggie. (*Painting* is the *-ing* modifier.)

2. Underline the first noun that follows it:

   Painting for three hours at night, the kitchen was finally finished by Maggie.

3. Make sure the modifier and noun go together logically. If they do not, it is very likely you have a dangling modifier.

   After identifying the dangling modifier, rewrite the sentence.

   Painting for three hours at night, Maggie finally finished the kitchen.

Exercise 1.7.2

Rewrite the following the sentences onto your own sheet of paper to correct the dangling modifiers.

1. Bent over backward, the posture was very challenging.
2. Making discoveries about new creatures, this is an interesting time to be a biologist.
3. Walking in the dark, the picture fell off the wall.
4. Playing a guitar in the bedroom, the cat was seen under the bed.
5. Packing for a trip, a cockroach scurried down the hallway.
6. While looking in the mirror, the towel swayed in the breeze.
7. While driving to the veterinarian's office, the dog nervously whined.
8. The priceless painting drew large crowds when walking into the museum.
9. Piled up next to the bookshelf, I chose a romance novel.
10. Chewing furiously, the gum fell out of my mouth.

Exercise 1.7.3

Rewrite the following paragraph correcting all the misplaced and dangling modifiers.

I bought a fresh loaf of bread for my sandwich shopping in the grocery store. Wanting to make a delicious sandwich, the mayonnaise was thickly spread. Placing the cold cuts on the bread, the lettuce was placed on top. I cut the sandwich in half with a knife turning on the radio. Biting into the sandwich, my favorite song blared loudly in my ears. Humming and chewing, my sandwich went down smoothly. Smiling, my sandwich will be made again, but next time I will add cheese.

Collaboration

Please share with a classmate and compare your answers.

KEY TAKEAWAYS

- Misplaced and dangling modifiers make sentences difficult to understand.
- Misplaced and dangling modifiers distract the reader.
- There are several effective ways to identify and correct misplaced and dangling modifiers.

Writing Application

See how creative and humorous you can get by writing ten sentences with misplaced and dangling modifiers. This is a deceptively simple task, but rise to the challenge. Your writing will be stronger for it. Exchange papers with a classmate, and rewrite your classmate's sentences to correct any misplaced modifiers.

This page titled 1.7: Misplaced and Dangling Modifiers is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

1.8: Writing Basics- End-of-Chapter Exercises

Learning Objectives

1. Use the skills you have learned in the chapter.
2. Work collaboratively with other students.

Exercises

1. On your own sheet of paper, identify each sentence as a fragment, a run-on, or correct (no error). Then rewrite the paragraph by correcting the sentence fragments and run-ons.

   My favorite book is *Brave New World* by Aldous Huxley, he was born in 1894 and died in 1963 _____. Written in 1931 _____. A futuristic society where humans are born out of test tubes and kept in rigid social classes _____. This may not seem like a humorous premise for a novel, but Huxley uses satire, which is a type of humor that is used to make a serious point _____. The humans in *Brave New World* learn through sleep teaching, Huxley calls this "hypnopedia" _____. Everyone is kept "happy" in the brave new world by taking a pill called soma, there is one character named John the Savage who does not take soma _____. because he comes from a different part of the world where there is no technology, and he believes in natural ways of living _____. It turns out that John has a big problem with the brave new world and how people live there _____. Will he be able to survive living there, well you will have to read the novel to find out _____. *Brave New World* is considered a classic in English literature, it is one of the best novels I have ever read _____.

2. Each sentence contains an error in subject-verb agreement, irregular verb form, or consistent verb tense. Identify the type of error. Then, on your own sheet of paper, rewrite the sentence correctly.
   a. Maria and Ty meets me at the community center for cooking classes on Tuesdays.

      _____

   b. John's ability to laugh at almost anything amaze me.

      _____

   c. Samantha and I were walking near the lake when the large, colorful bird appears.

      _____

   d. I builded my own telescope using materials I bought at the hardware store.

      _____

   e. My mother freezed the remaining tomatoes from her garden so that she could use them during the winter.

      _____

   f. Bernard asked the stranger sitting next to him for the time, and she says it was past midnight.

      _____

   g. My mother and brother wears glasses, but my father and sister do not.

      _____

   h. We held our noses as the skunk runs away.

_____

i. Neither Soren nor Andrew are excited about the early morning swim meet.

_____

j. My hands hurted at the thought of transcribing all those notes.

_____

k. The police questioned the suspect for hours but she gives them no useful information.

_____

l. Terry takes short weekend trips because her job as a therapist was very emotionally draining.

_____

m. She criticize delicately, making sure not to hurt anyone's feelings.

_____

n. Davis winded the old clock and set it atop his nightstand.

_____

o. Cherie losed four poker hands in a row before realizing that she was playing against professionals.

_____

p. Janis and Joan describes their trip to the Amazon in vivid detail.

_____

q. You should decides for yourself whether or not to reduce the amount of processed foods in your diet.

_____

r. The oil rig exploded and spills millions of gallons of oil into the ocean.

_____

s. The handsome vampire appeared out of nowhere and smiles at the smitten woman.

_____

t. The batter swinged at the ball several times but never hit it.

_____

3. Correct the capitalization errors in the following fictional story. Copy the corrected paragraph onto your own sheet of paper.

lance worthington signed a Recording Contract with Capitol records on june 15, 2007. Despite selling two million copies of his Debut Album, nothing to lose, lance lost quite a bit as his tax returns from the irs revealed. lance did not think it was fair that the Record Company kept so much of his earnings, so he decided to hire robert bergman, a prominent music Attorney with a Shark-like reputation. bergman represented lance all the way to the supreme court, where lance won the case against capitol records. Lance worthington was instrumental in changing intellectual property rights and long standing Record Company practices. All artists and musicians can thank him for his brave stance against record companies. Lance subsequently formed his own independent record label called worthy records. worthy is now a

successful Label based out of chicago, illinois, and its Artists have appeared on well known shows such as The tonight show and Saturday night live. Lance worthington is a model for success in the do-it-yourself World that has become the Music Industry.

Collaboration

Please share with a classmate and compare your answers.

4. Complete the following sentences by selecting the correct comparative or superlative adjective or adverb. Then copy the completed sentence onto your own sheet of paper.
   a. Denise has a (cheerful) _____ outlook on life than her husband.
   b. I don't mean to brag, but I think I am the (good) _____ cook in my family.
   c. Lydia is the (thoughtful) _____ person I know.
   d. Italy experienced the (bad) _____ heat wave in its history last year.
   e. My teacher, Ms. Beckett, is the (strange) _____ person I know, and I like that.
   f. Dorian's drawing skills are (good) _____ this semester than last.
   g. My handwriting is the (sloppy) _____ of all my classmates.
   h. Melvin's soccer team played (badly) _____ than it did last season.
   i. Josie's pen writes (smooth) _____ than mine.
   j. I felt (lucky) _____ than my sister because I got in to the college of my choice.

This page titled 1.8: Writing Basics- End-of-Chapter Exercises is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

CHAPTER 2: PUNCTUATION

2.1: Commas
2.2: Semicolons
2.3: Colons
2.4: Quotes
2.5: Apostrophes
2.6: Parentheses
2.7: Dashes
2.8: Hyphens
2.9: Punctuation- End-of-Chapter Exercises

This page titled Chapter 2: Punctuation is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

2.1: Commas

Learning Objectives

1. Identify the uses of commas.
2. Correctly use commas in sentences.

One of the punctuation clues to reading you may encounter is the **comma**. The comma is a punctuation mark that indicates a pause in a sentence or a separation of things in a list. Commas can be used in a variety of ways. Look at some of the following sentences to see how you might use a comma when writing a sentence.

- **Introductory word:** Personally, I think the practice is helpful.
- **Lists:** The barn, the tool shed, and the back porch were destroyed by the wind.
- **Coordinating adjectives:** He was tired, hungry, and late.
- **Conjunctions in compound sentences:** The bedroom door was closed, so the children knew their mother was asleep.
- **Interrupting words:** I knew where it was hidden, of course, but I wanted them to find it themselves.
- **Dates, addresses, greetings, and letters:** The letter was postmarked December 8, 1945.

Commas after an Introductory Word or Phrase

You may notice a comma that appears near the beginning of the sentence, usually after a word or phrase. This comma lets the reader know where the introductory word or phrase ends and the main sentence begins.

> Without spoiling the surprise**,** we need to tell her to save the date.

In this sentence, *without spoiling the surprise* is an introductory phrase, while *we need to tell her to save the date* is the main sentence. Notice how they are separated by a comma. When only an introductory word appears in the sentence, a comma also follows the introductory word.

> Ironically**,** she already had plans for that day.

Exercise 2.1.1

Look for the introductory word or phrase. On your own sheet of paper, copy the sentence and add a comma to correct the sentence.

1. Suddenly the dog ran into the house.
2. In the blink of an eye the kids were ready to go to the movies.
3. Confused he tried opening the box from the other end.
4. Every year we go camping in the woods.
5. Without a doubt green is my favorite color.
6. Hesitating she looked back at the directions before proceeding.
7. Fortunately the sleeping baby did not stir when the doorbell rang.
8. Believe it or not the criminal was able to rob the same bank three times.

Commas in a List of Items

When you want to list several nouns in a sentence, you separate each word with a comma. This allows the reader to pause after each item and identify which words are included in the grouping. When you list items in a sentence, put a comma after each noun, then add the word *and* before the last item. However, you do not need to include a comma after the last item.

> We'll need to get flour, tomatoes, and cheese at the store.
>
> The pizza will be topped with olives, peppers, and pineapple chunks.

Commas and Coordinating Adjectives

You can use commas to list both adjectives and nouns. A string of adjectives that describe a noun are called **coordinating adjectives**. These adjectives come before the noun they modify and are separated by commas. One important thing to note, however, is that unlike listing nouns, the word *and* does not always need to be before the last adjective.

> It was a bright, windy, clear day.
>
> Our kite glowed red, yellow, and blue in the morning sunlight.

Exercise 2.1.2

On your own sheet of paper, use what you have learned so far about comma use to add commas to the following sentences.

1. Monday Tuesday and Wednesday are all booked with meetings.
2. It was a quiet uneventful unproductive day.
3. We'll need to prepare statements for the Franks Todds and Smiths before their portfolio reviews next week.
4. Michael Nita and Desmond finished their report last Tuesday.
5. With cold wet aching fingers he was able to secure the sails before the storm.
6. He wrote his name on the board in clear precise delicate letters.

Commas before Conjunctions in Compound Sentences

Commas are sometimes used to separate two independent clauses. The comma comes after the first independent clause and is followed by a conjunction, such as *for*, *and*, or *but*. For a full list of conjunctions, see Chapter 1 "Writing Basics: What Makes a Good Sentence?".

> He missed class today, and he thinks he will be out tomorrow, too.
>
> He says his fever is gone, but he is still very tired.

Exercise 2.1.3

On your own sheet of paper, create a compound sentence by combining the two independent clauses with a comma and a coordinating conjunction.

1. The presentation was scheduled for Monday. The weather delayed the presentation for four days.

   _____

2. He wanted a snack before bedtime. He ate some fruit.

   _____

3. The patient is in the next room. I can hardly hear anything.

   _____

4. We could go camping for vacation. We could go to the beach for vacation.

   _____

5. I want to get a better job. I am taking courses at night.

   _____

6. I cannot move forward on this project. I cannot afford to stop on this project.

   _____

7. Patrice wants to stop for lunch. We will take the next exit to look for a restaurant.

   _____

8. I've got to get this paper done. I have class in ten minutes.

   _____

9. The weather was clear yesterday. We decided to go on a picnic.

   _____

10. I have never dealt with this client before. I know Leonardo has worked with them. Let's ask Leonardo for his help.

    _____

Commas before and after Interrupting Words

In conversations, you might interrupt your train of thought by giving more details about what you are talking about. In a sentence, you might interrupt your train of thought with a word or phrase called **interrupting words**. Interrupting words can come at the beginning or middle of a sentence. When the interrupting words appear at the beginning of the sentence, a comma appears after the word or phrase.

If you can believe it**,** people once thought the sun and planets orbited around Earth.

Luckily**,** some people questioned that theory.

When interrupting words come in the middle of a sentence, they are separated from the rest of the sentence by commas. You can determine where the commas should go by looking for the part of the sentence that is not essential for the sentence to make sense.

An Italian astronomer**,** Galileo**,** proved that Earth orbited the sun.

We have known**,** for hundreds of years now**,** that the Earth and other planets exist in a solar system.

Exercise 2.1.4

On your own sheet of paper, copy the sentence and insert commas to separate the interrupting words from the rest of the sentence.

1. I asked my neighbors the retired couple from Florida to bring in my mail.
2. Without a doubt his work has improved over the last few weeks.
3. Our professor Mr. Alamut drilled the lessons into our heads.

4. The meeting is at noon unfortunately which means I will be late for lunch.
5. We came in time for the last part of dinner but most importantly we came in time for dessert.
6. All of a sudden our network crashed and we lost our files.
7. Alex hand the wrench to me before the pipe comes loose again.

Collaboration

Please share with a classmate and compare your answers.

Commas in Dates, Addresses, and the Greetings and Closings of Letters

You also use commas when you write the date, such as in cover letters and e-mails. Commas are used when you write the date, when you include an address, and when you greet someone.

If you are writing out the full date, add a comma after the day and before the year. You do not need to add a comma when you write the month and day or when you write the month and the year. If you need to continue the sentence after you add a date that includes the day and year, add a comma after the end of the date.

The letter is postmarked May 4**,** 2001.

Her birthday is May 5.

He visited the country in July 2009.

I registered for the conference on March 7**,** 2010**,** so we should get our tickets soon.

You also use commas when you include addresses and locations. When you include an address in a sentence, be sure to place a comma after the street and after the city. Do not place a comma between the state and the zip code. Like a date, if you need to continue the sentence after adding the address, simply add a comma after the address.

We moved to 4542 Boxcutter Lane**,** Hope**,** Missouri 70832.

After moving to Boston**,** Massachusetts**,** Eric used public transportation to get to work.

Greetings are also separated by commas. When you write an e-mail or a letter, you add a comma after the greeting word or the person's name. You also need to include a comma after the closing, which is the word or phrase you put before your signature.

Hello**,**

I would like more information about your job posting.

Thank you**,**

Anita Al-Sayf

Dear Mrs. Al-Sayf**,**

Thank you for your letter. Please read the attached document for details.

Sincerely**,**

Jack Fromont

Exercise 2.1.5

On your own sheet of paper, use what you have learned about using commas to edit the following letter.

March 27 2010

Alexa Marché

14 Taylor Drive Apt. 6

New Castle Maine 90342

Dear Mr. Timmons

Thank you for agreeing to meet with me. I am available on Monday the fifth. I can stop by your office at any time. Is your address still 7309 Marcourt Circle #501? Please get back to me at your earliest convenience.

Thank you

Alexa

Exercise 2.1.6

On your own sheet of paper, use what you have learned about comma usage to edit the following paragraphs.

1. My brother Nathaniel is a collector of many rare unusual things. He has collected lunch boxes limited edition books and hatpins at various points of his life. His current collection of unusual bottles has over fifty pieces. Usually he sells one collection before starting another.
2. Our meeting is scheduled for Thursday March 20. In that time we need to gather all our documents together. Alice is in charge of the timetables and schedules. Tom is in charge of updating the guidelines. I am in charge of the presentation. To prepare for this meeting please print out any e-mails faxes or documents you have referred to when writing your sample.
3. It was a cool crisp autumn day when the group set out. They needed to cover several miles before they made camp so they walked at a brisk pace. The leader of the group Garth kept checking his watch and their GPS location. Isabelle Raoul and Maggie took turns carrying the equipment while Carrie took notes about the wildlife they saw. As a result no one noticed the darkening sky until the first drops of rain splattered on their faces.
4. Please have your report complete and filed by April 15 2010. In your submission letter please include your contact information the position you are applying for and two people we can contact as references. We will not be available for consultation after April 10 but you may contact the office if you have any questions. Thank you HR Department.

Collaboration

Please share with a classmate and compare your answers.

KEY TAKEAWAYS

- Punctuation marks provide visual cues to readers to tell them how to read a sentence. Punctuation marks convey meaning.
- Commas indicate a pause or a list in a sentence.
- A comma should be used after an introductory word to separate this word from the main sentence.
- A comma comes after each noun in a list. The word *and* is added before the last noun, which is not followed by a comma.
- A comma comes after every coordinating adjective except for the last adjective.
- Commas can be used to separate the two independent clauses in compound sentences as long as a conjunction follows the comma.
- Commas are used to separate interrupting words from the rest of the sentence.

- When you write the date, you add a comma between the day and the year. You also add a comma after the year if the sentence continues after the date.
- When they are used in a sentence, addresses have commas after the street address, and the city. If a sentence continues after the address, a comma comes after the zip code.
- When you write a letter, you use commas in your greeting at the beginning and in your closing at the end of your letter.

This page titled 2.1: Commas is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

2.2: Semicolons

Learning Objectives

1. Identify the uses of semicolons.
2. Properly use semicolons in sentences.

Another punctuation mark that you will encounter is the **semicolon (;)**. Like most punctuation marks, the semicolon can be used in a variety of ways. The semicolon indicates a break in the flow of a sentence, but functions differently than a period or a comma. When you encounter a semicolon while reading aloud, this represents a good place to pause and take a breath.

Semicolons to Join Two Independent Clauses

Use a semicolon to combine two closely related independent clauses. Relying on a period to separate the related clauses into two shorter sentences could lead to choppy writing. Using a comma would create an awkward run-on sentence.

Correct: Be sure to wear clean, well-pressed clothes to the interview**;** appearances are important.

Choppy: Be sure to wear clean, well-pressed clothes to the interview**.** Appearances are important.

Incorrect: Be sure to wear clean, well-pressed clothes to the interview**,** appearances are important.

In this case, writing the independent clauses as two sentences separated by a period is correct. However, using a semicolon to combine the clauses can make your writing more interesting by creating a variety of sentence lengths and structures while preserving the flow of ideas.

Semicolons to Join Items in a List

You can also use a semicolon to join items in a list when the items in the list already require commas. Semicolons help the reader distinguish between items in the list.

Correct: The color combinations we can choose from are black, white, and grey**;** green, brown, and black**;** or red, green, and brown.

Incorrect: The color combinations we can choose from are black, white, and grey, green, brown, and black, or red, green, and brown.

By using semicolons in this sentence, the reader can easily distinguish between the three sets of colors.

Tip

Use semicolons to join two main clauses. Do not use semicolons with coordinating conjunctions such as *and*, *or*, and *but*.

Exercise 2.2.1

On your own sheet of paper, correct the following sentences by adding semicolons. If the sentence is correct as it is, write *OK*.

1. I did not notice that you were in the office I was behind the front desk all day.

2. Do you want turkey, spinach, and cheese roast beef, lettuce, and cheese or ham, tomato, and cheese?
3. Please close the blinds there is a glare on the screen.
4. Unbelievably, no one was hurt in the accident.
5. I cannot decide if I want my room to be green, brown, and purple green, black, and brown or green, brown, and dark red.
6. Let's go for a walk the air is so refreshing.

KEY TAKEAWAYS

- Use a semicolon to join two independent clauses.
- Use a semicolon to separate items in a list when those items already require a comma.

This page titled 2.2: Semicolons is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

2.3: Colons

Learning Objectives

1. Identify the uses of colons.
2. Properly use colons in sentences.

The **colon (:)** is another punctuation mark used to indicate a full stop. Use a colon to introduce lists, quotes, examples, and explanations. You can also use a colon after the greeting in business letters and memos.

Dear Hiring Manager**:**

To**:** Human Resources

From**:** Deanna Dean

Colons to Introduce a List

Use a colon to introduce a list of items. Introduce the list with an independent clause.

The team will tour three states**:** New York, Pennsylvania, and Maryland.

I have to take four classes this semester**:** Composition, Statistics, Ethics, and Italian.

Colons to Introduce a Quote

You can use a colon to introduce a quote.

Mark Twain said it best**:** “When in doubt, tell the truth.”

If a quote is longer than forty words, skip a line after the colon and indent the left margin of the quote five spaces. Because quotations longer than forty words use line spacing and indentation to indicate a quote, quotation marks are not necessary.

My father always loved Mark Twain’s words**:**

There are basically two types of people. People who accomplish things, and people who claim to have accomplished things. The first group is less crowded.

Tip

Long quotations, which are forty words or more, are called block quotations. Block quotations frequently appear in longer essays and research papers. For more information about block quotations, see Chapter 10 "Writing Preparation".

Colons to Introduce Examples or Explanations

Use a colon to introduce an example or to further explain an idea presented in the first part of a sentence. The first part of the sentence must always be an independent clause; that is, it must stand alone as a complete thought with a subject and verb. Do

not use a colon after phrases like *such as* or *for example*.

Correct: Our company offers many publishing services**:** writing, editing, and reviewing.

Incorrect: Our company offers many publishing services, such as**:** writing, editing, and reviewing.

Tip

Capitalize the first letter following a colon for a proper noun, the beginning of a quote, or the first letter of another independent clause. Do NOT capitalize if the information following the colon is not a complete sentence.

Proper noun: We visited three countries**:** Belize, Honduras, and El Salvador.

Beginning of a quote: My mother loved this line from *Hamlet***:** "To thine own self be true."

Two independent clauses: There are drawbacks to modern technology**:** My brother's cell phone died and he lost a lot of phone numbers.

Incorrect: The recipe is simple**:** Tomato, basil, and avocado.

Exercise 2.3.1

On your own sheet of paper, correct the following sentences by adding semicolons or colons where needed. If the sentence does not need a semicolon or colon, write *OK*.

1. Don't give up you never know what tomorrow brings.

   _____

2. Our records show that the patient was admitted on March 9, 2010 January 13, 2010 and November 16, 2009.

   _____

3. Allow me to introduce myself I am the greatest ice-carver in the world.

   _____

4. Where I come from there are three ways to get to the grocery store by car, by bus, and by foot.

   _____

5. Listen closely you will want to remember this speech.

   _____

6. I have lived in Sedona, Arizona Baltimore, Maryland and Knoxville, Tennessee.

   _____

7. The boss's message was clear Lateness would not be tolerated.

   _____

8. Next semester, we will read some more contemporary authors, such as Vonnegut, Miller, and Orwell.

   _____

9. My little sister said what we were all thinking “We should have stayed home.”

   _____

10. Trust me I have done this before.

    _____

KEY TAKEAWAYS

- Use a colon to introduce a list, quote, or example.
- Use a colon after a greeting in business letters and memos.

This page titled 2.3: Colons is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

2.4: Quotes

Learning Objectives

1. Identify the uses of quotes.
2. Correctly use quotes in sentences.

Quotation marks (“ ”) set off a group of words from the rest of the text. Use quotation marks to indicate direct quotations of another person’s words or to indicate a title. Quotation marks always appear in pairs.

Direct Quotations

A **direct quotation** is an exact account of what someone said or wrote. To include a direct quotation in your writing, enclose the words in quotation marks. An **indirect quotation** is a restatement of what someone said or wrote. An indirect quotation does not use a person’s exact words. You do not need to use quotation marks for indirect quotations.

Direct quotation: Carly said, **“**I’m not ever going back there again.**”**

Indirect quotation: Carly said that she would never go back there.

Writing at Work

Most word processsing software is designed to catch errors in grammar, spelling, and punctuation. While this can be a useful tool, it is better to be well acquainted with the rules of punctuation than to leave the thinking to the computer. Properly punctuated writing will convey your meaning clearly. Consider the subtle shifts in meaning in the following sentences:

- The client said he thought our manuscript was garbage.
- The client said, “He thought our manuscript was garbage.”

The first sentence reads as an indirect quote in which the client does not like the manuscript. But did he actually use the word “garbage”? (This would be alarming!) Or has the speaker paraphrased (and exaggerated) the client’s words?

The second sentence reads as a direct quote from the client. But who is “he” in this sentence? Is it a third party?

Word processing software would not catch this because the sentences are not grammatically incorrect. However, the meanings of the sentences are not the same. Understanding punctuation will help you write what you mean, and in this case, could save a lot of confusion around the office!

Punctuating Direct Quotations

Quotation marks show readers another person’s exact words. Often, you will want to identify who is speaking. You can do this at the beginning, middle, or end of the quote. Notice the use of commas and capitalized words.

Beginning: Madison said**, “L**et’s stop at the farmers market to buy some fresh vegetables for dinner.**”**

Middle: “Let’s stop at the farmers market**,”** Madison said**, “**to buy some fresh vegetables for dinner.**”**

End: “Let’s stop at the farmers market to buy some fresh vegetables for dinner**,”** Madison said.

Speaker not identified: “Let’s stop at the farmers market to buy some fresh vegetables for dinner.**”**

Always capitalize the first letter of a quote even if it is not the beginning of the sentence. When using identifying words in the middle of the quote, the beginning of the second part of the quote does not need to be capitalized.

Use commas between identifying words and quotes. Quotation marks must be placed *after* commas and periods. Place quotation marks after question marks and exclamation points only if the question or exclamation is part of the quoted text.

Question is part of quoted text: The new employee asked**, "**When is lunch**?"**

Question is not part of quoted text: Did you hear her say you were **"**the next Picasso**"?**

Exclamation is part of quoted text: My supervisor beamed**, "**Thanks for all of your hard work**!"**

Exclamation is not part of quoted text: He said I **"**single-handedly saved the company thousands of dollars**"!**

Quotations within Quotations

Use **single quotation marks (' ')** to show a quotation within in a quotation.

Theresa said, **"**I wanted to take my dog to the festival, but the man at the gate said, **'**No dogs allowed.**'"**

"When you say, **'**I can't help it,**'** what exactly does that mean?**"**

"The instructions say, **'**Tighten the screws one at a time.**'"**

Titles

Use quotation marks around titles of short works of writing, such as essays, songs, poems, short stories, and chapters in books. Usually, titles of longer works, such as books, magazines, albums, newspapers, and novels, are italicized.

"Annabelle Lee**"** is one of my favorite romantic poems.

The *New York Times* has been in publication since 1851.

Writing at Work

In many businesses, the difference between exact wording and a paraphrase is extremely important. For legal purposes, or for the purposes of doing a job correctly, it can be important to know exactly what the client, customer, or supervisor said. Sometimes, important details can be lost when instructions are paraphrased. Use quotes to indicate exact words where needed, and let your coworkers know the source of the quotation (client, customer, peer, etc.).

Exercise 2.4.1

Copy the following sentences onto your own sheet of paper, and correct them by adding quotation marks where necessary. If the sentence does not need any quotation marks, write *OK*.

1. Yasmin said, I don't feel like cooking. Let's go out to eat.

   _____

2. Where should we go? said Russell.

   _____

3. Yasmin said it didn't matter to her.

   _____

4. I know, said Russell, let's go to the Two Roads Juice Bar.

   _____

5. Perfect! said Yasmin.

   _____

6. Did you know that the name of the Juice Bar is a reference to a poem? asked Russell.

   _____

7. I didn't! exclaimed Yasmin. Which poem?

   _____

8. The Road Not Taken, by Robert Frost Russell explained.

   _____

9. Oh! said Yasmin, Is that the one that starts with the line, Two roads diverged in a yellow wood?

   _____

10. That's the one said Russell.

    _____

KEY TAKEAWAYS

- Use quotation marks to enclose direct quotes and titles of short works.
- Use single quotation marks to enclose a quote within a quote.
- Do not use any quotation marks for indirect quotations.

This page titled 2.4: Quotes is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

2.5: Apostrophes

Learning Objectives

1. Identify the uses of apostrophes.
2. Correctly use apostrophes in sentences.

An **apostrophe (’)** is a punctuation mark that is used with a noun to show possession or to indicate where a letter has been left out to form a contraction.

Possession

An apostrophe and the letter s indicate who or what owns something. To show possession with a singular noun, add ’s.

> Jen**’s** dance routine mesmerized everyone in the room.
>
> The dog**’s** leash is hanging on the hook beside the door.
>
> Jess**’s** sister is also coming to the party.

Notice that singular nouns that end in s still take the apostrophe s (’s) ending to show possession.

To show possession with a plural noun that ends in s, just add an apostrophe (’). If the plural noun does not end in s, add an apostrophe and an s (’s).

> **Plural noun that ends in s:** The drummers**’** sticks all moved in the same rhythm, like a machine.
>
> **Plural noun that does not end in s:** The people**’s** votes clearly showed that no one supported the management decision.

Contractions

A **contraction** is a word that is formed by combining two words. In a contraction, an apostrophe shows where one or more letters have been left out. Contractions are commonly used in informal writing but not in formal writing.

> I do not like ice cream.
>
> I **don’t** like ice cream.

Notice how the words *do* and *not* have been combined to form the contraction *don’t*. The apostrophe shows where the *o* in *not* has been left out.

> We will see you later.
>
> **We’ll** see you later.

Look at the chart for some examples of commonly used contractions.

aren’t	are not
can’t	cannot

doesn't	does not
don't	do not
isn't	is not
he'll	he will
I'll	I will
she'll	she will
they'll	they will
you'll	you will
it's	it is, it has
let's	let us
she's	she is, she has
there's	there is, there has
who's	who is, who has

Tip

Be careful not to confuse *it's* with *its*. *It's* is a contraction of the words *it* and *is*. *Its* is a possessive pronoun.

It's cold and rainy outside. (It is cold and rainy outside.)

The cat was chasing its tail. (Shows that the tail belongs to the cat.)

When in doubt, substitute the words *it is* in a sentence. If sentence still makes sense, use the contraction *it's*.

Exercise 2.5.1

On your own sheet of paper, correct the following sentences by adding apostrophes. If the sentence is correct as it is, write *OK*.

1. "What a beautiful child! She has her mothers eyes."
2. My brothers wife is one of my best friends.
3. I couldnt believe it when I found out that I got the job!
4. My supervisors informed me that I wouldnt be able to take the days off.
5. Each of the students responses were unique.
6. Wont you please join me for dinner tonight?

KEY TAKEAWAYS

- Use apostrophes to show possession. Add 's to singular nouns and plural nouns that do not end in s. Add ' to plural nouns that end in s.
- Use apostrophes in contractions to show where a letter or letters have been left out.

This page titled 2.5: Apostrophes is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

2.6: Parentheses

Learning Objectives

1. Identify the uses of parentheses.
2. Properly use parentheses in sentences.

Parentheses ( ) are punctuation marks that are always used in pairs and contain material that is secondary to the meaning of a sentence. Parentheses must never contain the subject or verb of a sentence. A sentence should make sense if you delete any text within parentheses and the parentheses.

Attack of the Killer Potatoes has to be the worst movie I have seen **(**so far**)**.

Your spinach and garlic salad is one of the most delicious **(**and nutritious**)** foods I have ever tasted!

Exercise 2.6.1

On your own sheet of paper, clarify the following sentences by adding parentheses. If the sentence is clear as it is, write *OK*.

1. Are you going to the seminar this weekend I am?
2. I recommend that you try the sushi bar unless you don't like sushi.
3. I was able to solve the puzzle after taking a few moments to think about it.
4. Please complete the questionnaire at the end of this letter.
5. Has anyone besides me read the assignment?
6. Please be sure to circle not underline the correct answers.

KEY TAKEAWAYS

- Parentheses enclose information that is secondary to the meaning of a sentence.
- Parentheses are always used in pairs.

This page titled 2.6: Parentheses is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

2.7: Dashes

Learning Objectives

1. Identify the uses of dashes.
2. Correctly use dashes in sentences.

A **dash (—)** is a punctuation mark used to set off information in a sentence for emphasis. You can enclose text between two dashes, or use just one dash. To create a dash in Microsoft Word, type two hyphens together. Do not put a space between dashes and text.

> Arrive to the interview early—but not too early.
>
> Any of the suits—except for the purple one—should be fine to wear.

Exercise 2.7.1

On your own sheet of paper, clarify the following sentences by adding dashes. If the sentence is clear as it is, write *OK*.

1. Which hairstyle do you prefer short or long?
2. I don't know I hadn't even thought about that.
3. Guess what I got the job!
4. I will be happy to work over the weekend if I can have Monday off.
5. You have all the qualities that we are looking for in a candidate intelligence, dedication, and a strong work ethic.

KEY TAKEAWAYS

- Dashes indicate a pause in text.
- Dashes set off information in a sentence to show emphasis.

This page titled 2.7: Dashes is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

2.8: Hyphens

Learning Objectives

1. Identify the uses of hyphens.
2. Properly use hyphens in sentences.

A **hyphen (-)** looks similar to a dash but is shorter and used in different ways.

Hyphens between Two Adjectives That Work as One

Use a hyphen to combine words that work together to form a single description.

> The fifty-five-year-old athlete was just as qualified for the marathon as his younger opponents.
>
> My doctor recommended against taking the medication, since it can be habit-forming.
>
> My study group focused on preparing for the midyear review.

Hyphens When a Word Breaks at the End of a Line

Use a hyphen to divide a word across two lines of text. You may notice that most word-processing programs will do this for you. If you have to manually insert a hyphen, place the hyphen between two syllables. If you are unsure of where to place the hyphen, consult a dictionary or move the entire word to the next line.

> My supervisor was concerned that the team meet-
>
> ing would conflict with the client meeting.

KEY TAKEAWAYS

- Hyphens join words that work as one adjective.
- Hyphens break words across two lines of text.

This page titled 2.8: Hyphens is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

2.9: Punctuation- End-of-Chapter Exercises

Learning Objectives

1. Use the skills you have learned in this chapter.
2. Work collaboratively with other students.

Exercises

1. Each sentence contains a punctuation error. On your own sheet of paper, correct each sentence by adding the correct punctuation. The headings will let you know which type of punctuation mistakes to look for. If the sentence does not need corrections, write *OK*.

Commas

a. The wedding will be July 13 2012.
b. The date by the way is the anniversary of the day that they met.
c. The groom the bride and their parents are all planning the event.
d. Actually all of their friends and relatives are involved in the planning.
e. The bride is a baker so she will be making the wedding cake herself.
f. The photography the catering and the music will all be friends.

Semicolons

a. Some people spend a lot of money hiring people for wedding services they are lucky to have such talented friends.
b. The flowers will be either roses, daisies, and snapdragons orchids, tulips, and irises or peonies and lilies.

Colons

a. There will be three colors for the wedding: white, black, and gold.
b. They've finally narrowed down the dinner choices salmon, steak, and a vegan stew.
c. Their wedding invitations contained the following quote from the Roman poet Ovid If you want to be loved, be lovable.

Quotes

a. The invitations said that the wedding would be "outdoor casual."
b. "What exactly does 'outdoor casual' mean?" I asked the bride.
c. She told me to dress comfortably and wear shoes that do not sink into the ground.

Apostrophes

a. On the day of the wedding, were going to rent a limo.
b. My brothers wife will make the arrangements.
c. Shes a great party organizer.

Parentheses

a. On the day of the wedding, the bride looked more beautiful than ever and I've known her for fifteen years.
b. All the details were perfect in my opinion.

Dashes

a. Everyone danced at the wedding except my mother.

b. It was to be expected she just had hip surgery.

Hyphens

a. The groom danced with his new mother in law.
b. It was a spectacular, fun filled day for everyone.

2. Each sentence contains a punctuation error. On your own sheet of paper, correct each sentence by adding commas, semicolons, colons, apostrophes, parentheses, hyphens, and dashes as needed.
   a. My mothers garden is full of beautiful flowers.
   b. She has carefully planted several species of roses peonies and irises.
   c. She is especially proud of her thirty year old Japanese maple tree.
   d. I am especially proud of the sunflowers I planted them!
   e. You should see the birds that are attracted to the garden hummingbirds, finches, robins, and sparrows.
   f. I like to watch the hummingbirds they are my favorite.
   g. We spend a lot of time in the garden planting weeding and just enjoying the view.
   h. Each flower has its own personality some seem shy and others seem bold.
   i. Arent gardens wonderful?
   j. You should come visit sometime Do you like to garden?
3. The following paragraph contains errors in punctuation. On your own sheet of paper, correct the paragraph by adding commas, semicolons, colons, apostrophes, parentheses, hyphens, and dashes as needed. There may be more than one way to correct the paragraph.

   May 18 2011

   Dear Hiring Manager

   Allow me to introduce myself in my previous position I was known as the King of Sales. I hope to earn the same title within your company. My name is Frances Fortune. I have thirteen years experience in corporate sales and account management. I have been the top rated seller for two years in a row in my previous position. Clients recognize me as dependable honest and resourceful. I have a strong work ethic and great interpersonal skills. I excel at goal setting and time management. However you don't have to take my word for it I will be happy to provide personal and professional references upon request. Youre welcome to contact my previous employer to inquire about my work performance. I look forward to speaking with you in person in the near future.

   Sincerely

   Frances Fortune

4. Read the following paragraph. Edit by adding apostrophes, parentheses, dashes, and hyphens where needed. There may be more than one correct way to edit some sentences. Consider how the punctuation you choose affects the meaning of the sentence.

   I was a little nervous about the interview it was my first in years. I had to borrow my roommates suit, but it fit me well. A few days ago, I started to research the companys history and mission. I felt like I was well qualified for the job. When I arrived, I shook hands with the interviewer she had a strong grip! It nearly caught me off guard, but I did my best to smile and relax. I was a little distracted by all the books in the womans office she must have had a hundred books in that tiny room. However, I think my responses to her questions were good. Ill send her an e-mail to thank her for her time. Hopefully shell call me soon about the position.

Collaboration

Please share with a classmate and compare your answers.

Writing Application

Review some of the recent or current assignments you have completed for school or work. Look through recent business and personal e-mails. Does your work contain any errors in punctuation? Correct the errors and compile a list of the types of errors you are correcting (commas, semicolons, colons, apostrophes, quotation marks, parentheses, dashes, hyphens, etc.). Use this list as a reference for the types of punctuation marks that you should review and practice.

If you do not find many errors—great! You can still look for ways to add interest to your writing by using dashes, semicolons, colons, and parentheses to create a variety of sentence lengths and structures.

This page titled 2.9: Punctuation- End-of-Chapter Exercises is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

CHAPTER 3: WHICH WORD IS RIGHT?

3.1: Commonly Confused Words
3.2: Spelling
3.3: Word Choice
3.4: Prefixes and Suffixes
3.5: Synonyms and Antonyms
3.6: Using Context Clues
3.7: Working with Words- End-of-Chapter Exercises

This page titled Chapter 3: Which Word Is Right? is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

3.1: Commonly Confused Words

Learning Objectives

1. Identify commonly confused words.
2. Use strategies to avoid commonly confused words.

Just as a mason uses bricks to build sturdy homes, writers use words to build successful documents. Consider the construction of a building. Builders need to use tough, reliable materials to build a solid and structurally sound skyscraper. From the foundation to the roof and every floor in between, every part is necessary. Writers need to use strong, meaningful words from the first sentence to the last and in every sentence in between.

You already know many words that you use everyday as part of your writing and speaking **vocabulary**. You probably also know that certain words fit better in certain situations. Letters, e-mails, and even quickly jotted grocery lists require the proper selection of vocabulary. Imagine you are writing a grocery list to purchase the ingredients for a recipe but accidentally write down cilantro when the recipe calls for parsley. Even though cilantro and parsley look remarkably alike, each produces a very different effect in food. This seemingly small error could radically alter the flavor of your dish!

Having a solid everyday vocabulary will help you while writing, but learning new words and avoiding common word errors will make a real impression on your readers. Experienced writers know that deliberate, careful word selection and usage can lead to more polished, more meaningful work. This chapter covers word choice and vocabulary-building strategies that will improve your writing.

Commonly Confused Words

Some words in English cause trouble for speakers and writers because these words share a similar pronunciation, meaning, or spelling with another word. These words are called **commonly confused words**. For example, read aloud the following sentences containing the commonly confused words *new* and *knew*:

I liked her *new* sweater.

I *knew* she would wear that sweater today.

These words may sound alike when spoken, but they carry entirely different usages and meanings. *New* is an adjective that describes the sweater, and *knew* is the past tense of the verb *to know.* To read more about adjectives, verbs, and other parts of speech see Chapter 1 "Writing Basics: What Makes a Good Sentence?".

Recognizing Commonly Confused Words

New and *knew* are just two of the words that can be confusing because of their similarities. Familiarize yourself with the following list of commonly confused words. Recognizing these words in your own writing and in other pieces of writing can help you choose the correct word.

Commonly Confused Words

A, An, And

- *A* (article). Used before a word that begins with a consonant.

  a key, **a** mouse, **a** screen

- *An* (article). Used before a word that begins with a vowel.

an airplane, **an** ocean, **an** igloo

- *And* (conjunction). Connects two or more words together.

  peanut butter **and** jelly, pen **and** pencil, jump **and** shout

Accept, Except

- *Accept* (verb). Means to take or agree to something offered.

  They **accepted** our proposal for the conference.

- *Except* (conjunction). Means only or but.

  We could fly there **except** the tickets cost too much.

Affect, Effect

- *Affect* (verb). Means to create a change.

  Hurricane winds **affect** the amount of rainfall.

- *Effect* (noun). Means an outcome or result.

  The heavy rains will have an **effect** on the crop growth.

Are, Our

- *Are* (verb). A conjugated form of the verb *to be*.

  My cousins **are** all tall and blonde.

- *Our* (pronoun). Indicates possession, usually follows the pronoun *we*.

  We will bring **our** cameras to take pictures.

By, Buy

- *By* (preposition). Means next to.

  My glasses are **by** the bed.

- *Buy* (verb). Means to purchase.

  I will **buy** new glasses after the doctor's appointment.

Its, It's

- *Its* (pronoun). A form of *it* that shows possession.

  The butterfly flapped **its** wings.

- *It's* (contraction). Joins the words *it* and *is*.

  It's the most beautiful butterfly I have ever seen.

Know, No

- *Know* (verb). Means to understand or possess knowledge.

I **know** the male peacock sports the brilliant feathers.

- *No*. Used to make a negative.

  I have **no** time to visit the zoo this weekend.

Loose, Lose

- *Loose* (adjective). Describes something that is not tight or is detached.

  Without a belt, her pants are **loose** on her waist.

- *Lose* (verb). Means to forget, to give up, or to fail to earn something.

  She will **lose** even more weight after finishing the marathon training.

Of, Have

- *Of* (preposition). Means *from* or *about*.

  I studied maps **of** the city to know where to rent a new apartment.

- *Have* (verb). Means to possess something.

  I **have** many friends to help me move.

- *Have* (linking verb). Used to connect verbs.

  I should **have** helped her with that heavy box.

Quite, Quiet, Quit

- *Quite* (adverb). Means *really* or *truly*.

  My work will require **quite** a lot of concentration.

- *Quiet* (adjective). Means not loud.

  I need a **quiet** room to complete the assignments.

- *Quit* (verb). Means to stop or to end.

  I will **quit** when I am hungry for dinner.

Right, Write

- *Right* (adjective). Means proper or correct.

  When bowling, she practices the **right** form.

- *Right* (adjective). Also means the opposite of left.

  The ball curved to the **right** and hit the last pin.

- *Write* (verb). Means to communicate on paper.

  After the team members bowl, I will **write** down their scores.

Set, Sit

- *Set* (verb). Means to put an item down.

  She **set** the mug on the saucer.

- *Set* (noun). Means a group of similar objects.

  All the mugs and saucers belonged in a **set**.

- *Sit* (verb). Means to lower oneself down on a chair or another place

  I'll **sit** on the sofa while she brews the tea.

Suppose, Supposed

- *Suppose* (verb). Means to think or to consider

  I **suppose** I will bake the bread, because no one else has the recipe.

- *Suppose* (verb). Means to suggest.

  Suppose we all split the cost of the dinner.

- *Supposed* (verb). The past tense form of the verb suppose, meaning required or allowed.

  She was **supposed** to create the menu.

Than, Then

- *Than* (conjunction). Used to connect two or more items when comparing

  Registered nurses require less schooling **than** doctors.

- *Then* (adverb). Means next or at a specific time.

  Doctors first complete medical school and **then** obtain a residency.

Their, They're, There

- *Their* (pronoun). A form of *they* that shows possession.

  The dog walker feeds **their** dogs everyday at two o'clock.

- **They're** the sweetest dogs in the neighborhood.
- *There* (adverb). Indicates a particular place.

  The dogs' bowls are over **there**, next to the pantry.

- *There* (pronoun). Indicates the presence of something

  There are more treats if the dogs behave.

To, Two, Too

- *To* (preposition). Indicates movement.

  Let's go **to** the circus.

- *To*. A word that completes an infinitive verb.

  to play, **to** ride, **to** watch.

- *Two*. The number after one. It describes how many.

  Two clowns squirted the elephants with water.

- *Too* (adverb). Means *also* or *very*.

  The tents were **too** loud, and we left.

Use, Used

- *Use* (verb). Means to apply for some purpose.

  We **use** a weed whacker to trim the hedges.

- He **used** the lawnmower last night before it rained.
- *Used to*. Indicates something done in the past but not in the present

  He **used to** hire a team to landscape, but now he landscapes alone.

Who's, Whose

- **Who's** the new student? **Who's** met him?
- *Whose* (pronoun). A form of *who* that shows possession.

  Whose schedule allows them to take the new student on a campus tour?

Your, You're

- *Your* (pronoun). A form of *you* that shows possession.

  Your book bag is unzipped.

- **You're** the girl with the unzipped book bag.

The English language contains so many words; no one can say for certain how many words exist. In fact, many words in English are borrowed from other languages. Many words have multiple meanings and forms, further expanding the immeasurable number of English words. Although the list of commonly confused words serves as a helpful guide, even these words may have more meanings than shown here. When in doubt, consult an expert: the dictionary!

Exercise 3.1.1

Complete the following sentences by selecting the correct word.

1. My little cousin turns _____(to, too, two) years old tomorrow.
2. The next-door neighbor's dog is _____(quite, quiet, quit) loud. He barks constantly throughout the night.
3. _____(Your, You're) mother called this morning to talk about the party.
4. I would rather eat a slice of chocolate cake _____(than, then) eat a chocolate muffin.
5. Before the meeting, he drank a cup of coffee and _____(than, then) brushed his teeth.
6. Do you have any _____(loose, lose) change to pay the parking meter?
7. Father must _____(have, of) left his briefcase at the office.
8. Before playing ice hockey, I was _____(suppose, supposed) to read the contract, but I only skimmed it and signed my name quickly, which may _____(affect, effect) my understanding of the rules.
9. Tonight she will _____(set, sit) down and _____(right, write) a cover letter to accompany her résumé and job application.
10. It must be fall, because the leaves _____(are, our) changing, and _____(it's, its) getting darker earlier.

Strategies to Avoid Commonly Confused Words

When writing, you need to choose the correct word according to its spelling and meaning in the context. Not only does selecting the correct word improve your vocabulary and your writing, but it also makes a good impression on your readers. It also helps reduce confusion and improve clarity. The following strategies can help you avoid misusing confusing words.

1. **Use a dictionary.** Keep a dictionary at your desk while you write. Look up words when you are uncertain of their meanings or spellings. Many dictionaries are also available online, and the Internet's easy access will not slow you down. Check out your cell phone or smartphone to see if a dictionary app is available.
2. **Keep a list of words you commonly confuse.** Be aware of the words that often confuse you. When you notice a pattern of confusing words, keep a list nearby, and consult the list as you write. Check the list again before you submit an assignment to your instructor.
3. **Study the list of commonly confused words.** You may not yet know which words confuse you, but before you sit down to write, study the words on the list. Prepare your mind for working with words by reviewing the commonly confused words identified in this chapter.

Tip



Figure 3.1.1: A Commonly Misused Word on a Public Sign

Commonly confused words appear in many locations, not just at work or at school. Be on the lookout for misused words wherever you find yourself throughout the day. Make a mental note of the error and remember its correction for your own pieces of writing.

Writing at Work

All employers value effective communication. From an application to an interview to the first month on the job, employers pay attention to your vocabulary. You do not need a large vocabulary to succeed, but you do need to be able to express yourself clearly and avoid commonly misused words.

When giving an important presentation on the effect of inflation on profit margins, you must know the difference between *effect* and *affect* and choose the correct word. When writing an e-mail to confirm deliveries, you must know if the shipment will arrive in *to* days, *too* days, or *two* days. Confusion may arise if you choose the wrong word.

Consistently using the proper words will improve your communication and make a positive impression on your boss and colleagues.

Exercise 3.1.2

The following paragraph contains eleven errors. Find each misused word and correct it by adding the proper word.

The original United States Declaration of Independence sets in a case at the Rotunda for the Charters of Freedom as part of the National Archives in Washington, DC. Since 1952, over one million visitors each year of passed through the Rotunda too snap a photograph to capture they're experience. Although signs state, "No Flash Photography," forgetful tourists leave the flash on, an a bright light flickers for just a millisecond. This millisecond of light may not seem like enough to effect the precious document, but supposed how much light could be generated when all those milliseconds are added up. According to the National Archives administrators, its enough to significantly damage the historic document. So, now, the signs display quit a different message: "No Photography." Visitors continue to travel to see the Declaration that began are country, but know longer can personal pictures serve as mementos. The administrators' compromise, they say, is a visit to the gift shop for a preprinted photograph.

Collaboration

Please share with a classmate and compare your answers.

KEY TAKEAWAYS

- In order to write accurately, it is important for writers to be aware of commonly confused words.
- Although commonly confused words may look alike or sound alike, their meanings are very different.
- Consulting the dictionary is one way to make sure you are using the correct word in your writing. You may also keep a list of commonly confused words nearby when you write or study the chart in this book.
- Choosing the proper words leaves a positive impression on your readers.

Writing Application

Review the latest assignment you completed for school or for work. Does it contain any commonly confused words? Circle each example and use the circled words to begin your own checklist of commonly confused words. Continue to add to your checklist each time you complete an assignment and find a misused word.

This page titled 3.1: Commonly Confused Words is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

3.2: Spelling

Learning Objectives

1. Identify common spelling rules.
2. Identify commonly misused homonyms.
3. Identify commonly misspelled words.

One essential aspect of good writing is accurate spelling. With computer spell checkers, spelling may seem simple, but these programs fail to catch every error. Spell checkers identify some errors, but writers still have to consider the flagged words and suggested replacements. Writers are still responsible for the errors that remain.

For example, if the spell checker highlights a word that is misspelled and gives you a list of alternative words, you may choose a word that you never intended even though it is spelled correctly. This can change the meaning of your sentence. It can also confuse readers, making them lose interest. Computer spell checkers are useful editing tools, but they can never replace human knowledge of spelling rules, homonyms, and commonly misspelled words.

Common Spelling Rules

The best way to master new words is to understand the key spelling rules. Keep in mind, however, that some spelling rules carry exceptions. A spell checker may catch these exceptions, but knowing them yourself will prepare you to spell accurately on the first try. You may want to try memorizing each rule and its exception like you would memorize a rhyme or lyrics to a song.

Write *i* before *e* except after *c*, or when pronounced *ay* like “neighbor” or “weigh.”

- achieve, niece, alien
- receive, deceive

When words end in a consonant plus *y*, drop the *y* and add an *i* before adding another ending.

- happy + er = happier
- cry + ed = cried

When words end in a vowel plus *y*, keep the *y* and add the ending.

- delay + ed = delayed

Memorize the following exceptions to this rule: *day*, *lay*, *say*, *pay* = *daily*, *laid*, *said*, *paid*

When adding an ending that begins with a vowel, such as *-able*, *-ence*, *-ing*, or *-ity*, drop the last *e* in a word.

- write + ing = writing
- pure + ity = purity

When adding an ending that begins with a consonant, such as *-less*, *-ment*, or *-ly*, keep the last *e* in a word.

- hope + less = hopeless
- advertise + ment = advertisement

For many words ending in a consonant and an *o*, add -s when using the plural form.

- photo + s = photos
- soprano + s = sopranos

Add -es to words that end in s, *ch*, *sh*, and *x*.

- church + es = churches
- fax + es = faxes

Exercise 3.2.1

Identify and correct the nine misspelled words in the following paragraph.

Sherman J. Alexie Jr. was born in October 1966. He is a Spokane/Coeur d'Alene Indian and an American writer, poet, and filmmaker. Alexie was born with hydrocephalus, or water on the brain. This condition led doctors to predict that he would likly suffer long-term brain damage and possibly mental retardation. Although Alexie survived with no mental disabilitys, he did suffer other serious side effects from his condition that plagud him throughout his childhood. Amazingly, Alexie learned to read by the age of three, and by age five he had read novels such as John Steinbeck's *The Grapes of Wrath*. Raised on an Indian reservation, Alexie often felt aleinated from his peers due to his avid love for reading and also from the long-term effects of his illness, which often kept him from socializeing with his peers on the reservation. The reading skills he displaid at such a young age foreshadowed what he would later become. Today Alexie is a prolific and successful writer with several story anthologeis to his credit, noteably *The Lone Ranger and Tonto Fistfight in Heaven* and *The Toughest Indian in the World*. Most of his fiction is about contemporary Native Americans who are influenced by pop culture and pow wows and everything in between. His work is sometimes funny but always thoughtful and full of richness and depth. Alexie also writes poetry, novels, and screenplays. His latest collection of storys is called *War Dance*s, which came out in 2009.

Collaboration

Please share with a classmate and compare your answers.

Tip

Eight Tips to Improve Spelling Skills

1. **Read the words in your assignment carefully, and avoid skimming over the page.** Focusing on your written assignment word by word will help you pay close attention to each word's spelling. Skimming quickly, you may overlook misspelled words.
2. **Use mnemonic devices to remember the correct spelling of words.** Mnemonic devices, or memory techniques and learning aids, include inventive sayings or practices that help you remember. For example, the saying "It is important to be a beautiful person inside and out" may help you remember that *beautiful* begins with "be a." The practice of pronouncing the word *Wednesday* Wed-nes-day may help you remember how to spell the word correctly.
3. **Use a dictionary.** Many professional writers rely on the dictionary—either in print or online. If you find it difficult to use a regular dictionary, ask your instructor to help you find a "poor speller's dictionary."
4. **Use your computer's spell checker.** The spell checker will not solve all your spelling problems, but it is a useful tool. See the introduction to this section for cautions about spell checkers.
5. **Keep a list of frequently misspelled words.** You will often misspell the same words again and again, but do not let this discourage you. All writers struggle with the spellings of certain words; they become aware of their spelling weaknesses and work to improve. Be aware of which words you commonly misspell, and you can add them to a list to learn to spell them correctly.
6. **Look over corrected papers for misspelled words.** Add these words to your list and practice writing each word four to five times each. Writing teachers will especially notice which words you frequently misspell, and it will help you excel in your classes if they see your spelling improve.

7. **Test yourself with flashcards.** Sometimes the old-fashioned methods are best, and for spelling, this tried and true technique has worked for many students. You can work with a peer or alone.
8. **Review the common spelling rules explained in this chapter.** Take the necessary time to master the material; you may return to the rules in this chapter again and again, as needed.

Tip

Remember to focus on spelling during the editing and revising step of the writing process. Start with the big ideas such as organizing your piece of writing and developing effective paragraphs, and then work your way down toward the smaller—but equally important—details like spelling and punctuation. To read more about the writing process and editing and revising, see Chapter 7 "The Writing Process: How Do I Begin?".

Homonyms

Homonyms are words that sound like one another but have different meanings.

Commonly Misused Homonyms

Principle, Principal

- **Principle (noun).** A fundamental concept that is accepted as true.

  The **principle** of human equality is an important foundation for all nations.

- **Principal (noun).** The original amount of debt on which interest is calculated.

  The payment plan allows me to pay back only the **principal** amount, not any compounded interest.

- **Principal (noun).** A person who is the main authority of a school.

  The **principal** held a conference for both parents and teachers.

Where, Wear, Ware

- **Where (adverb).** The place in which something happens.

  Where is the restaurant?

- **Wear (verb).** To carry or have on the body.

  I will **wear** my hiking shoes when go on a climb tomorrow morning.

- **Ware (noun).** Articles of merchandise or manufacture (usually, *wares*).

  When I return from shopping, I will show you my **wares**.

Lead, Led

- **Lead (noun).** A type of metal used in pipes and batteries.

  The **lead** pipes in my homes are old and need to be replaced.

- **Led (verb).** The past tense of the verb *lead*.

  After the garden, she **led** the patrons through the museum.

Which, Witch

- **Which (pronoun).** Replaces one out of a group.

  Which apartment is yours?

- **Witch (noun).** A person who practices sorcery or who has supernatural powers.

  She thinks she is a **witch**, but she does not seem to have any powers.

Peace, Piece

- **Peace (noun).** A state of tranquility or quiet.

  For once, there was **peace** between the argumentative brothers.

- **Piece (noun).** A part of a whole.

  I would like a large **piece** of cake, thank you.

Passed, Past

- **Passed (verb).** To go away or move.

  He **passed** the slower cars on the road using the left lane.

- **Past (noun).** Having existed or taken place in a period before the present.

  The argument happened in the **past**, so there is no use in dwelling on it.

Lessen, Lesson

- **Lessen (verb).** To reduce in number, size, or degree.

  My dentist gave me medicine to **lessen** the pain of my aching tooth.

- **Lesson (noun).** A reading or exercise to be studied by a student.

  Today's **lesson** was about mortgage interest rates.

Patience, Patients

- **Patience (noun).** The capacity of being patient (waiting for a period of time or enduring pains and trials calmly).

  The novice teacher's **patience** with the unruly class was astounding.

- **Patients (plural noun).** Individuals under medical care.

  The **patients** were tired of eating the hospital food, and they could not wait for a home-cooked meal.

Sees, Seas, Seize

- **Sees (verb).** To perceive with the eye.

  He **sees** a whale through his binoculars.

- **Seas (plural noun).** The plural of sea, a great body of salt water.

  The tidal fluctuation of the oceans and **seas** are influenced by the moon.

- **Seize (verb).** To possess or take by force.

  The king plans to **seize** all the peasants' land.

Threw, Through

- **Threw (verb).** The past tense of *throw*.

  She **threw** the football with perfect form.

- **Through (preposition).** A word that indicates movement.

  She walked **through** the door and out of his life.

Exercise 3.2.2

Complete the following sentences by selecting the correct homonym.

1. Do you agree with the underlying _____(principle, principal) that ensures copyrights are protected in the digital age?
2. I like to _____(where, wear, ware) unique clothing from thrift stores that do not have company logos on them.
3. Marjorie felt like she was being _____(led, lead) on a wild goose chase, and she did not like it one bit.
4. Serina described _____(witch, which) house was hers, but now that I am here, they all look the same.
5. Seeing his friend without a lunch, Miguel gave her a _____(peace, piece) of his apple.
6. Do you think that it is healthy for mother to talk about the _____(passed, past) all the time?
7. Eating healthier foods will _____(lessen, lesson) the risk of heart disease.
8. I know it sounds cliché, but my father had the _____(patients, patience) of a saint.
9. Daniela _____(sees, seas, seize) possibilities in the bleakest situations, and that it is why she is successful.
10. Everyone goes _____(through, threw) hardships in life regardless of who they are.

Commonly Misspelled Words

Below is a list of commonly misspelled words. You probably use these words every day in either speaking or writing. Each word has a segment in bold type, which indicates the problem area of the word that is often spelled incorrectly. If you can, use this list as a guide before, during, and after you write.

Tip

Use the following two tricks to help you master these troublesome words:

1. Copy each word a few times and underline the problem area.
2. Copy the words onto flash cards and have a friend test you.

Table 3.2.1: Commonly Misspelled Words

a**c**ross	dis**app**oint	in**teg**ration	partic**u**lar	sep**ara**te
a**dd**ress	disa**pp**rove	in**tell**igent	**per**form	sim**ilar**
ans**w**er	do**es**n't	int**ere**st	**per**haps	**sin**ce
arg**u**ment	eig**hth**	int**er**fere	perso**nn**el	sp**ee**ch
a**thl**ete	emba**rr**ass	jew**el**ry	po**ss**e**ss**	stren**gth**
begi**nn**ing	envir**on**ment	jud**gm**ent	po**ss**ible	su**cc**ess
beha**vi**or	exa**gg**erate	knowle**d**ge	**pre**fer	**sur**prise

cal**e**nd**a**r	fam**ili**ar	maint**ain**	pre**jud**ice	**tau**ght
ca**r**ee**r**	fina**lly**	math**e**matics	privi**lege**	temper**a**ture
cons**cie**nce	gover**n**ment	me**a**nt	pro**bab**ly	th**orou**gh
crow**ded**	gramma**r**	ne**ce**ssary	**psy**cholo**gy**	thought
def**ini**te	hei**gh**t	ner**vous**	p**ur**sue	tire**d**
d**es**cribe	**ill**egal	o**cc**asion	ref**er**ence	unt**il**
desp**er**ate	immed**iate**ly	opin**ion**	**rhy**th**m**	weig**ht**
d**iffe**rent	import**ant**	opt**i**mist	ridic**ul**ous	wri**tt**en

Exercise 3.2.3

Identify and correct the ten commonly misspelled words in the following paragraph.

Brooklyn is one of the five boroughs that make up New York City. It is located on the eastern shore of Long Island directly accross the East River from the island of Manhattan. Its beginings stretch back to the sixteenth century when it was founded by the Dutch who originally called it “Breuckelen.” Immedietely after the Dutch settled Brooklyn, it came under British rule. However, neither the Dutch nor the British were Brooklyn’s first inhabitants. When European settlers first arrived, Brooklyn was largely inhabited by the Lenapi, a collective name for several organized bands of Native American people who settled a large area of land that extended from upstate New York through the entire state of New Jersey. They are sometimes referred to as the Delaware Indians. Over time, the Lenapi succumbed to European diseases or conflicts between European settlers or other Native American enemies. Finalley they were pushed out of Brooklyn completely by the British.

In 1776, Brooklyn was the site of the first importent battle of the American Revolution known as the Battle of Brooklyn. The colonists lost this battle, which was led by George Washington, but over the next two years they would win the war, kicking the British out of the colonies once and for all.

By the end of the nineteenth century, Brooklyn grew to be a city in its own right. The completion of the Brooklyn Bridge was an ocasion for celebration; transportation and commerce between Brooklyn and Manhattan now became much easier. Eventually, in 1898, Brooklyn lost its seperate identity as an independent city and became one of five boroughs of New York City. However, in some people’s opinien, the intagration into New York City should have never happened; they though Brooklyn should have remained an independent city.

Collaboration

Please share with a classmate and compare your answers.

Writing at Work

In today’s job market, writing e-mails has become a means by which many people find employment. E-mails to prospective employers require thoughtful word choice, accurate spelling, and perfect punctuation. Employers’ inboxes are inundated with countless e-mails daily. If even the subject line of an e-mail contains a spelling error, it will likely be overlooked and someone else’s e-mail will take priority.

The best thing to do after you proofread an e-mail to an employer and run the spell checker is to have an additional set of eyes go over it with you; one of your teachers may be able to read the e-mail and give you suggestions for improvement. Most colleges and universities have writing centers, which may also be able to assist you.

KEY TAKEAWAYS

- Accurate, error-free spelling enhances your credibility with the reader.

- Mastering the rules of spelling may help you become a better speller.
- Knowing the commonly misused homonyms may prevent spelling errors.
- Studying the list of commonly misspelled words in this chapter, or studying a list of your own, is one way to improve your spelling skills.

Writing Application

What is your definition of a successful person? Is it based on a person's profession or is it based on his or her character? Perhaps success means a combination of both. In one paragraph, describe in detail what you think makes a person successful. When you are finished, proofread your work for spelling errors. Exchange papers with a partner and read each other's work. See if you catch any spelling errors that your partner missed.

This page titled 3.2: Spelling is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

3.3: Word Choice

Learning Objectives

1. Identify the reasons why using a dictionary and thesaurus is important when writing.
2. Identify how to use proper connotations.
3. Identify how to avoid using slang, clichés, and overly general words in your writing.

Effective writing involves making conscious choices with words. When you prepare to sit down to write your first draft, you likely have already completed some freewriting exercises, chosen your topic, developed your thesis statement, written an outline, and even selected your sources. When it is time to write your first draft, start to consider which words to use to best convey your ideas to the reader.

Some writers are picky about word choice as they start drafting. They may practice some specific strategies, such as using a dictionary and thesaurus, using words and phrases with proper connotations, and avoiding slang, clichés, and overly general words.

Once you understand these tricks of the trade, you can move ahead confidently in writing your assignment. Remember, the skill and accuracy of your word choice is a major factor in developing your writing style. Precise selection of your words will help you be more clearly understood—in both writing and speaking.

Using a Dictionary and Thesaurus

Even professional writers need help with the meanings, spellings, pronunciations, and uses of particular words. In fact, they rely on dictionaries to help them write better. No one knows every word in the English language and their multiple uses and meanings, so all writers, from novices to professionals, can benefit from the use of dictionaries.

Most dictionaries provide the following information:

- **Spelling.** How the word and its different forms are spelled.
- **Pronunciation.** How to say the word.
- **Part of speech.** The function of the word.
- **Definition.** The meaning of the word.
- **Synonyms.** Words that have similar meanings.
- **Etymology.** The history of the word.

Look at the following sample dictionary entry and see which of the preceeding information you can identify:

> **myth**, mith, *n.* [Gr. *mythos*, a word, a fable, a legend.] A fable or legend embodying the convictions of a people as to their gods or other divine beings, their own beginnings and early history and the heroes connected with it, or the origin of the world; any invented story; something or someone having no existence in fact.—**myth • ic**, **myth • i • cal**

Like a dictionary, a thesaurus is another indispensable writing tool. A thesaurus gives you a list of synonyms, words that have the same (or very close to the same) meaning as another word. It also lists antonyms, words with the opposite meaning of the word. A thesaurus will help you when you are looking for the perfect word with just the right meaning to convey your ideas. It will also help you learn more words and use the ones you already know more correctly.

> **precocious***adj*, *She's such a precocious little girl!*: uncommonly smart, mature, advanced, smart, bright, brilliant, gifted, quick, clever, apt.
>
> *Ant.* slow, backward, stupid.

Using Proper Connotations

A **denotation** is the dictionary definition of a word. A **connotation**, on the other hand, is the emotional or cultural meaning attached to a word. The connotation of a word can be positive, negative, or neutral. Keep in mind the connotative meaning when choosing a word.

Scrawny

- **Denotation:** Exceptionally thin and slight or meager in body or size.
- **Word used in a sentence:** Although he was a premature baby and a **scrawny** child, Martin has developed into a strong man.
- **Connotation:** (Negative) In this sentence the word *scrawny* may have a negative connotation in the readers' minds. They might find it to mean a weakness or a personal flaw; however, the word fits into the sentence appropriately.

Skinny

- **Denotation:** Lacking sufficient flesh, very thin.
- **Word used in a sentence: Skinny** jeans have become very fashionable in the past couple of years.
- **Connotation:** (Positive) Based on cultural and personal impressions of what it means to be skinny, the reader may have positive connotations of the word *skinny*.

Lean

- **Denotation:** Lacking or deficient in flesh; containing little or no fat.
- **Word used in a sentence:** My brother has a **lean** figure, whereas I have a more muscular build.
- **Connotation:** (Neutral) In this sentence, *lean* has a neutral connotation. It does not call to mind an overly skinny person like the word *scrawny*, nor does imply the positive cultural impressions of the word *skinny*. It is merely a neutral descriptive word.

Notice that all the words have a very similar denotation; however, the connotations of each word differ.

Exercise 3.3.1

In each of the following items, you will find words with similar denotations. Identify the words' connotations as positive, negative, or neutral by writing the word in the appropriate box. Copy the chart onto your own piece of paper.

1. curious, nosy, interested
2. lazy, relaxed, slow
3. courageous, foolhardy, assured
4. new, newfangled, modern
5. mansion, shack, residence
6. spinster, unmarried woman, career woman
7. giggle, laugh, cackle
8. boring, routine, prosaic
9. noted, notorious, famous
10. assertive, confident, pushy

Positive	Negative	Neutral

Avoiding Slang

Slang describes informal words that are considered nonstandard English. Slang often changes with passing fads and may be used by or familiar to only a specific group of people. Most people use slang when they speak and in personal correspondences, such as e-mails, text messages, and instant messages. Slang is appropriate between friends in an informal context but should be avoided in formal academic writing.

Writing at Work

Frequent exposure to media and popular culture has desensitized many of us to slang. In certain situations, using slang at work may not be problematic, but keep in mind that words can have a powerful effect. Slang in professional e-mails or during meetings may convey the wrong message or even mistakenly offend someone.

Exercise 3.3.2

Edit the following paragraph by replacing the slang words and phrases with more formal language. Rewrite the paragraph on your own sheet of paper.

I felt like such an airhead when I got up to give my speech. As I walked toward the podium, I banged my knee on a chair. Man, I felt like such a klutz. On top of that, I kept saying "like" and "um," and I could not stop fidgeting. I was so stressed out about being up there. I feel like I've been practicing this speech 24/7, and I still bombed. It was ten minutes of me going off about how we sometimes have to do things we don't enjoy doing. Wow, did I ever prove my point. My speech was so bad I'm surprised that people didn't boo. My teacher said not to sweat it, though. Everyone gets nervous his or her first time speaking in public, and she said, with time, I would become a whiz at this speech giving stuff. I wonder if I have the guts to do it again.

Collaboration

Please share with a classmate and compare your answers.

Avoiding Clichés

Clichés are descriptive expressions that have lost their effectiveness because they are overused. Writing that uses clichés often suffers from a lack of originality and insight. Avoiding clichés in formal writing will help you write in original and fresh ways.

- **Clichéd:** Whenever my brother and I get into an argument, he always says something that makes my **blood boil**.
- **Plain:** Whenever my brother and I get into an argument, he always says something that makes me really angry.
- **Original:** Whenever my brother and I get into an argument, he always says something that makes me want to go to the gym and punch the bag for a few hours.

Tip

Think about all the cliché phrases that you hear in popular music or in everyday conversation. What would happen if these clichés were transformed into something unique?

Exercise 3.3.3

On your own sheet of paper, revise the following sentences by replacing the clichés with fresh, original descriptions.

1. She is writing a memoir in which she will air her family's dirty laundry.
2. Fran had an ax to grind with Benny, and she planned to confront him that night at the party.
3. Mr. Muller was at his wit's end with the rowdy class of seventh graders.

4. The bottom line is that Greg was fired because he missed too many days of work.
5. Sometimes it is hard to make ends meet with just one paycheck.
6. My brain is fried from pulling an all-nighter.
7. Maria left the dishes in the sink all week to give Jeff a taste of his own medicine.
8. While they were at the carnival Janice exclaimed, “Time sure does fly when you are having fun!”
9. Jeremy became tongue-tied after the interviewer asked him where he saw himself in five years.
10. Jordan was dressed to the nines that night.

Avoiding Overly General Words

Specific words and images make your writing more interesting to read. Whenever possible, avoid overly general words in your writing; instead, try to replace general language with particular nouns, verbs, and modifiers that convey details and that bring yours words to life. Add words that provide color, texture, sound, and even smell to your writing.

- **General:** My new puppy is cute.
- **Specific:** My new puppy is a ball of white fuzz with the biggest black eyes I have ever seen.
- **General:** My teacher told us that plagiarism is bad.
- **Specific:** My teacher, Ms. Atwater, created a presentation detailing exactly how plagiarism is illegal and unethical.

Exercise 3.3.4

Revise the following sentences by replacing the overly general words with more precise and attractive language. Write the new sentences on your own sheet of paper.

1. Reilly got into her car and drove off.
2. I would like to travel to outer space because it would be amazing.
3. Jane came home after a bad day at the office.
4. I thought Milo’s essay was fascinating.
5. The dog walked up the street.
6. The coal miners were tired after a long day.
7. The tropical fish are pretty.
8. I sweat a lot after running.
9. The goalie blocked the shot.
10. I enjoyed my Mexican meal.

KEY TAKEAWAYS

- Using a dictionary and thesaurus as you write will improve your writing by improving your word choice.
- Connotations of words may be positive, neutral, or negative.
- Slang, clichés, and overly general words should be avoided in academic writing.

Writing Application

Review a piece of writing that you have completed for school. Circle any sentences with slang, clichés, or overly general words and rewrite them using stronger language.

This page titled 3.3: Word Choice is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

3.4: Prefixes and Suffixes

Learning Objectives

1. Identify the meanings of common prefixes.
2. Become familiar with common suffix rules.

The English language contains an enormous and ever-growing number of words. Enhancing your vocabulary by learning new words can seem overwhelming, but if you know the common prefixes and suffixes of English, you will understand many more words.

Mastering common prefixes and suffixes is like learning a code. Once you crack the code, you can not only spell words more correctly but also recognize and perhaps even define unfamiliar words.

Prefixes

A **prefix** is a word part added to the beginning of a word to create a new meaning. Study the common prefixes in Table 3.4.1: "Common Prefixes".

Tip

The main rule to remember when adding a prefix to a word is **not** to add letters or leave out any letters. See Table 3.4.1: "Common Prefixes" for examples of this rule.

Table 3.4.1: Common Prefixes

Prefix	Meaning	Example
dis	not, opposite of	dis + satisfied = dissatisfied
mis	wrongly	mis + spell = misspell
un	not	un + acceptable = unacceptable
re	again	re + election = reelection
inter	between	inter + related = interrelated
pre	before	pre + pay = prepay
non	not	non + sense = nonsense
super	above	super + script = superscript
sub	under	sub + merge = submerge
anti	against, opposing	anti + bacterial = antibacterial

Exercise 3.4.1

Identify the five words with prefixes in the following paragraph, and write their meanings on a separate sheet of paper.

At first, I thought one of my fuzzy, orange socks disappeared in the dryer, but I could not find it in there. Because it was my favorite pair, nothing was going to prevent me from finding that sock. I looked all around my bedroom, under the bed, on top of the bed, and in my closet, but I still could not find it. I did not know that I would discover the answer just as I gave up my

search. As I sat down on the couch in the family room, my Dad was reclining on his chair. I laughed when I saw that one of his feet was orange and the other blue! I forgot that he was color-blind. Next time he does laundry I will have to supervise him while he folds the socks so that he does not accidentally take one of mine!

Collaboration

Please share with a classmate and compare your answers.

Exercise 3.4.2

Add the correct prefix to the word to complete each sentence. Write the word on your own sheet of paper.

1. I wanted to ease my stomach _____comfort, so I drank some ginger root tea.
2. Lenny looked funny in his _____matched shirt and pants.
3. Penelope felt _____glamorous at the party because she was the only one not wearing a dress.
4. My mother said those _____aging creams do not work, so I should not waste my money on them.
5. The child's _____standard performance on the test alarmed his parents.
6. When my sister first saw the meteor, she thought it was a _____natural phenomenon.
7. Even though she got an excellent job offer, Cherie did not want to _____locate to a different country.
8. With a small class size, the students get to _____act with the teacher more frequently.
9. I slipped on the ice because I did not heed the _____cautions about watching my step.
10. A _____combatant is another word for civilian.

Suffixes

A **suffix** is a word part added to the end of a word to create a new meaning. Study the suffix rules in the following boxes.

Rule 1

When adding the suffixes *-ness* and *-ly* to a word, the spelling of the word does not change.

Examples:

- dark + ness = darkness
- scholar + ly = scholarly

Exceptions to Rule 1

When the word ends in *y*, change the *y* to *i* before adding *-ness* and *-ly*.

Examples:

- ready + ly = readily
- happy + ness = happiness

Rule 2

When the suffix begins with a vowel, drop the silent *e* in the root word.

Examples:

- care + ing = caring
- use + able = usable

Exceptions to Rule 2

When the word ends in *ce* or *ge*, keep the silent *e* if the suffix begins with *a* or *o*.

Examples:

- replace + able = replaceable
- courage + ous = courageous

Rule 3

When the suffix begins with a consonant, keep the silent *e* in the original word.

Examples:

- care + ful = careful
- care + less = careless

Exceptions to Rule 3

Examples:

- true + ly = truly
- argue + ment = argument

Rule 4

When the word ends in a consonant plus *y*, change the *y* to *i* before any suffix not beginning with *i*.

Examples:

- sunny + er = sunnier
- hurry + ing = hurrying

Rule 5

When the suffix begins with a vowel, double the final consonant only if (1) the word has only one syllable or is accented on the last syllable and (2) the word ends in a single vowel followed by a single consonant.

Examples:

- tan + ing = tanning (one syllable word)
- regret + ing = regretting (The accent is on the last syllable; the word ends in a single vowel followed by a single consonant.)
- cancel + ed = canceled (The accent is not on the last syllable.)
- prefer + ed = preferred

Exercise 3.4.3

On your own sheet of paper, write correctly the forms of the words with their suffixes.

1. refer + ed
2. refer + ence
3. mope + ing
4. approve + al
5. green + ness
6. benefit + ed

7. resubmit + ing
8. use + age
9. greedy + ly
10. excite + ment

KEY TAKEAWAYS

- A prefix is a word part added to the beginning of a word that changes the word's meaning.
- A suffix is a word part added to the end of a word that changes the word's meaning.
- Learning the meanings of prefixes and suffixes will help expand your vocabulary, which will help improve your writing.

Writing Application

Write a paragraph describing one of your life goals. Include five words with prefixes and five words with suffixes. Exchange papers with a classmate and circle the prefixes and suffixes in your classmate's paper. Correct each prefix or suffix that is spelled incorrectly.

This page titled 3.4: Prefixes and Suffixes is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

3.5: Synonyms and Antonyms

Learning Objectives

1. Recognize how synonyms improve writing.
2. Identify common antonyms to increase your vocabulary.

As you work with your draft, you will want to pay particular attention to the words you have chosen. Do they express exactly what you are trying to convey? Can you choose better, more effective words? Familiarity with synonyms and antonyms can be helpful in answering these questions.

Synonyms

Synonyms are words that have the same, or almost the same, meaning as another word. You can say an "easy task" or a "simple task" because *easy* and *simple* are synonyms. You can say Hong Kong is a "large city" or a "metropolis" because *city* and *metropolis* are synonyms.

However, it is important to remember that not all pairs of words in the English language are so easily interchangeable. The slight but important differences in meaning between synonyms can make a big difference in your writing. For example, the words *boring* and *insipid* may have similar meanings, but the subtle differences between the two will affect the message your writing conveys. The word *insipid* evokes a scholarly and perhaps more pretentious message than *boring*.

The English language is full of pairs of words that have subtle distinctions between them. All writers, professionals and beginners alike, face the challenge of choosing the most appropriate synonym to best convey their ideas. When you pay particular attention to synonyms in your writing, it comes across to your reader. The sentences become much more clear and rich in meaning.

Writing at Work

Any writing you do at work involves a careful choice of words. For example, if you are writing an e-mail to your employer regarding your earnings, you can use the word *pay*, *salary*, or hourly *wage*. There are also other synonyms to choose from. Just keep in mind that the word you choose will have an effect on the reader, so you want to choose wisely to get the desired effect.

Exercise 3.5.1

Replace the underlined words in the paragraph with appropriate synonyms. Write the new paragraph on your own sheet of paper.

When most people think of the Renaissance, they might think of artists like Michelangelo, Raphael, or Leonardo da Vinci, but they often overlook one of the very important figures of the Renaissance: Filippo Brunelleschi. Brunelleschi was born in Florence, Italy in 1377. He is considered the very best architect and engineer of the Renaissance. His impressive accomplishments are a testament to following one's dreams, persevering in the face of obstacles, and realizing one's vision.

The most difficult undertaking of Brunelleschi's career was the dome of Florence Cathedral, which took sixteen years to construct. A major blow to the progress of the construction happened in 1428. Brunelleschi had designed a special ship to carry the one hundred tons of marble needed for the dome. He felt this would be the most inexpensive way to transport the marble, but the unthinkable happened. The ship went down to the bottom of the water, taking all the marble with it to the bottom of the river. Brunelleschi was really sad. Nevertheless, he did not give up. He held true to his vision of the completed dome. Filippo Brunelleschi completed construction of the dome of Florence Cathedral in 1446. His influence on artists and architects alike was felt strongly during his lifetime and can still be felt in this day and age.

Collaboration

Please share with a classmate and compare your answers.

Exercise 3.5.2

On your own sheet of paper, write a sentence with each of the following words that illustrates the specific meaning of each synonym.

1. leave, abandon
2. mad, insane
3. outside, exterior
4. poor, destitute
5. quiet, peaceful
6. riot, revolt
7. rude, impolite
8. talk, conversation
9. hug, embrace
10. home, residence

Collaboration

Please share with a classmate and compare your answers.

Antonyms

Antonyms are words that have the opposite meaning of a given word. The study of antonyms will not only help you choose the most appropriate word as you write; it will also sharpen your overall sense of language. Table 3.5.1 lists common words and their antonyms.

Table 3.5.1: Common Antonyms

Word	Antonym		Word	Antonym
absence	presence		frequent	seldom
accept	refuse		harmful	harmless
accurate	inaccurate		horizontal	vertical
advantage	disadvantage		imitation	genuine
ancient	modern		inhabited	uninhabited
abundant	scarce		inferior	superior
artificial	natural		intentional	accidental
attractive	repulsive		justice	injustice
borrow	lend		knowledge	ignorance
bravery	cowardice		landlord	tenant
create	destroy, demolish		likely	unlikely
bold	timid, meek		minority	majority
capable	incapable		miser	spendthrift
combine	separate		obedient	disobedient
conceal	reveal		optimist	pessimist

Word	Antonym		Word	Antonym
common	rare		permanent	temporary
decrease	increase		plentiful	scarce
definite	indefinite		private	public
despair	hope		prudent	imprudent
discourage	encourage		qualified	unqualified
employer	employee		satisfactory	unsatisfactory
expand	contract		tame	wild
forget	remember		vacant	occupied

Tip

Learning antonyms is an effective way to increase your vocabulary. Memorizing words in combination with or in relation to other words often helps us retain them.

Exercise 3.5.3

Correct the following sentences by replacing the underlined words with an antonym. Write the antonym on your own sheet of paper.

1. The pilot who landed the plane was a coward because no one was injured.
2. Even though the botany lecture was two hours long, Gerard found it incredibly dull.
3. My mother says it is impolite to say thank you like you really mean it.
4. Although I have learned a lot of information through textbooks, it is life experience that has given me ignorance.
5. When our instructor said the final paper was compulsory, it was music to my ears!
6. My only virtues are coffee, video games, and really loud music.
7. Elvin was so bold when he walked in the classroom that he sat in the back row and did not participate.
8. Maria thinks elephants who live in freedom have a sad look in their eyes.
9. The teacher filled her students' minds with gloomy thoughts about their futures.
10. The guest attended to every one of our needs.

KEY TAKEAWAYS

- Synonyms are words that have the same, or almost the same, meaning as another word.
- Antonyms are words that have the opposite meaning of another word.
- Choosing the right synonym refines your writing.
- Learning common antonyms sharpens your sense of language and expands your vocabulary.

Writing Application

Write a paragraph that describes your favorite dish or food. Use as many synonyms as you can in the description, even if it seems too many. Be creative. Consult a thesaurus, and take this opportunity to use words you have never used before. Be prepared to share your paragraph.

This page titled 3.5: Synonyms and Antonyms is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

3.6: Using Context Clues

Learning Objectives

1. Identify the different types of context clues.
2. Practice using context clues while reading.

Context clues are bits of information within a text that will assist you in deciphering the meaning of unknown words. Since most of your knowledge of vocabulary comes from reading, it is important that you recognize context clues. By becoming more aware of particular words and phrases surrounding a difficult word, you can make logical guesses about its meaning. The following are the different types of context clues:

- Brief definition or restatement
- Synonyms and antonyms
- Examples

Brief Definition or Restatement

Sometimes a text directly states the definition or a restatement of the unknown word. The brief definition or restatement is signaled by a word or a punctuation mark. Consider the following example:

> If you visit Alaska, you will likely see many glaciers, or slow moving masses of ice.

In this sentence, the word *glaciers* is defined by the phrase that follows the signal word *or*, which is *slow moving masses of ice*.

In other instances, the text may restate the meaning of the word in a different way, by using punctuation as a signal. Look at the following example:

> Marina was indignant—fuming mad—when she discovered her brother had left for the party without her.

Although *fuming mad* is not a formal definition of the word *indignant*, it does serve to define it. These two examples use signals—the word *or* and the punctuation dashes—to indicate the meaning of the unfamiliar word. Other signals to look for are the words *is*, *as*, *means*, *known as*, and *refers to*.

Synonyms and Antonyms

Sometimes a text gives a synonym of the unknown word to signal the meaning of the unfamiliar word:

> When you interpret an image, you actively question and examine what the image connotes and suggests.

In this sentence the word *suggests* is a synonym of the word *connotes*. The word *and* sometimes signals synonyms.

Likewise, the word *but* may signal a contrast, which can help you define a word by its antonym.

> I abhor clothes shopping, but I adore grocery shopping.

The word *abhor* is contrasted with its opposite: *adore*. From this context, the reader can guess that *abhor* means to dislike greatly.

Examples

Sometimes a text will give you an example of the word that sheds light on its meaning:

> I knew Mark's ailurophobia was in full force because he began trembling and stuttering when he saw my cat, Ludwig, slink out from under the bed.

Although *ailurophobia* is an unknown word, the sentence gives an example of its effects. Based on this example, a reader could confidently surmise that the word means a fear of cats.

Tip

Look for signal words like *such as*, *for instance*, and *for example*. These words signal that a word's meaning may be revealed through an example.

Exercise 3.6.1

Identify the context clue that helps define the underlined words in each of the following sentences. Write the context clue on your own sheet of paper.

1. Lucinda is very adroit on the balance beam, but Constance is rather clumsy.
2. I saw the entomologist, a scientist who studies insects, cradle the giant dung beetle in her palm.
3. Lance's comments about politics were irrelevant and meaningless to the botanist's lecture on plant reproduction.
4. Before I left for my trip to the Czech Republic, I listened to my mother's sage advice and made a copy of my passport.
5. His rancor, or hatred, for socializing resulted in a life of loneliness and boredom.
6. Martin was mortified, way beyond embarrassment, when his friends teamed up to shove him into the pool.
7. The petulant four-year-old had a baby sister who was, on the contrary, not grouchy at all.
8. The philosophy teacher presented the students with several conundrums, or riddles, to solve.
9. Most Americans are omnivores, people that eat both plants and animals.
10. Elena is effervescent, as excited as a cheerleader, for example, when she meets someone for the first time.

Exercise 3.6.2

On your own sheet of paper, write the name of the context clue that helps to define the underlined words.

Maggie was a precocious child to say the least. She produced brilliant watercolor paintings by the age of three. At first, her parents were flabbergasted—utterly blown away—by their daughter's ability, but soon they got used to their little painter. Her preschool teacher said that Maggie's dexterity, or ease with which she used her hands, was something she had never before seen in such a young child. Little Maggie never gloated or took pride in her paintings; she just smiled contentedly when she finished one and requested her parents give it to someone as a gift. Whenever people met Maggie for the first time they often watched her paint with their mouths agape, but her parents always kept their mouths closed and simply smiled over their "little Monet."

Collaboration

Please share with a classmate and compare your answers.

Tip

In addition to context clues to help you figure out the meaning of a word, examine the following word parts: prefixes, roots, and suffixes.

Writing at Work

Jargon a type of shorthand communication often used in the workplace. It is the technical language of a special field. Imagine it is your first time working as a server in a restaurant and your manager tells you he is going to “eighty-six” the roasted chicken. If you do not realize that “eighty-six” means to remove an item from the menu, you could be confused.

When you first start a job, no matter where it may be, you will encounter jargon that will likely be foreign to you. Perhaps after working the job for a short time, you too will feel comfortable enough to use it. When you are first hired, however, jargon can be baffling and make you feel like an outsider. If you cannot decipher the jargon based on the context, it is always a good policy to ask.

KEY TAKEAWAYS

- Context clues are words or phrases within a text that help clarify vocabulary that is unknown to you.
- There are several types of context clues including brief definition and restatement, synonyms and antonyms, and example.

Writing Application

Write a paragraph describing your first job. In the paragraph, use five words previously unknown to you. These words could be jargon words or you may consult a dictionary or thesaurus to find a new word. Make sure to provide a specific context clue for understanding each word. Exchange papers with a classmate and try to decipher the meaning of the words in each other’s paragraphs based on the context clues.

This page titled 3.6: Using Context Clues is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

3.7: Working with Words- End-of-Chapter Exercises

Learning Objectives

1. Use the skills you have learned in the chapter.
2. Work collaboratively with other students.

Exercises

1. Proofread the paragraph and correct any commonly confused words and misspelled words.

   Grunge, or the Seattle sound, is a type of rock music that became quiet popular in the late 1980s and early 1990s. It began in Seattle, Washington. Grunge musicians rejected the dramatic an expensive stage productions that were trendy at the time. There music was striped down with an emphasis on distorted electric guitars. Grunge musicians did not ware makeup or sport extravagent hairstyles like many of the day's rock musicians and bands. Many grunge musicians would by they're clothes from secondhand stores. The lyrics too grunge songs were also quit different compared two what was populer at the time. Grunge lyrics are charecterized by dark or socially conscience themes. Grunge music is still admired today buy music lovers of all ages.

2. Complete the following sentences by filling in the blank line with the correct homonym or frequently misspelled word.
   a. Kevin asked me a serious question and _____(then, than) interrupted me when I attempted to answer.
   b. A hot compress will _____(lessen, lesson) the pain of muscle cramps.
   c. Jason was not a graceful _____(looser, loser) because he knocked his chair over and stormed off the basketball court.
   d. Please consider the _____(effects, affects) of not getting enough green vegetables in your diet.
   e. _____(Except, Accept) for Ajay, we all had our tickets to the play.
   f. I am _____(threw, through) with this magazine, so you can read it if you like.
   g. I don't care _____(whose, who's) coming to the party and _____(whose, who's) not.
   h. Crystal could _____(sea, see) the soaring hawk through her binoculars.
   i. The _____(principal, principle) gave the students a very long lecture about peer pressure.
   j. Dr. Frankl nearly lost his _____(patience, patients) with one of his _____(patience, patients).
3. Rewrite the following personal essay by replacing the slang, clichés, and overly general language with stronger, more precise language.

   My biggest regret happened in high school. I had always felt like a fish out of water, so during my sophomore year I was determined to fit in with the cool people. Man, was that an uphill battle. I don't even know why I tried, but hindsight is 20/20 I guess. The first thing I did was change the way I dressed. I went from wearing clothes I was comfortable in to wearing stuff that was so not me. Then I started wearing a ton of makeup, and my brother was all like, "What happened to your face?" Not only did my looks change, my personality changed a lot too. I started to act all stuck up and bossy with my friends, and they didn't know how to respond to this person that used to be me. Luckily, this phase didn't last more than a couple of months. I decided it was more fun to be me than to try to be someone else. I guess you can't fit a square peg in a round hole after all.

4. Write the correct synonym for each word.
   a. lenient _____(relaxed, callous)
   b. abandon _____(vacate, deceive)
   c. berate _____(criticize, encourage)
   d. experienced _____(callow, matured)
   e. spiteful _____(malevolent, mellow)
   f. tame _____(subdued, wild)
   g. tasty _____(savory, bland)
   h. banal _____(common, interesting)
   i. contradict _____(deny, revolt)

j. vain _____(boastful, simple)

This page titled 3.7: Working with Words- End-of-Chapter Exercises is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

CHAPTER 4: HELP FOR ENGLISH LANGUAGE LEARNERS

4.1: Word Order

4.2: Negative Statements

4.3: Count and Noncount Nouns and Articles

4.4: Pronouns

4.5: Verb Tenses

4.6: Modal Auxiliaries

4.7: Prepositions

4.8: Slang and Idioms

4.9: Help for English Language Learners- End-of-Chapter Exercises

This page titled Chapter 4: Help for English Language Learners is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

4.1: Word Order

Learning Objectives

1. Identify the basic structures of sentences.
2. Determine ways to turn sentences into questions.
3. Define adjectives and how they are used.

If your first language is not English, you will most likely need some extra help when writing in Standard, or formal, English. New students of Standard English often make similar kinds of errors. Even if you have been speaking English for a long time, you may not feel as confident in your written English skills. This chapter covers the most common errors made by English language learners and helps you avoid similar mistakes in your writing.

Basic Sentence Structures

The most basic sentence structure in English is a **subject** plus a **verb**. A subject performs the action in the sentence, and the verb identifies the action. Keep in mind that in some languages, such as Spanish and Italian, an obvious subject does not always perform the action in a sentence; the subject is often implied by the verb. However, every sentence in English must have a subject and a verb to express a complete thought.

subject + verb

Samantha sleeps.

Not all sentences are as simple as a subject plus a verb. To form more complex sentences, writers build upon this basic structure. Adding a prepositional phrase to the basic sentence creates a more complex sentence. A **preposition** is a part of speech that relates a noun or a pronoun to another word in a sentence. It also introduces a **prepositional phrase**. If you can identify a preposition, you will be able to identify a prepositional phrase.

subject + verb + prepositional phrase

Samantha sleeps on the couch.

On is the preposition. *On the couch* is the prepositional phrase.

Common Prepositions		
about	beside	off
above	between	on
across	by	over
after	during	through

Common Prepositions		
against	except	to
along	for	toward
among	from	under
around	in	until
at	into	up
before	like	with
behind	of	without

Exercise 4.1.1

Copy the following sentences onto your own sheet of paper and underline the prepositional phrases.

1. Linda and Javier danced under the stars.
2. Each person has an opinion about the topic.
3. The fans walked through the gates.
4. Jamyra ran around the track.
5. Maria celebrated her birthday in January.

Another sentence structure that is important to understand is subject + verb + object. There are two types of objects: **direct objects** and **indirect objects**.

A direct object receives the action of the verb.

subject + verb + direct object

Janice writes a letter.

The letter directly receives the action of the verb *writes*.

Tip

A quick way to find the direct object is to ask *what?* or *who?*

Sentence: Maurice kicked the ball.

What did Maurice kick? The direct object, *ball*.

Sentence: Maurice kicked Tom by accident.

Who did Maurice kick? The direct object, *Tom*.

An indirect object does not receive the action of the verb.

subject + verb + indirect object

Janice writes me a letter.

The action (*writes)* is performed for or to the indirect object (*me)*.

Tip

Even though the indirect object is not found after a preposition in English, it can be discovered by asking *to whom?* or *for whom?* after the verb.

Sentence: Dad baked the children some cookies.

For whom did Dad bake the cookies? The indirect object, *children*.

Exercise 4.1.2

On a separate sheet of paper, identify the subject, verb, direct object, and indirect object in the following sentences.

1. Captain Kirk told the crew a story.
2. Jermaine gave his girlfriend a dozen yellow tulips.
3. That hospital offers nurses better pay.
4. Dad served Grandma a delicious dinner.
5. Mom bought herself a new car.

Exercise 4.1.3

On a separate sheet of paper, rewrite the sentences in the correct order. If the sentence is correct as it is, write *OK*.

1. The pizza Jeannine burnt.
2. To the Mexican restaurant we had to go for dinner.
3. Jeannine loved the food.
4. So full were we during the walk home.
5. I will make the pizza next time.

Questions

English speakers rely on the following two common ways to turn sentences into questions:

1. Move the helping verb and add a question mark.
2. Add the verb *do*, *does*, or *did* and add a question mark.

Move the helping verb and add a question mark.

Sentence: Sierra can pack these boxes.

Question: Can Sierra pack these boxes**?**

Add the verb *do*, *does*, or *did*, and add a question mark:

Sentence: Jolene skated across the pond.

Question: Did Jolene skate across the pond**?**

Exercise 4.1.4

On a separate sheet of paper, create questions from the following sentences.

1. *Slumdog Millionaire* is a film directed by Danny Boyle.
2. The story centers on a character named Jamal Malik.
3. He and his older brother find different ways to escape the slums.
4. His brother, Salim, pursues a life of crime.
5. Jamal ends up on the game show *Who Wants to Be a Millionaire?*

Adjectives

An **adjective** is a kind of descriptive word that describes a noun or a pronoun. It tells *which one*, *what kind*, and *how many*. Adjectives make your writing more lively and interesting. Keep in mind, a common error that English language learners make is misplacing the adjectives in a sentence. It is important to know where to place the adjective in a sentence so that readers are not confused.

If you are using more than one adjective to describe a noun, place the adjectives in the following order before the noun:

1. **Opinion:** an interesting book, a boring movie, a fun ride
2. **Size:** a large box, a tiny turtle, a tall woman
3. **Shape:** a round ball, a long hose, a square field
4. **Age:** a new day, an old horse, a modern building
5. **Color:** an orange sunset, a green jacket, a red bug
6. **Ethnicity:** Italian cheese, French wine, Chinese tea
7. **Material:** silk shirt, wool socks, a cotton dress

Tip

Adjectives can also be placed at the end of a sentence if they describe the subject of a sentence and appear after the verb.

Sentence: My English teacher is excellent.

Exercise 4.1.5

On a separate sheet of paper, place the following sets of adjectives in the correct order before the noun. The first one has been done for you.

1. book: old, small, Spanish

   a small old Spanish book (age, size, ethnicity)

2. photograph: new, strange
3. suit: wool, green, funny
4. opinion: refreshing, new
5. dress: fashionable, purple

KEY TAKEAWAYS

- The most basic sentence structure is a subject plus a verb that expresses a complete thought.
- Adding a prepositional phrase or a direct or indirect object to a sentence makes it more complex.
- English speakers change a sentence into a question in one of the following two ways: moving the helping verb and adding a question mark or adding the verb *do*, *does*, or *did* and adding a question mark.
- Adjectives follow a particular order before the noun they describe. The order is opinion, size, shape, age, color, ethnicity, and material.

Writing Application

Write a paragraph about a memorable family trip. Use at least two adjectives to describe each noun in your paragraph. Proofread your paragraph, and then exchange papers with a classmate. Check your classmate's use of adjectives to make sure they are correct.

This page titled 4.1: Word Order is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

4.2: Negative Statements

Learning Objectives

1. Identify a negative statement.
2. Write negative statements.

Negative statements are the opposite of positive statements and are necessary to express an opposing idea. The following charts list negative words and **helping verbs** that can be combined to form a negative statement.

Negative Words		
never	no	hardly
nobody	none	scarcely
no one	not	barely
nowhere		rarely

Common Helping Verbs		
am	is	are
was	were	be
being	been	have
has	had	do
does	did	can
could	may	might
must	will	should
would	ought to	used to

The following examples show several ways to make a sentence negative in the present tense.

1. A helping verb used with the negative word *not*.

   Sentence: My guests are arriving now.

   Negative: My guests **are not** arriving now.

2. **Sentence:** Jennie has money.

   Negative: Jennie **has no** money.

3. **Sentence:** Janetta does miss her mom.

   Negative: Janetta **doesn't** miss her mom.

4. **Sentence:** I always go to the gym after work.

   Negative: I **rarely** go to the gym after work.

5. **Sentence:** Everybody gets the day off.

Negative: Nobody gets the day off.

Exercise 4.2.1

On a separate sheet of paper, rewrite the positive sentences as negative sentences. Be sure to keep the sentences in the present tense.

1. Everybody is happy about the mandatory lunch.
2. Deborah likes to visit online dating sites.
3. Jordan donates blood every six months.
4. Our writing instructor is very effective.
5. That beautiful papaya is cheap.

The following sentences show you the ways to make a sentence negative in the past tense.

Sentence: Paul called me yesterday.

Negative: Paul **did not** call me yesterday.

Sentence: Jamilee went to the grocery store.

Negative: Jamilee **never went** to the grocery store.

Sentence: Gina laughed when she saw the huge pile of laundry.

Negative: Gina **did not laugh** when she saw the huge pile of laundry.

Notice that when forming a negative in the past tense, the helping verb *did* is what signals the past tense, and the main verb *laugh* does not have an *-ed* ending.

Exercise 4.2.2

Rewrite the following paragraph by correcting the errors in the past-tense negative sentences.

Celeste no did call me when she reached North Carolina. I was worried because she not drove alone before. She was going to meet her friend, Terry, who lived in a town called Asheville, North Carolina. I did never want to worry, but she said she was going to call when she reached there. Finally, four hours later, she called and said, “Mom, I’m sorry I did not call. I lost track of time because I was so happy to see Terry!” I was relieved.

Collaboration

Once you have found all the errors you can, please share with a classmate and compare your answers. Did your partner find an error you missed? Did you find an error your partner missed? Compare with your instructor’s answers.

Double negatives are two negatives used in the same phrase or sentence. They are considered incorrect in Standard English. You should avoid using double negatives in all formal writing. If you want to say something negative, use only one negative word in the sentence. Return to the beginning of this section for a list of negative words, and then study the following examples.

Double negative (incorrect)	Single negative (correct)
neg. + neg. I couldn't find no paper.	neg. I couldn't find any paper.
neg. + neg. I don't want nothing.	neg. I don't want anything.

Tip

Ain't is considered a contraction of *am not*. Although some may use it in everyday speech, it is considered incorrect in Standard English. Avoid using it when speaking and writing in formal contexts.

Exercise 4.2.3

On your own sheet of paper, correct the double negatives and rewrite the following sentences.

1. Jose didn't like none of the choices on the menu.
2. Brittany can't make no friends with nobody.
3. The Southwest hardly had no rain last summer.
4. My kids never get into no trouble.
5. I could not do nothing about the past.

KEY TAKEAWAYS

- Negatives are usually formed using a negative word plus a helping verb.
- Double negatives are considered incorrect in Standard English.
- Only one negative word is used to express a negative statement.

Writing Application

Write a paragraph describing your favorite meal. Use rich, colorful language to describe the meal. Exchange papers with a classmate and read his or her paragraph. Then rewrite each sentence of your classmate's paragraph using negatives. Be sure to avoid double negatives. Share your negative paragraphs with each other.

This page titled 4.2: Negative Statements is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

4.3: Count and Noncount Nouns and Articles

Learning Objectives

1. Define and use count and noncount nouns.
2. Recognize and use definite and indefinite articles.

Nouns are words that name things, places, people, and ideas. Right now, you may be surrounded by desks, computers, and notebooks. These are called **count nouns** because you can count the exact number of desks, computers, and notebooks—three desks, one computer, and six notebooks, for example.

On the other hand, you may be carrying a small amount of money in your wallet and sitting on a piece of furniture. These are called **noncount nouns**. Although you can count the pieces of furniture or the amount of money, you cannot add a number in front of *money* or *furniture* and simply add -s to the end of the noun. Instead, you must use other words and phrases to indicate the quantity of money and furniture.

> **Incorrect:** five moneys, two furnitures
>
> **Correct:** some money, two pieces of furniture

By the end of Section 4.3.1-1: "Count and Noncount Nouns", you will grasp the difference between the two types of nouns and be able to use them confidently in speaking and writing.

Count and Noncount Nouns

A count noun refers to people, places, and things that are separate units. You make count nouns plural by adding -s.

Table 4.3.1: Count Nouns

Count Noun	Sentence
Quarter	It takes six quarters to do my laundry.
Chair	Make sure to push in your chairs before leaving class.
Candidate	The two candidates debated the issue.
Adult	The three adults in the room acted like children.
Comedian	The two comedians made the audience laugh.

A noncount noun identifies a whole object that cannot separate and count individually. Noncount nouns may refer to concrete objects or abstract objects. A **concrete noun** identifies an object you can see, taste, touch, or count. An **abstract noun** identifies an object that you cannot see, touch, or count. There are some exceptions, but most abstract nouns cannot be made plural, so they are noncount nouns. Examples of abstract nouns include anger, education, melancholy, softness, violence, and conduct.

Table 4.3.2: Types of Noncount Nouns

Type of Noncount Noun	Examples	Sentence
Food	sugar, salt, pepper, lettuce, rice	Add more sugar to my coffee, please.
Solids	concrete, chocolate, silver, soap	The ice cream was covered in creamy chocolate.
Abstract Nouns	peace, warmth, hospitality, information	I need more information about the insurance policy.

Exercise 4.3.1

On a separate sheet of paper, label each of the following nouns as count or noncount.

1. Electricity _____
2. Water _____
3. Book _____
4. Sculpture _____
5. Advice _____

Exercise 4.3.2

On a separate sheet of paper, identify whether the italicized noun in the sentence is a count or noncount noun by writing **C** or **NC** above the noun.

1. The amount of *traffic* on the way home was terrible.
2. *Forgiveness* is an important part of growing up.
3. I made caramel sauce for the organic *apples* I bought.
4. I prefer film *cameras* instead of digital ones.
5. My favorite subject is *history*.

Definite and Indefinite Articles

The word *the* is a **definite article**. It refers to one or more specific things. For example, *the woman* refers to not any woman but a particular woman. The definite article *the* is used before singular and plural count nouns.

The words *a* and *an* are **indefinite articles**. They refer to one nonspecific thing. For example, *a woman* refers to any woman, not a specific, particular woman. The indefinite article *a* or *an* is used before a singular count noun.

Definite Articles (*The*) and Indefinite Articles (*A/An*) with Count Nouns

I saw **the** concert. (singular, refers to a specific concert)

I saw **the** concerts. (plural, refers to more than one specific concert)

I saw **the** U2 concert last night. (singular, refers to a specific concert)

I saw **a** concert. (singular, refers to any nonspecific concert)

Exercise 4.3.3

On a separate sheet of paper, write the correct article in the blank for each of the following sentences. Write *OK* if the sentence is correct.

1. (A/An/The) camel can live for days without water. _____
2. I enjoyed (a/an/the) pastries at the Bar Mitzvah. _____
3. (A/An/The) politician spoke of many important issues. _____
4. I really enjoyed (a/an/the) actor's performance in the play. _____
5. (A/An/The) goal I have is to run a marathon this year. _____

Exercise 4.3.4

Correct the misused or missing articles and rewrite the paragraph.

Stars are large balls of spinning hot gas like our sun. The stars look tiny because they are far away. Many of them are much larger than sun. Did you know that a Milky Way galaxy has between two hundred billion and four hundred billion stars in it? Scientists estimate that there may be as many as five hundred billion galaxies in an entire universe! Just like a human being, the star has a life cycle from birth to death, but its lifespan is billions of years long. The star is born in a cloud of cosmic gas and dust called a nebula. Our sun was born in the nebula nearly five billion years ago. Photographs of the star-forming nebulas are astonishing.

Collaboration

Once you have found all the errors you can, share with a classmate and compare your answers. Did your partner find an error you missed? Did you find an error your partner missed? Compare with your instructor's answers.

KEY TAKEAWAYS

- You can make count nouns plural by adding -s.
- Count nouns are individual people, places, or things that can be counted, such as politicians, deserts, or candles.
- Noncount nouns refer to whole things that cannot be made plural, such as salt, peace, or happiness.
- *The* is a definite article and is used to refer to a specific person, place, or thing, such as **the** Queen of England.
- *A* and *an* are indefinite articles, and they refer to nonspecific people, places, or things, such as **an** apple or **a** bicycle.

Writing Application

Write five sentences using the definite article *the*. Write five sentences using the indefinite article *a* or *an*. Exchange papers with a classmate and check each other's work.

This page titled 4.3: Count and Noncount Nouns and Articles is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

4.4: Pronouns

Learning Objectives

1. Recognize subject and object pronouns.
2. Identify possessive pronouns.
3. Determine common pronoun errors.

A **pronoun** is a word that can be used in place of the noun. We use pronouns so we do not have to repeat words. For example, imagine writing the following sentence: Afrah put her scarf on because Afrah was cold. The sentence sounds a bit strange because *Afrah* is named twice; however, if you use a pronoun, the sentence will be shorter and less repetitive. You might rewrite the sentence to something similar to the following: Afrah put her scarf on because she was cold. *She* refers to Afrah, so you do not have to write the name twice.

Types of Pronouns

Subject pronouns are often the subject of a sentence—"who" and "what" the sentence is about.

Sentence: She loves the desserts in France.

She is the subject.

Sentence: By lunch time, **they** were hungry.

They is the subject.

Object pronouns are often the object of the verb— "who" or "what" was acted upon.

Sentence: Melanie's thoughtfulness touched **him**.

Him is the object of the verb *touched*.

Sentence: We lifted **it**.

It is the object of the verb *lifted*.

Tip

1. Recognize subject and object pronouns.
2. Identify possessive pronouns.
3. Determine common pronoun errors.

A pronoun that shows possession or ownership is called a **possessive pronoun**.

Sentence: The teacher took **her** apple and left.

The pronoun *her* shows the teacher owns the apple.

Sentence: The hikers spotted **their** guide on the trail.

The pronoun *their* shows the hikers follow the guide who was assigned to the hikers.

Table 4.4.1*: Pronouns*

Subject Pronouns	I, you, he, she, it, we, they
Object Pronouns	me, you, him, her, it, us, them
Possessive Pronouns	my (mine), your(s), his, hers, its, our(s), their(s)

Exercise 4.4.1

On a separate sheet of paper, complete the following sentences by circling the correct pronoun.

1. Unfortunately, the house was too expensive for (we, us, they).
2. I completed (mine, my, your) research paper, and she completed (his, hers, theirs).
3. My dog Buster is old, but (he, it, them) is very playful.
4. That ring belongs to my father, so it is (hers, his, theirs).
5. I cannot find my textbook, so I think (they, it, he) is lost.

Common Pronoun Errors

English language learners often make the same errors when using pronouns. The following examples illustrate common errors.

Incorrect: Me and Daniela went to the restaurant for lunch.

This sentence is incorrect because an object pronoun (*me*) is used instead of a subject pronoun.

Correct: Daniela and **I** went to the restaurant for lunch.

This sentence is now correct because a subject pronoun (*I*) is used.

Incorrect: Mark put her grocery bag on the counter.

This sentence is incorrect because the pronoun *her* refers to a female, and Mark is a male.

Correct: Mark put **his** grocery bag on the counter.

This sentence is now correct because the male pronoun *his* refers to the male person, *Mark*.

Incorrect: The woman she went to work earlier than usual.

This sentence is incorrect because the subject *the woman* is repeated by the pronoun *she*.

Correct: The woman went to work earlier than usual.

Correct: She went to work earlier than usual.

These sentences are now correct because the unnecessary repeated subject has been removed.

Exercise 4.4.2

On a separate sheet of paper, correct the following sentences that have pronoun errors. If the sentence is correct as it is, write *OK*.

1. Us are going to the county fair this weekend.
2. Steven did not want to see a movie because she had a headache.
3. The teacher congratulated Maria and me.
4. The eighth grade students they were all behaving mysteriously well.
5. Derrick and he received the best grade on the grammar test.

Relative Pronouns

A **relative pronoun** is a type of pronoun that helps connect details to the subject of the sentence and may often combine two shorter sentences. The relative pronouns are *who*, *whom*, *whose*, *which* or *that*.

Sentence: A relative pronoun is a type of pronoun.

The subject of this sentence is *a relative pronoun*. The clause *is a type of pronoun* gives some information about the subject.

The relative pronoun *that* may be added to give more details to the subject.

Sentence using a relative pronoun: A relative pronoun is a type of pronoun **that** helps connect details to the subject of the sentence.

Tip

Remember the following uses of relative pronouns:

- *Who*, *whom*, and *whose* refer only to people.
- *Which* refers to things.
- *That* refers to people or things.

The following examples show how a relative pronoun may be used to connect two sentences and to connect details to the subject.

Sentence 1: Gossip is a form of communication.

Sentence 2: It is a waste of time and energy.

Combination of 1 and 2: Gossip is a form of communication **that** is a waste of time and energy.

Notice how the relative pronoun *that* replaces the subject *it* in sentence 2.

That is called a relative pronoun because it connects the details (*is a waste of time and energy*) to the subject (*Gossip*).

Sentence 1: My grandmother is eighty years old.

Sentence 2: She collects seashells.

Combination of 1 and 2: My grandmother, **who** is eighty years old, collects seashells.

Notice how the relative pronoun *who* replaces the subject *she* in sentence 2.

Who is called a relative pronoun because it connects the details (*is eighty years old*) to the subject (*My grandmother*).

Exercise 4.4.3

On a separate sheet of paper, complete the following sentences by selecting the correct relative pronoun.

1. He showed me a photo (who, that) upset me.
2. Soccer is a fast moving game (who, that) has many fans worldwide.
3. Juan is a man (which, who) has high standards for everything.
4. Jamaica is a beautiful country (that, who) I would like to visit next year.
5. My mother only eats bananas (who, that) are green.

Exercise 4.4.4

On a separate sheet of paper, combine the two sentences into one sentence using a relative pronoun.

1. Jeff is a dependable person. He will never let you down.
2. I rode a roller coaster. It was scary.
3. At the beach, I always dig my feet into the sand. It protects them from the hot sun.
4. Jackie is trying not to use so many plastic products. They are not good for the environment.
5. My Aunt Sherry is teaching me how to drive. She has never been in accident or gotten a ticket.

KEY TAKEAWAYS

- A pronoun is used in place of a noun.
- There are several types of pronouns, including subject and object pronouns, possessive pronouns, and relative pronouns.
- Subject pronouns are the “who” and “what” the sentence is about.
- Object pronouns are the “who” and “what” that receives the action.
- A possessive pronoun is a pronoun showing ownership.
- Common pronoun errors include mixing up subject, object, and gender pronouns, and repeating the subject of a sentence with a pronoun.
- Relative pronouns help combine two separate sentences.

Writing Application

Proofread a piece of your writing for the types of pronoun errors discussed in this section. Correct any errors you come across.

This page titled 4.4: Pronouns is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

4.5: Verb Tenses

Learning Objectives

1. Identify simple verb tenses.
2. Recognize *to be*, *to have*, and *to do* verbs.
3. Use perfect verb tenses.
4. Apply progressive verb tenses.
5. Define gerunds and infinitives.

You must always use a **verb** in every sentence you write. Verbs are parts of speech that indicate actions or states of being. The most basic sentence structure is a subject followed by a verb.

Simple Verb Tenses

Verb tenses tell the reader when the action takes place. The action could be in the past, present, or future.

Past	← **Present** →	**Future**
Yesterday I **jumped**.	Today I **jump**.	Tomorrow I **will jump**.

Simple present verbs are used in the following situations:

1. When the action takes place now

   I **drink** the water greedily.

2. When the action is something that happens regularly

   I **always cross** my fingers for good luck.

3. When describing things that are generally true

   College tuition **is** very costly.

Table 4.5.1: Regular Simple Present Tense Verbs

Verb	I	He/She/It	You	We	They
ask	ask	asks	ask	ask	ask
bake	bake	bakes	bake	bake	bake
cook	cook	cooks	cook	cook	cook
cough	cough	coughs	cough	cough	cough
clap	clap	claps	clap	clap	clap
dance	dance	dances	dance	dance	dance
erase	erase	erases	erase	erase	erase
kiss	kiss	kisses	kiss	kiss	kiss
push	push	pushes	push	push	push
wash	wash	washes	wash	wash	wash

When it is *he*, *she*, or *it* doing the present tense action, remember to add *-s*, or *-es* to the end of the verb or to change the *y* to *-ies*.

Simple past verbs are used when the action has already taken place and is now finished:

- I **washed** my uniform last night.
- I **asked** for more pie.
- I **coughed** loudly last night.

Table 4.5.2: Regular Simple Past Tense Verbs

Verb	I	He/She/It	You	We	They
ask	asked	asked	asked	asked	asked
bake	baked	baked	baked	baked	baked
cook	cooked	cooked	cooked	cooked	cooked
cough	coughed	coughed	coughed	coughed	coughed
clap	clapped	clapped	clapped	clapped	clapped
dance	danced	danced	danced	danced	danced
erase	erased	erased	erased	erased	erased
kiss	kissed	kissed	kissed	kissed	kissed
push	pushed	pushed	pushed	pushed	pushed
wash	washed	washed	washed	washed	washed

When *he*, *she*, or *it* is doing the action in the past tense, remember to add *-d* or *-ed* to the end of regular verbs.

Simple future verbs are used when the action has not yet taken place:

- I **will work** late tomorrow.
- I **will kiss** my boyfriend when I see him.
- I **will erase** the board after class.

Table 4.5.3: Regular Simple Future Tense Verbs

Verb	I	He/She/It	You	We	They
ask	will ask	will ask	will ask	will ask	will ask
bake	will bake	will bake	will bake	will bake	will bake
cook	will cook	will cook	will cook	will cook	will cook
cough	will cough	will cough	will cough	will cough	will cough
clap	will clap	will clap	will clap	will clap	will clap
dance	will dance	will dance	will dance	will dance	will dance
erase	will erase	will erase	will erase	will erase	will erase
kiss	will kiss	will kiss	will kiss	will kiss	will kiss
push	will push	will push	will push	will push	will push
wash	will wash	will wash	will wash	will wash	will wash

Going to can also be added to the main verb to make it future tense:

- I am **going to** go to work tomorrow.

Exercise 4.5.1

On a separate sheet of paper, complete the following sentences by adding the verb in the correct simple tense.

1. Please do not (erase, erased, will erase) what I have written on the board.
2. They (dance, danced, will dance) for hours after the party was over.
3. Harrison (wash, washed, will wash) his laundry after several weeks had passed.
4. Yesterday Mom (ask, asked, will ask) me about my plans for college.
5. I (bake, baked, will bake) several dozen cookies for tomorrow's bake sale.

Exercise 4.5.2

Correct the verb tense mistakes in the following paragraph.

Last summer, I walk around Walden Pond. Walden Pond is in Concord, Massachusetts. It is where the philosopher Henry David Thoreau will live during the mid-nineteenth century. During his time there, he wrote a book called *Walden*. *Walden* is a book of Thoreau's reflections on the natural environment. It will be consider a classic in American literature. I did not know that Walden Pond is consider the birthplace of the environmental movement. It was very relaxing there. I will listen to birds, frogs, and crickets, not to mention the peaceful sound of the pond itself.

Collaboration

Once you have found all the errors you can, please share with a classmate and compare your answers. Did your partner find an error you missed? Did you find an error your partner missed? Compare with your instructor's answers.

To Be, *To Do*, and *To Have*

There are some irregular verbs in English that are formed in special ways. The most common of these are the verbs *to be*, *to have*, and *to do*.

Table 4.5.4: Verb Forms of To Be, To Do, and To Have

Base Form	Present Tense Form	Past Tense Form	Future Tense Form
be	am/is/are	was/were	will be
do	do/does	did	will do
have	have/has	had	will have

Tip

Memorize the present tense forms of *to be*, *to do*, and *to have*. A song or rhythmic pattern will make them easier to memorize.

Review these examples of *to be*, *to do*, *and to have* used in sentences.

Past	← Present →	Future
To Be		
Yesterday I **was** angry.	Today I **am** not angry.	Tomorrow I **will be** angry.
To Do		
I **did** my best yesterday.	I **do** my best every day.	Tomorrow I **will do** my best.
To Have		
Yesterday I **had** ten dollars.	Today I **have** ten dollars.	Tomorrow I **will have** ten dollars.

Remember the following uses of *to be*, *to have* and *to do*:

To Be

- I → am/was/will be
- you/we/they → are/were/will be
- he/she/it → is/was/will be

To Have

- I/you/we/they → have/had/will have
- he/she/it → has/had/will have

To Do

- I/you/we/they → do/did/will do
- he/she/it → does/did/will do

Tip

Remember, if you have a compound subject like *Marie and Jennifer*, think of the subject as *they* to determine the correct verb form.

- Marie and Jennifer (*they*) have a house on Bainbridge Island.

Similarly, single names can be thought of as *he*, *she*, or *it*.

- LeBron (*he*) has scored thirty points so far.

Exercise 4.5.3

On a separate sheet of paper, complete the following sentences by circling the correct form of the verbs *to be*, *to have*, and *to do* in the three simple tenses.

1. Stefan always (do, does, will do) his taxes the day before they are due.
2. We (are, is, was) planning a surprise birthday party for my mother.
3. Turtles (have, had, has) the most beautiful patterns on their shells.
4. I always (do, did, will do) my homework before dinner, so I can eat in peace.
5. You (is, are, was) so much smarter than you think!

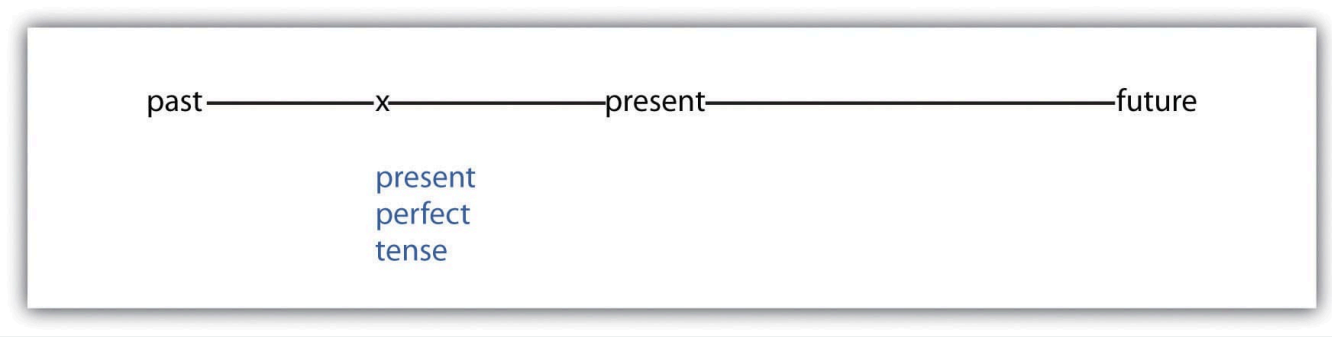
Perfect Verb Tenses

Up to this point, we have studied the three simple verb tenses—simple present, simple past, and simple future. Now we will add three more tenses, which are called perfect tenses. They are **present perfect**, **past perfect**, and **future perfect**. These are the three basic tenses of English. A **past participle** is often called the *-ed* form of a verb because it is formed by adding *-d* or *-ed* to the base form of regular verbs. Past participles can also end in *-t* or *-en*. Keep in mind, however, the past participle is also formed in various other ways for irregular verbs. The past participle can be used to form the present perfect tense.

Review the following basic formula for the present perfect tense:

Subject	**+**	**has or have**	**+**	**past participle**
I		have		helped

The present perfect tense has a connection with the past and the present.



Use the present perfect tense to describe a continuing situation and to describe an action that has just happened.

- I **have worked** as a caretaker since June.

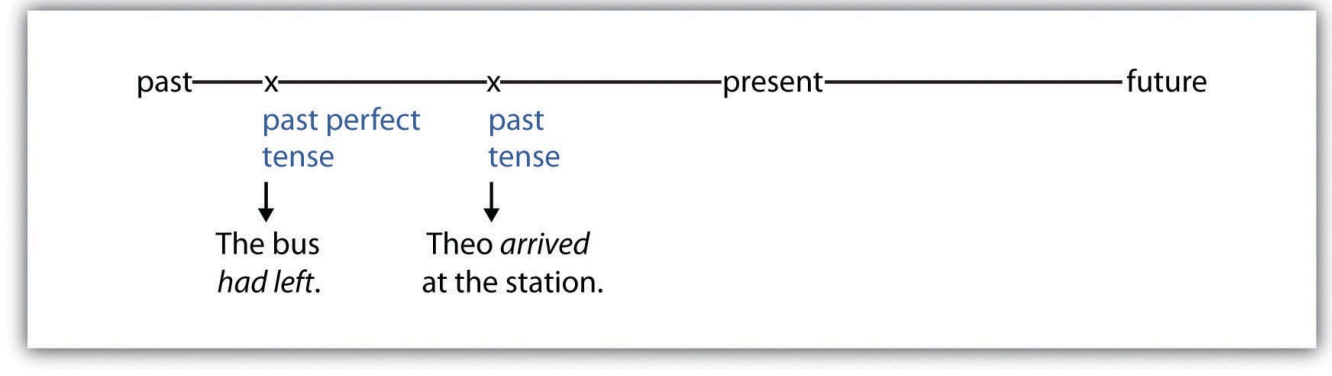
  This sentence tells us that the subject has worked as a caretaker in the past and is still working as a caretaker in the present.

- Dmitri **has** just **received** an award from the Dean of Students.

  This sentence tells us that Dmitri has very recently received the award. The word *just* emphasizes that the action happened very recently.

Study the following basic formula for the past perfect tense:

Subject	**+**	**had or have**	**+**	**past participle**
I		had		listened

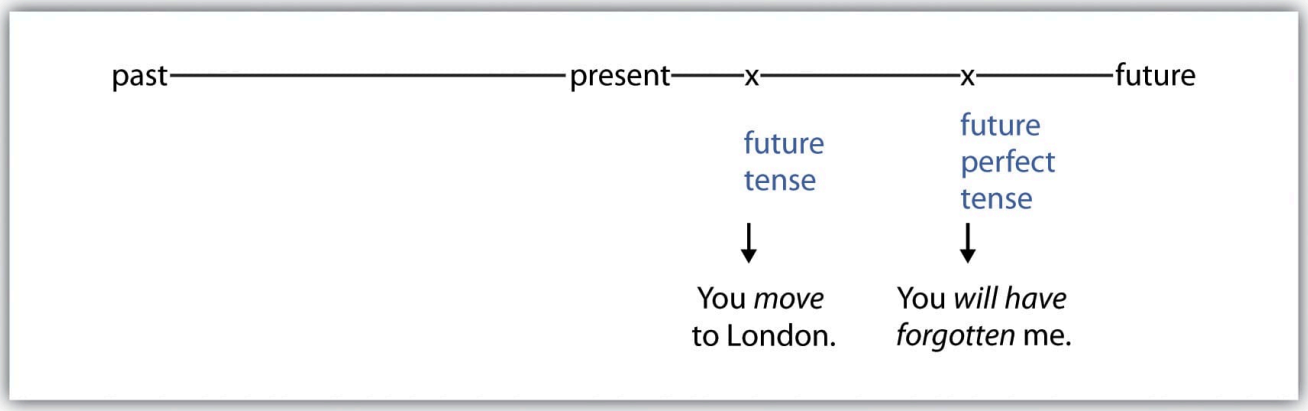


- The bus **had left** by the time Theo **arrived** at the station.

  Notice that both actions occurred entirely in the past, but one action occurred before the other. At some time in the past, Theo *arrived* (simple past tense) at the station, but at some time before that, the bus *had left* (past perfect).

Look at the following basic formula for the future perfect tense:

Subject	**+**	**will have**	**+**	**past participle**
I		will have		graduated



The future perfect tense describes an action from the past in the future, as if the past event has already occurred. Use the future perfect tense when you anticipate completing an event in the future, but you have not completed it yet.

- You **will have forgotten** me after you **move** to London.

  Notice that both actions occur in the future, but one action will occur before the other. At some time in the future, the subject (*you*) *will move* (future tense) to London, and at some time after that, the subject *will have forgotten* (future perfect tense) the speaker, *me*.

Exercise 4.5.4

On a separate sheet of paper, complete the following sentences by using the correct perfect verb tense for the verb in parentheses.

1. I plan to start a compost bin because I _____ (to want) one for a long time now.
2. My brother told me he _____ (to argue) with his friend about politics.
3. By the time we reach the mountain top the sun _____ (to set).
4. Denise _____ (to walk) several miles in the past three hours.
5. His mother _____ (to offer) to pay him to work in her office.

Progressive Verb Tenses

Progressive verb tenses describe a continuing or unfinished action, such as *I am going, I was going*, or *I will be going*.

The present progressive tense describes an action or state of being that takes place in the present and that continues to take place.

To make verbs in the present progressive tense, combine these two parts:

Present tense form of *to be*	**+**	*-ing* **(present participle)**
am/is/are	help	helping

You should use the present progressive tense to describe a planned activity, to describe an activity that is recurring right now, and to describe an activity that is in progress, although not actually occurring at the time of speaking:

- Preeti **is starting** school on Tuesday.

  This sentence describes a planned activity.

- Janetta **is getting** her teeth cleaned right now.

  This sentence describes an activity that is occurring right now.

- I **am studying** ballet at school.

  This sentence describes an activity that is in progress but not actually occurring at the time of speaking.

The past progressive tense describes an action or state of being that took place in the past and that continues to take place.

To make verbs in the past progressive tense, combine these two parts:

Past tense form of *to be*	**+**	**-ing (present participle)**
was/were		helping

You should use the past progressive tense to describe a continuous action in the past, to describe a past activity in progress while another activity occurred, or to describe two past activities in progress at the same time:

- Ella and I **were planning** a vacation.

  This sentence describes a continuous action in the past.

- I **was helping** a customer when I smelled delicious fried chicken.

  This sentence describes a past activity in progress while another activity occurred.

- While I **was finishing** my homework, my wife **was talking** on the phone.

  This sentence describes two past activities in progress at the same time.

The future progressive tense describes an action or state of being that will take place in the future and that will continue to take place. The action will have started at that future moment, but it will not have finished at that moment.

To make verbs in the future progressive tense, combine these parts:

Future tense form of *to be*	**+**	**-ing (present participle)**
will be		helping

Use the future progressive tense to describe an activity that will be in progress in the future:

- Samantha and I **will be dancing** in the school play next week.
- Tomorrow Agnes **will be reading** two of her poems.

Exercise 4.5.5

On a separate sheet of paper, revise the following sentences, written in simple tenses, using the progressive tenses indicated in parentheses.

1. He prepared the food while I watched. (past progressive tense)
2. Jonathan will speak at the conference. (future progressive)
3. Josie traveled to Egypt last July. (past progressive tense)
4. My foot aches, so I know it will rain. (present progressive tense)
5. Micah will talk a lot when I see him. (future progressive)
6. I yawn a lot because I feel tired. (present progressive tense)

Similar to the present perfect tense, the present perfect progressive tense is used to indicate an action that was begun in the past and continues into the present. However, the present perfect progressive is used when you want to stress that the action is ongoing.

To make verbs in the present perfect progressive tense, combine the following parts:

Present tense form of *to have*	**+**	**Been**	**+**	**-ing (present participle)**
has or have		been		helping

- She **has been talking** for the last hour.

  This sentence indicates that *she* started talking in the past and is continuing to talk in the present.

- I **have been feeling** tired lately.

  This sentence indicates that *I* started feeling tired in the past, and *I* continue to feel tired in the present. Instead of indicating time, as in the first sentence, the second sentence uses the adverb *lately*. You can also use the adverb *recently* when using the present perfect progressive tense.

Similar to the past perfect tense, the past perfect progressive tense is used to indicate an action that was begun in the past and continued until another time in the past. The past perfect progressive does not continue into the present but stops at a designated moment in the past.

To make verbs in the past perfect progressive tense, combine the following parts:

Past tense form of *to have*	**+**	**been**	**+**	**-ing (present participle)**
had		been		helping

- The employees **had been talking** until their boss arrived.

  This sentence indicates that the employees were talking in the past and they stopped talking when their boss arrived, which also happened in the past.

- I **had been working** all day.

  This sentence implies that *I* was working in the past. The action does not continue into the future, and the sentence implies that the subject stopped working for unstated reasons.

The future perfect progressive tense is rarely used. It is used to indicate an action that will begin in the future and will continue until another time in the future.

To make verbs in the future perfect progressive tense, combine the following parts:

Future tense form of *to have*	**+**	**been**	**+**	**-ing (present participle)**
will have		Been		helping

- By the end of the meeting, I **will have been hearing** about mortgages and taxes for eight hours.

  This sentence indicates that in the future *I* will hear about mortgages and taxes for eight hours, but it has not happened yet. It also indicates the action of *hearing* will continue until *the end of the meeting*, something that is also in the future.

Gerunds

A **gerund** is a form of a verb that is used as a noun. All gerunds end in *-ing*. Since gerunds function as nouns, they occupy places in a sentence that a noun would, such as the subject, direct object, and object of a preposition.

You can use a gerund in the following ways:

1. **Traveling** is Cynthia's favorite pastime.
2. I enjoy **jogging**.
3. The librarian scolded me for **laughing**.

Often verbs are followed by gerunds. Study Table 4.5.5: "Gerunds and Verbs" for examples.

Table 4.5.5: Gerunds and Verbs

Gerund	Verb Followed by a Gerund
moving	Denise **considered moving** to Paris.
cleaning	I **hate cleaning** the bathroom.
winning	Nate **imagines winning** an Oscar one day.
worrying	Mom says she **has stopped worrying**.
taking	She **admitted taking** the pumpkin.

Infinitives

An **infinitive** is a form of a verb that comes after the word *to* and acts as a noun, adjective, or adverb.

to + verb = infinitive

Examples of infinitives include to move, to sleep, to look, to throw, to read, and to sneeze.

Often verbs are followed by infinitives. Study Table 4.5.6: "Infinitives and Verbs" for examples.

Table 4.5.6: Infinitives and Verbs

Infinitive	Verb Followed by Infinitive
to help	Jessica **offered to help** her move.
to arrive	Mick **expects to arrive** early.
to win	Sunita **wants to win** the writing contest.
to close	He **forgot to close** the curtains.
to eat	She **likes to eat** late.

You may wonder which verbs can be followed by gerunds and which verbs can be followed by infinitives. With the following verbs, you can use either a gerund or an infinitive.

Table 4.5.7: Infinitives and Gerunds Verbs

Base Form of Verb	Sentences with Verbs Followed by Gerunds *and* Infinitives
begin	1. John **began crying**.
	2. John **began to cry**.
hate	1. Marie **hated talking** on the phone.
	2. Marie **hated to talk** on the phone.

Base Form of Verb	Sentences with Verbs Followed by Gerunds *and* Infinitives
forget	1. Wendell **forgot paying** the bills.
	2. Wendell **forgot to pay** the bills.
like	1. I **liked leaving** messages.
	2. I **liked to leave** messages.
continue	1. He **continued listening** to the news.
	2. He **continued to listen** to the news.
start	1. I **will start recycling** immediately.
	2. I **will start to recycle** immediately.
try	1. Mikhail **will try climbing** the tree.
	2. Mikhail **will try to climb** the tree.
prefer	1. I **prefer baking**.
	2. I **prefer to bake**.
love	1. Josh **loves diving**.
	2. Josh **loves to dive**.

Exercise 4.5.6

On your own sheet of paper, complete the following sentences by choosing the correct infinitive or gerund.

1. I meant _____ (to kiss, kissing) my kids before they left for school.
2. The children hoped (to go, going) to a restaurant for dinner.
3. Do you intend _____ (to eat, eating) the entire pie?
4. Crystal postponed _____ (to get dressed, getting dressed) for the party.
5. When we finish _____ (to play, playing) this game, we will go home.

KEY TAKEAWAYS

- Verb tenses tell the reader when the action takes place.
- Actions could be in the past, present, or future.
- There are some irregular verbs in English that are formed in special ways. The most common of these irregular verbs are the verbs *to be*, *to have*, and *to do*.
- There are six main verb tenses in English: *simple present*, *simple past*, *simple future*, *present perfect*, *past perfect*, and *future perfect*.
- Verbs can be followed by either gerunds or infinitives.

Writing Application

Write about a lively event that is either remembered or imagined. Ask yourself the following three questions: What happened during the event? What happened after the event? Looking back, what do you think of the event now? Answer each question in a separate paragraph to keep the present, past, and future tense verbs separate.

This page titled 4.5: Verb Tenses is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

4.6: Modal Auxiliaries

Learning Objectives

1. Define and identify modal auxiliaries.
2. Learn how and when to use modal auxiliaries.

We all need to express our moods and emotions, both in writing and in our everyday life. We do this by using **modal auxiliaries**.

Modal Auxiliaries

Modal auxiliaries are a type of helping verb that are used only with a main verb to help express its mood.

The following is the basic formula for using a modal auxiliary:

Subject	**+**	**modal auxiliary**	**+**	**main verb**
James		may		call

There are ten main modal auxiliaries in English.

Table 4.6.1: Modal Auxiliaries

Modal Auxiliary	Use	Modal Auxiliary + Main Verb
can	Expresses an ability or possibility	I **can lift** this forty-pound box. (ability)
		We **can embrace** green sources of energy. (possibility)
could	Expresses an ability in the past; a present possibility; a past or future permission	I **could beat** you at chess when we were kids. (past ability)
		We **could bake** a pie! (present possibility)
		Could we **pick** some flowers from the garden? (future permission)
may	Expresses uncertain future action; permission; ask a yes-no question	I **may attend** the concert. (uncertain future action)
		You **may begin** the exam. (permission)
		May I **attend** the concert? (yes-no questions)
might	Expresses uncertain future action	I **might attend** the concert (uncertain future action—same as *may*)
shall	Expresses intended future action	I **shall** go to the opera. (intended future action)
should	Expresses obligation; ask if an obligation exists	I **should mail** my RSVP. (obligation, same as *ought to*)
		Should I **call** my mother? (asking if an obligation exists)

Modal Auxiliary	Use	Modal Auxiliary + Main Verb
will	Expresses intended future action; ask a favor; ask for information	I **will get** an A in this class. (intended future action)
		Will you **buy** me some chocolate? (favor)
		Will you **be finished** soon? (information)
would	States a preference; request a choice politely; explain an action; introduce habitual past actions	I **would like** the steak, please. (preference)
		Would you **like** to have breakfast in bed? (request a choice politely)
		I **would go** with you if I didn't have to babysit tonight. (explain an action)
		He **would write** to me every week when we were dating. (habitual past action)
must	Expresses obligation	We **must be** on time for class.
ought to	Expresses obligation	I **ought to mail** my RSVP. (obligation, same as may)

Tip

Use the following format to form a yes-no question with a modal auxiliary:

Modal auxiliary	**+**	**subject**	**+**	**main verb**
Should		I		drive?

Be aware of these four common errors when using modal auxiliaries:

1. Using an infinitive instead of a base verb after a modal

   Incorrect: I can to move this heavy table.

   Correct: I **can move** this heavy table.

2. Using a gerund instead of an infinitive or a base verb after a modal

   Incorrect: I could moving to the United States.

   Correct: I **could move** to the United States.

3. Using two modals in a row

   Incorrect: I should must *renew* my passport.

   Correct: I **must renew** my passport.

   Correct: I **should renew** my passport.

4. Leaving out a modal

   Incorrect: I renew my passport.

   Correct: I **must renew** my passport.

Exercise 4.6.1

Edit the following paragraph by correcting the common modal auxiliary errors.

I may to go to France on vacation next summer. I shall might visit the Palace of Versailles. I would to drive around the countryside. I could imagining myself living there; however, I will not move to France because my family should miss me very much.

Modals and Present Perfect Verbs

In the previous section, we defined present perfect verb tense as describing a continuing situation or something that has just happened.

subject + has or have + past participle

I	have	helped
He	has	helped

Remember, when a sentence contains a modal auxiliary before the verb, the helping verb is always *have*.

subject + modal auxiliary+ have + past participle

I	could	have	helped
He	could	have	helped
He	might	have	helped
He	may	have	helped
He	should	have	helped

Be aware of the following common errors when using modal auxiliaries in the present perfect tense:

1. **Incorrect:** Jamie would had attended the party, but he was sick.

   Correct: Jamie **would have attended** the party, but he was sick.

2. **Incorrect:** Jamie would attended the party, but he was sick.

   Correct: Jamie **would have attended** the party, but he was sick.

Exercise 4.6.2

On a separate sheet of paper, complete the following sentences by changing the given verb form to a modal auxiliary in present perfect tense.

1. The man _____ (laugh).
2. The frogs _____ (croak).
3. My writing teacher _____ (smile).
4. The audience _____ (cheer) all night.
5. My best friend _____ (giggled).

KEY TAKEAWAYS

- The basic formula for using a modal auxiliary is

subject	+	modal auxiliary	+	main verb

- There are ten main modal auxiliaries in English: *can*, *could*, *may*, *might*, *shall*, *should*, *will*, *would*, *must*, and *ought to*.
- The four common types of errors when using modals include the following: using an infinitive instead of a base verb after a modal, using a gerund instead of an infinitive or a base verb after a modal, using two modals in a row, and leaving out a modal.
- In the present perfect tense, when a sentence has a modal auxiliary before the verb, the helping verb is always *have*.
- The two common errors when using modals in the present perfect tense include using *had* instead of *have* and leaving out *have*.

Writing Application

On a separate sheet of paper, write ten original sentences using modal auxiliaries.

This page titled 4.6: Modal Auxiliaries is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

4.7: Prepositions

Learning Objectives

1. Identify prepositions.
2. Learn how and when to use prepositions.

A **preposition** is a word that connects a noun or a pronoun to another word in a sentence. Most prepositions such as *above*, *below*, and *behind* usually indicate a location in the physical world, but some prepositions such as *during*, *after*, and *until* show location in time.

In, *At*, and *On*

The prepositions *in*, *at*, and *on* are used to indicate both location and time, but they are used in specific ways. Study the following tables to learn when to use each one.

Table 4.7.1: In

Preposition	Time	Example	Place	Example
in	year	in 1942	country	in Zimbabwe
	month	in August	state	in California
	season	in the summer	city	in Chicago
	time of day (not with *night*)	in the afternoon		

Table 4.7.2: On

Preposition	Time	Example	Place	Example
on	day	on Monday	surfaces	on the table
	date	on May 23	streets	on 124th Street
	specific days/dates	on Monday	modes of transportation	on the bus

Table 4.7.3: At

Preposition	Time	Example	Place	Example
at	time	at five o'clock	addresses	at 1600 Pennsylvania Avenue
	with *night*	at night	location	at Rooney's Grill

Exercise 4.7.1

Edit the following letter from a resident to her landlord by correcting errors with *in*, *at*, and *on*.

Dear Mrs. Salazar,

I am writing this letter to inform you that I will be vacating apartment 2A in 356 Maple Street at Wednesday, June 30, 2010. I will be cleaning the apartment at the Monday before I leave. I will return the keys to you on 5 p.m., sharp, at June 30. If you have any questions or specific instructions for me, please contact me in my office. I have enjoyed living at Austin, Texas, but I want to explore other parts of the country now.

Sincerely,

Milani Davis

Prepositions after Verbs

Prepositions often follow verbs to create expressions with distinct meanings. These expressions are sometimes called prepositional verbs. It is important to remember that these expressions cannot be separated.

Table 4.7.4: Verbs + Prepositions

Verb + Preposition	Meaning	Example
agree with	to agree with something or someone	My husband always **agrees with** me.
apologize for	to express regret for something, to say sorry about something	I **apologize for** being late.
apply for	to ask for something formally	I will **apply for** that job.
believe in	to have a firm conviction in something; to believe in the existence of something	I **believe in** educating the world's women.
care about	to think that someone or something is important	I **care about** the health of our oceans.
hear about	to be told about something or someone	I **heard about** the teachers' strike.
look after	to watch or to protect someone or something	Will you **look after** my dog while I am on vacation?
talk about	to discuss something	We will **talk about** the importance of recycling.
speak to, with	to talk to/with someone	I will **speak to** his teacher tomorrow.
wait for	to await the arrival of someone or something	I will **wait for** my package to arrive.

Tip

It is a good idea to memorize these combinations of verbs plus prepositions. Write them down in a notebook along with the definition and practice using them when you speak.

Exercise 4.7.2

On a separate sheet of paper, complete the following sentences by writing the correct preposition after the verb.

1. Charlotte does not _____ (apologize for, believe in) aliens or ghosts.
2. It is impolite to _____ (hear about, talk about) people when they are not here.
3. Herman said he was going to _____ (believe in, apply for) the internship.
4. Jonas would not _____ (talk about, apologize for) eating the last piece of cake.
5. I _____ (care about, agree with) the environment very much.

Prepositions after Adjectives

Similar to prepositions after verbs, prepositions after adjectives create expressions with distinct meanings unique to English. Remember, like prepositional verbs, these expressions also cannot be separated.

Table 4.7.5: Adjectives + Prepositions

Adjective + Preposition	Meaning	Example
angry at, about	to feel or show anger toward (or about) someone or something	I am **angry about** the oil spill in the ocean.
confused about	to be unable to think with clarity about someone or something.	Shawn was **confused about** the concepts presented at the meeting.
disappointed in, with	to feel dissatisfaction with someone or something	I was **disappointed in** my husband because he voted for that candidate.
dressed in	to clothe the body	He was **dressed in** a pin-striped suit.
happy for	to show happiness for someone or something	I was **happy for** my sister who graduated from college.
interested in	giving attention to something, expressing interest	I am **interested in** musical theater.
jealous of	to feel resentful or bitter toward someone or something (because of their status, possessions, or ability)	I was **jealous of** her because she always went on vacation.
thankful for	to express thanks for something	I am **thankful for** my wonderful friends.
tired of	to be disgusted with, have a distaste for	I was **tired of** driving for hours without end.
worried about	to express anxiety or worry about something	I am **worried about** my father's health.

Exercise 4.7.3

On a separate sheet of paper, complete the following sentences by writing the correct preposition after the verb.

1. Meera was deeply _____ (interested in, thankful for) marine biology.
2. I was _____ (jealous of, disappointed in) the season finale of my favorite show.
3. Jordan won the race, and I am _____ (happy for, interested in) him.
4. The lawyer was _____ (thankful for, confused about) the details of the case.
5. Chloe was _____ (dressed in, tired of) a comfortable blue tunic.

Tip

The following adjectives are always followed by the preposition *at*:

- Good

  She is really **good at** chess.

- Excellent

  Henry is **excellent at** drawing.

- Brilliant

Mary Anne is **brilliant at** playing the violin.

KEY TAKEAWAYS

- The prepositions *in*, *at*, and *on* are used to indicate both location and time, but they are used in specific ways.
- The preposition *in* is used when expressing the following: year, month, season, time of day (not with *night*), country, state, and city.
- The preposition *on* is used to express day, date, and specific days or dates and surfaces, streets, and transportation modes.
- The preposition *at* is used for expressions of time, with *night*, and with addresses and locations.
- Prepositions often follow verbs to create expressions with distinct meanings that are unique to English.
- Prepositions also follow adjectives to create expressions with distinct meanings that are unique to English.

Writing Application

Write about a happy childhood memory using as many prepositions followed by verbs and adjectives as you can. Use at least ten. When you are finished, exchange papers with a classmate and correct any preposition errors you find.

This page titled 4.7: Prepositions is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

4.8: Slang and Idioms

Learning Objectives

1. Recognize slang and idioms.
2. Learn to avoid using slang and idioms in formal writing.

Words are the basis of how a reader or listener judges you, the writer and speaker. When you write an academic paper or speak in a business interview, you want to be sure to choose your words carefully. In our casual, everyday talk, we often use a lot of "ums," "likes," "yeahs," and so on. This everyday language is not appropriate for formal contexts, such as academic papers and business interviews. You should switch between different ways of speaking and writing depending on whether the context is formal or informal.

Slang

Hey guys, let's learn about slang and other cool stuff like that! It will be awesome, trust me. This section is off the hook!

What do you notice about the previous paragraph? You might notice that the language sounds informal, or casual, like someone might talk with a friend or family member. The paragraph also uses a lot of **slang**. Slang is a type of language that is informal and playful. It often changes over time. The slang of the past is different than the slang of today, but some slang has carried over into the present. Slang also varies by region and culture. The important thing to understand is that slang is casual talk, and you should avoid using it in formal contexts. There are literally thousands of slang words and expressions. Table 4.8.1: "Slang Expressions" explains just a few of the more common terms.

Table 4.8.1: Slang Expressions

Slang Word or Phrase	Meaning
check it out, check this out	v. look at, watch, examine
chocoholic, workaholic, shopaholic	n. a person who loves, is addicted to chocolate/work/shopping
stuff	n. things (used as a singular, noncount noun)
taking care of business	doing things that need to be done
pro	n. a person who is a professional
crack up	v. to laugh uncontrollably
veg (sounds like the *veg* in *vegetable*)	v. relax and do nothing
dude, man	n. person, man
all-nighter	n. studying all night
cool	adj. good, fashionable
gross, nasty	adj. disgusting
pig out	v. eat a lot, overeat
screw up	v. make a mistake
awesome	adj. great

Exercise 4.8.1

Edit the business e-mail by replacing any slang words and phrases with more formal language.

> Dear Ms. O'Connor:
>
> I am writing to follow up on my interview from last week. First of all, it was awesome to meet you. You are a really cool lady. I believe I would be a pro at all the stuff you mentioned that would be required of me in this job. I am not a workaholic, but I do work hard and "take care of business." Haha. Please contact me if you have any questions or concerns.
>
> Sincerely,
>
> M. Ernest Anderson

Idioms

Idioms are expressions that have a meaning different from the dictionary definitions of the individual words in the expression. Because English contains many idioms, nonnative English speakers have difficulties making logical sense of idioms and idiomatic expressions. The more you are exposed to English, however, the more idioms you will come to understand. Until then, memorizing the more common idioms may be of some help.

Table 4.8.2: Idioms

Idiom	Definition
a blessing in disguise	a good thing you do not recognize at first
a piece of cake	easy to do
better late than never	it is better to do something late than not at all
get over it	recover from something (like a perceived insult)
I have no idea	I don't know
not a chance	it will definitely not happen
on pins and needles	very nervous about something that is happening
on top of the world	feeling great
pulling your leg	making a joke by tricking another person
the sky is the limit	the possibilities are endless

What if you come across an idiom that you do not understand? There are clues that can help you. They are called **context clues**. Context clues are words or phrases around the unknown word or phrase that may help you decipher its meaning.

1. **Definition or explanation clue.** An idiom may be explained immediately after its use.

   Sentence: I felt like I was sitting *on pins and needles* **I was so nervous**.

2. **Restatement or synonym clues.** An idiom may be simplified or restated.

   Sentence: The young girl felt as though she had been *sent to the dog house* when her mother **punished her** for fighting in school.

3. **Contrast or Antonym clues.** An idiom may be clarified by a contrasting phrase or antonym that is near it.

   Sentence: Chynna thought the 5k marathon would be *a piece of cake*, *but* **it turned out to be very difficult**.

Pay attention to the signal word *but*, which tells the reader that an opposite thought or concept is occurring.

KEY TAKEAWAYS

- Informal language is not appropriate in formal writing or speaking contexts.
- Slang and idioms might not make logical sense to nonnative speakers of English.
- It is good to be aware of slang and idioms so they do not appear in your formal writing.

Writing Application

Write a short paragraph about yourself to a friend. Write another paragraph about yourself to an employer. Examine and discuss the differences in language between the two paragraphs.

This page titled 4.8: Slang and Idioms is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

4.9: Help for English Language Learners- End-of-Chapter Exercises

Learning Objectives

1. Use the skills you have learned in the chapter.
2. Work collaboratively with other students.

Exercises

1. On a separate sheet of paper, create questions from the following sentences.
   a. My daughter will have to think about her college options.
   b. Otto is waiting in the car for his girlfriend.
   c. The article talks about conserving energy.
   d. We need to reduce our needs.
   e. Rusha is always complaining about her work.
2. Underline the prepositional phrase in each of the following sentences.
   a. Monica told us about her trip.
   b. I hope we have sunshine throughout the summer.
   c. The panther climbed up the tree.
   d. The little boy was standing behind his mother's legs.
   e. We stayed awake until dawn.
3. Place the following sets of adjectives in the correct order before the noun.
   a. eyes: black, mesmerizing
   b. jacket: vintage, orange, suede
   c. pineapple: ripe, yellow, sweet
   d. vacation: fun, skiing
   e. movie: hilarious, independent
4. On a separate sheet of paper, rewrite the positive sentences as negative sentences. Be sure to keep the sentences in the present tense.
   a. Sometimes I work on Saturdays.
   b. The garden attracts butterflies and bees.
   c. He breathes loudly at night.
   d. I chew on blades of grass in the summer time.
   e. I communicate well with my husband.
5. On a separate sheet of paper, rewrite the following paragraph by correcting the double negatives.

   That morning it was so hot Forrest felt like he couldn't hardly breathe. Ain't nothing would get him out the door into that scorching heat. Then he remembered his dog, Zeus, who started whining right then. Zeus was whining and barking so much that Forrest didn't have no choice but to get off the couch and face the day. That dog didn't do nothing but sniff around the bushes and try to stay in the shade while Forrest was sweating in the sun holding the leash. He couldn't not wait for winter to come.

Collaboration

Once you have found all the errors you can, please share with a classmate and compare your answers. Did your partner find an error you missed? Did you find an error your partner missed? Compare with your instructor's answers.

This page titled 4.9: Help for English Language Learners- End-of-Chapter Exercises is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

CHAPTER 5: WRITING PARAGRAPHS - SEPARATING IDEAS AND SHAPING CONTENT

5.1: Purpose, Audience, Tone, and Content
5.2: Effective Means for Writing a Paragraph
5.3: Writing Paragraphs- End-of-Chapter Exercises

This page titled Chapter 5: Writing Paragraphs - Separating Ideas and Shaping Content is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

5.1: Purpose, Audience, Tone, and Content

Learning Objectives

1. Identify the four common academic purposes.
2. Identify audience, tone, and content.
3. Apply purpose, audience, tone, and content to a specific assignment.

Imagine reading one long block of text, with each idea blurring into the next. Even if you are reading a thrilling novel or an interesting news article, you will likely lose interest in what the author has to say very quickly. During the writing process, it is helpful to position yourself as a reader. Ask yourself whether you can focus easily on each point you make. One technique that effective writers use is to begin a fresh paragraph for each new idea they introduce.

Paragraphs separate ideas into logical, manageable chunks. One paragraph focuses on only one main idea and presents coherent sentences to support that one point. Because all the sentences in one paragraph support the same point, a paragraph may stand on its own. To create longer assignments and to discuss more than one point, writers group together paragraphs.

Three elements shape the content of each paragraph:

1. **Purpose**. The reason the writer composes the paragraph.
2. **Tone**. The attitude the writer conveys about the paragraph's subject.
3. **Audience**. The individual or group whom the writer intends to address.

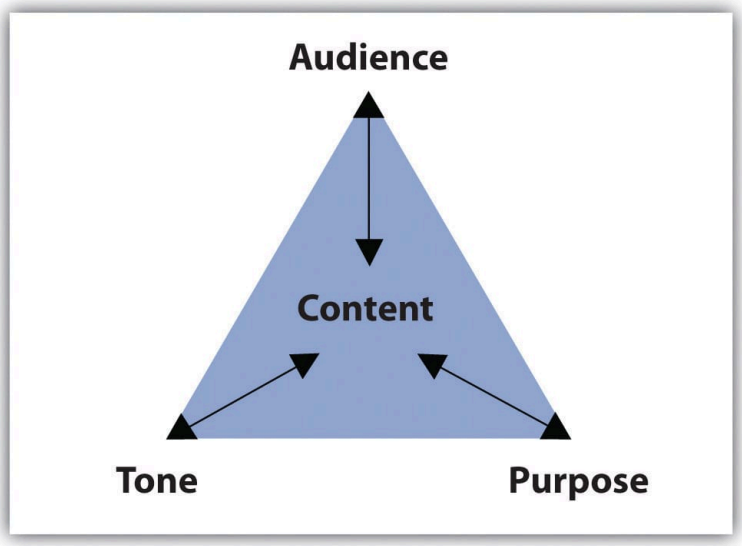


Figure 5.1.1: Purpose, Audience, Tone, and Content Triangle

The assignment's purpose, audience, and tone dictate what the paragraph covers and how it will support one main point. This section covers how purpose, audience, and tone affect reading and writing paragraphs.

Identifying Common Academic Purposes

The purpose for a piece of writing identifies the reason you write a particular document. Basically, the purpose of a piece of writing answers the question "Why?" For example, why write a play? To entertain a packed theater. Why write instructions to the babysitter? To inform him or her of your schedule and rules. Why write a letter to your congressman? To persuade him to address your community's needs.

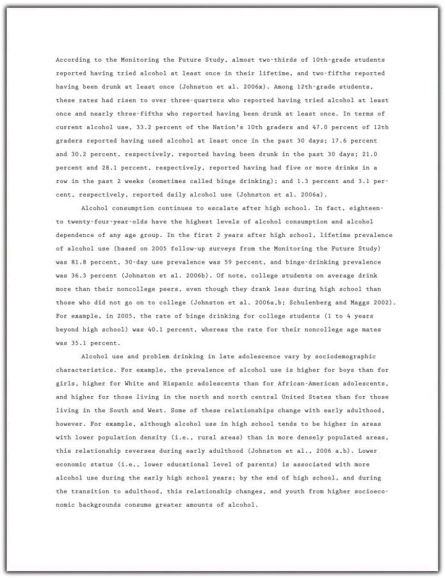
In academic settings, the reasons for writing fulfill four main purposes: to summarize, to analyze, to synthesize, and to evaluate. You will encounter these four purposes not only as you read for your classes but also as you read for work or pleasure. Because reading and writing work together, your writing skills will improve as you read. To learn more about reading in the writing process, see Chapter 7 "The Writing Process: How Do I Begin?".

Eventually, your instructors will ask you to complete assignments specifically designed to meet one of the four purposes. As you will see, the purpose for writing will guide you through each part of the paper, helping you make decisions about content and style. For now, identifying these purposes by reading paragraphs will prepare you to write individual paragraphs and to build longer assignments.

Summary Paragraphs

A **summary** shrinks a large amount of information into only the essentials. You probably summarize events, books, and movies daily. Think about the last blockbuster movie you saw or the last novel you read. Chances are, at some point in a casual conversation with a friend, coworker, or classmate, you compressed all the action in a two-hour film or in a two-hundred-page book into a brief description of the major plot movements. While in conversation, you probably described the major highlights, or the main points in just a few sentences, using your own vocabulary and manner of speaking.

Similarly, a summary paragraph condenses a long piece of writing into a smaller paragraph by extracting only the vital information. A summary uses only the writer's own words. Like the summary's purpose in daily conversation, the purpose of an academic summary paragraph is to maintain all the essential information from a longer document. Although shorter than the original piece of writing, a summary should still communicate all the key points and key support. In other words, summary paragraphs should be succinct and to the point.

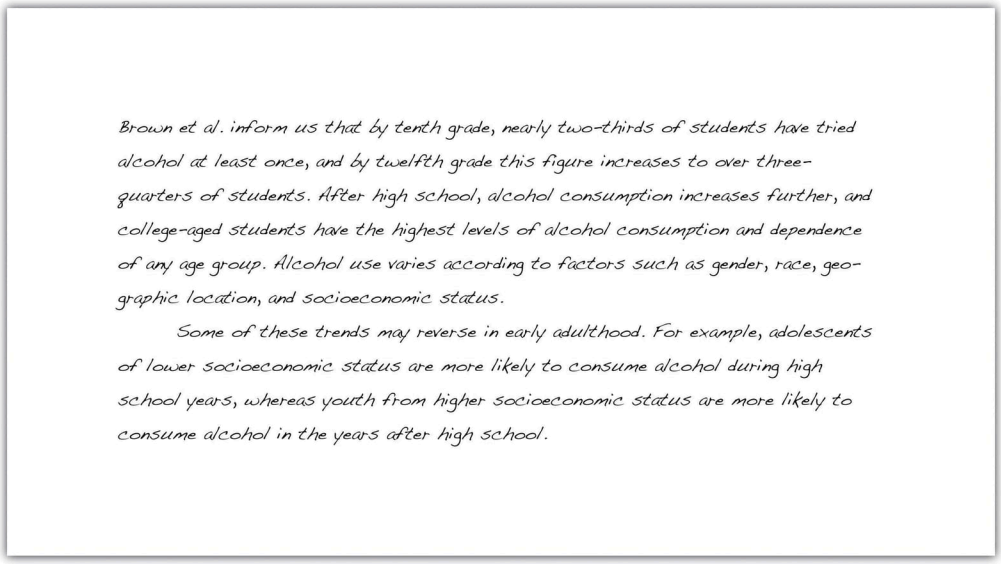


According to the Monitoring the Future Study, almost two-thirds of 10th-grade students reported having tried alcohol at least once in their lifetime, and two-fifths reported having been drunk at least once (Johnston et al. 2006a). Among 12th-grade students, these rates had risen to over three-quarters who reported having tried alcohol at least once and nearly three-fifths who reported having been drunk at least once. In terms of current alcohol use, 33.2 percent of the Nation's 10th graders and 47.0 percent of 12th graders reported having used alcohol at least once in the past 30 days; 17.6 percent and 30.2 percent, respectively, reported having been drunk in the past 30 days; 21.0 percent and 28.1 percent, respectively, reported having had five or more drinks in a row in the past 2 weeks (sometimes called binge drinking); and 1.3 percent and 3.1 percent, respectively, reported daily alcohol use (Johnston et al. 2006a).

Alcohol consumption continues to escalate after high school. In fact, eighteen- to twenty-four-year-olds have the highest levels of alcohol consumption and alcohol dependence of any age group. In the first 2 years after high school, lifetime prevalence of alcohol use (based on 2005 follow-up surveys from the Monitoring the Future Study) was 81.8 percent, 30-day use prevalence was 59 percent, and binge-drinking prevalence was 36.3 percent (Johnston et al. 2006b). Of note, college students on average drink more than their noncollege peers, even though they drank less during high school than those who did not go on to college (Johnston et al. 2006a,b; Schulenberg and Maggs 2002). For example, in 2005, the rate of binge drinking for college students (1 to 4 years beyond high school) was 40.1 percent, whereas the rate for their noncollege age mates was 35.1 percent.

Alcohol use and problem drinking in late adolescence vary by sociodemographic characteristics. For example, the prevalence of alcohol use is higher for boys than for girls, higher for White and Hispanic adolescents than for African-American adolescents, and higher for those living in the north and north central United States than for those living in the South and West. Some of these relationships change with early adulthood, however. For example, although alcohol use in high school tends to be higher in areas with lower population density (i.e., rural areas) than in more densely populated areas, this relationship reverses during early adulthood (Johnston et al., 2006 a,b). Lower economic status (i.e., lower educational level of parents) is associated with more alcohol use during the early high school years; by the end of high school, and during the transition to adulthood, this relationship changes, and youth from higher socioeconomic backgrounds consume greater amounts of alcohol.

A summary of the report should present all the main points and supporting details in brief. Read the following summary of the report written by a student:



Brown et al. inform us that by tenth grade, nearly two-thirds of students have tried alcohol at least once, and by twelfth grade this figure increases to over three-quarters of students. After high school, alcohol consumption increases further, and college-aged students have the highest levels of alcohol consumption and dependence of any age group. Alcohol use varies according to factors such as gender, race, geographic location, and socioeconomic status.

Some of these trends may reverse in early adulthood. For example, adolescents of lower socioeconomic status are more likely to consume alcohol during high school years, whereas youth from higher socioeconomic status are more likely to consume alcohol in the years after high school.

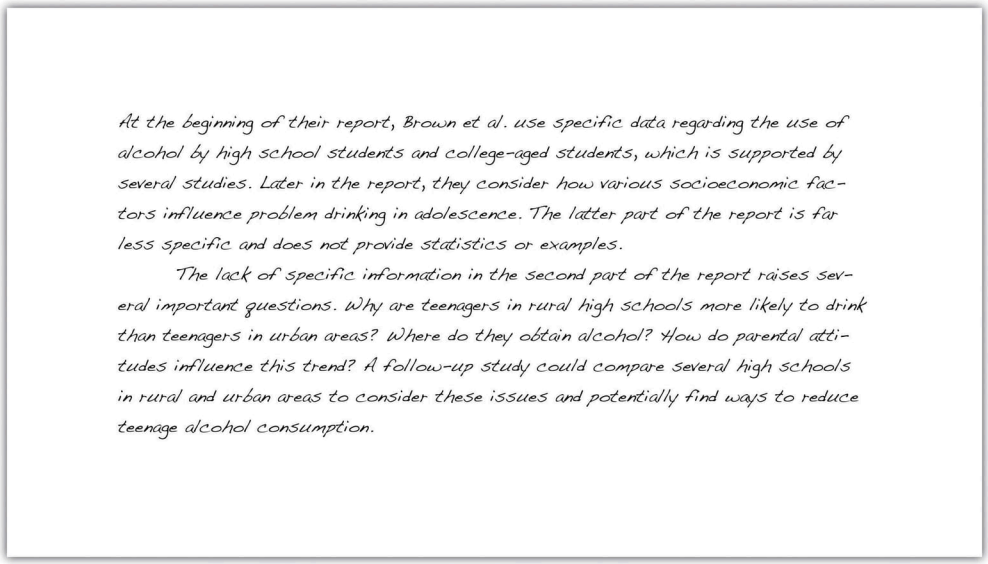
Notice how the summary retains the key points made by the writers of the original report but omits most of the statistical data. Summaries need not contain all the specific facts and figures in the original document; they provide only an overview of the essential information.

Analysis Paragraphs

An **analysis** separates complex materials in their different parts and studies how the parts relate to one another. The analysis of simple table salt, for example, would require a deconstruction of its parts—the elements sodium (Na) and chloride (Cl). Then, scientists would study how the two elements interact to create the compound NaCl, or sodium chloride, which is also called simple table salt.

Analysis is not limited to the sciences, of course. An analysis paragraph in academic writing fulfills the same purpose. Instead of deconstructing compounds, academic analysis paragraphs typically deconstruct documents. An analysis takes apart a primary source (an essay, a book, an article, etc.) point by point. It communicates the main points of the document by examining individual points and identifying how the points relate to one another.

Take a look at a student's analysis of the journal report.



At the beginning of their report, Brown et al. use specific data regarding the use of alcohol by high school students and college-aged students, which is supported by several studies. Later in the report, they consider how various socioeconomic factors influence problem drinking in adolescence. The latter part of the report is far less specific and does not provide statistics or examples.

The lack of specific information in the second part of the report raises several important questions. Why are teenagers in rural high schools more likely to drink than teenagers in urban areas? Where do they obtain alcohol? How do parental attitudes influence this trend? A follow-up study could compare several high schools in rural and urban areas to consider these issues and potentially find ways to reduce teenage alcohol consumption.

Notice how the analysis does not simply repeat information from the original report, but considers how the points within the report relate to one another. By doing this, the student uncovers a discrepancy between the points that are backed up by statistics and those that require additional information. Analyzing a document involves a close examination of each of the individual parts and how they work together.

Synthesis Paragraphs

A **synthesis** combines two or more items to create an entirely new item. Consider the electronic musical instrument aptly named the synthesizer. It looks like a simple keyboard but displays a dashboard of switches, buttons, and levers. With the flip of a few switches, a musician may combine the distinct sounds of a piano, a flute, or a guitar—or any other combination of instruments—to create a new sound. The purpose of the synthesizer is to blend together the notes from individual instruments to form new, unique notes.

The purpose of an academic synthesis is to blend individual documents into a new document. An academic synthesis paragraph considers the main points from one or more pieces of writing and links the main points together to create a new point, one not replicated in either document.

Take a look at a student's synthesis of several sources about underage drinking.



In their 2009 report, Brown et al. consider the rates of alcohol consumption among high school and college-aged students and various sociodemographic factors that affect theserates. However, this report is limited to assessing the rates of underage drinking, rather than considering methods of decreasing these rates. Several other studies, as well as original research among college students, provide insight into how these rates may be reduced.

One study, by Spoth, Greenberg, and Turrisi (2009) considers the impact of various types of interventions as a method for reducing alcohol consumption among minors. They conclude that although family-focused interventions for adolescents aged ten to fifteen have shown promise, there is a serious lack of interventions available for college-aged students who do not attend college. These students are among the highest risk level for alcohol abuse, a fact supported by Brown et al.

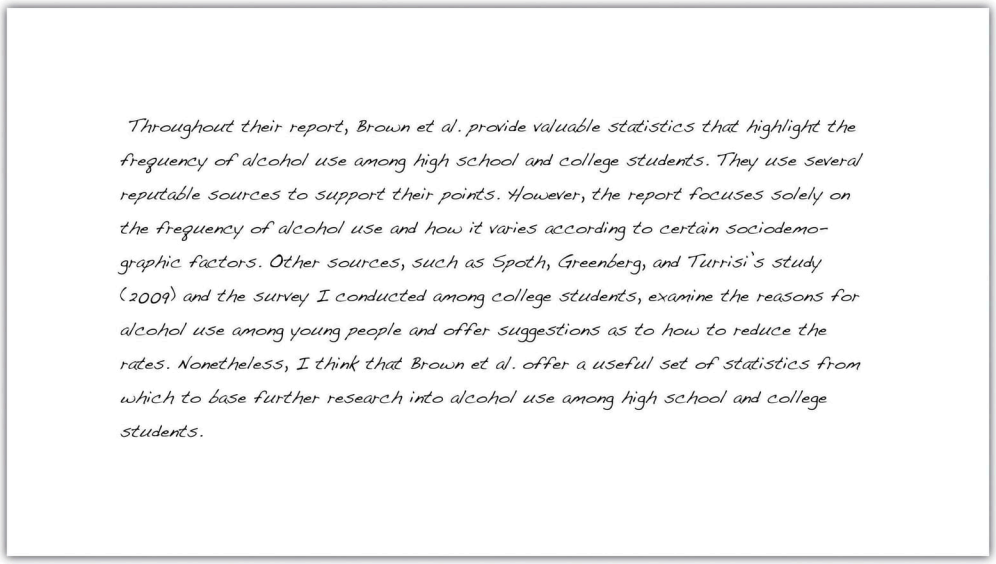
I did my own research and interviewed eight college students, four men and four women. I asked them when they first tried alcohol and what factors encouraged them to drink. All four men had tried alcohol by the age of thirteen. Three of the women had also tried alcohol by thirteen and the fourth had tried alcohol by fifteen. All eight students said that peer pressure, boredom, and the thrill of trying something illegal were motivating factors. These results support the research of Brown et al. However, they also raise an interesting point. If boredom is a motivating factor for underage drinking, maybe additional after school programs or other community measures could be introduced to dissuade teenagers from underage drinking. Based on my sources, further research is needed to show true preventative measures for teenage alcohol consumption.

Notice how the synthesis paragraphs consider each source and use information from each to create a new thesis. A good synthesis does not repeat information; the writer uses a variety of sources to create a new idea.

Evaluation Paragraphs

An **evaluation** judges the value of something and determines its worth. Evaluations in everyday experiences are often not only dictated by set standards but also influenced by opinion and prior knowledge. For example, at work, a supervisor may complete an employee evaluation by judging his subordinate's performance based on the company's goals. If the company focuses on improving communication, the supervisor will rate the employee's customer service according to a standard scale. However, the evaluation still depends on the supervisor's opinion and prior experience with the employee. The purpose of the evaluation is to determine how well the employee performs at his or her job.

An academic evaluation communicates your opinion, and its justifications, about a document or a topic of discussion. Evaluations are influenced by your reading of the document, your prior knowledge, and your prior experience with the topic or issue. Because an evaluation incorporates your point of view and reasons for your point of view, it typically requires more critical thinking and a combination of summary, analysis, and synthesis skills. Thus evaluation paragraphs often follow summary, analysis, and synthesis paragraphs. Read a student's evaluation paragraph.



Notice how the paragraph incorporates the student's personal judgment within the evaluation. Evaluating a document requires prior knowledge that is often based on additional research.

Tip

When reviewing directions for assignments, look for the verbs *summarize*, *analyze*, *synthesize*, or *evaluate*. Instructors often use these words to clearly indicate the assignment's purpose. These words will cue you on how to complete the assignment because you will know its exact purpose.

Exercise 5.1.1

Read the following paragraphs about four films and then identify the purpose of each paragraph.

1. This film could easily have been cut down to less than two hours. By the final scene, I noticed that most of my fellow moviegoers were snoozing in their seats and were barely paying attention to what was happening on screen. Although the director sticks diligently to the book, he tries too hard to cram in all the action, which is just too ambitious for such a detail-oriented story. If you want my advice, read the book and give the movie a miss.
2. During the opening scene, we learn that the character Laura is adopted and that she has spent the past three years desperately trying to track down her real parents. Having exhausted all the usual options—adoption agencies, online searches, family trees, and so on—she is on the verge of giving up when she meets a stranger on a bus. The chance encounter leads to a complicated chain of events that ultimately result in Laura getting her lifelong wish. But is it really what she wants? Throughout the rest of the film, Laura discovers that sometimes the past is best left where it belongs.
3. To create the feeling of being gripped in a vice, the director, May Lee, uses a variety of elements to gradually increase the tension. The creepy, haunting melody that subtly enhances the earlier scenes becomes ever more insistent, rising to a disturbing crescendo toward the end of the movie. The desperation of the actors, combined with the claustrophobic atmosphere and tight camera angles create a realistic firestorm, from which there is little hope of escape. Walking out of the theater at the end feels like staggering out of a Roman dungeon.
4. The scene in which Campbell and his fellow prisoners assist the guards in shutting down the riot immediately strikes the viewer as unrealistic. Based on the recent reports on prison riots in both Detroit and California, it seems highly unlikely that a posse of hardened criminals will intentionally help their captors at the risk of inciting future revenge from other inmates. Instead, both news reports and psychological studies indicate that prisoners who do not actively participate in a riot will go back to their cells and avoid conflict altogether. Examples of this lack of attention to detail occur throughout the film, making it almost unbearable to watch.

Collaboration

Share with a classmate and compare your answers.

Writing at Work

Thinking about the purpose of writing a report in the workplace can help focus and structure the document. A summary should provide colleagues with a factual overview of your findings without going into too much specific detail. In contrast, an evaluation should include your personal opinion, along with supporting evidence, research, or examples to back it up. Listen for words such as *summarize*, *analyze*, *synthesize*, or *evaluate* when your boss asks you to complete a report to help determine a purpose for writing.

Exercise 5.1.2

Consider the essay most recently assigned to you. Identify the most effective academic purpose for the assignment.

My assignment: _____

My purpose: _____

Identifying the Audience

Imagine you must give a presentation to a group of executives in an office. Weeks before the big day, you spend time creating and rehearsing the presentation. You must make important, careful decisions not only about the content but also about your delivery. Will the presentation require technology to project figures and charts? Should the presentation define important words, or will the executives already know the terms? Should you wear your suit and dress shirt? The answers to these questions will help you develop an appropriate relationship with your audience, making them more receptive to your message.

Now imagine you must explain the same business concepts from your presentation to a group of high school students. Those important questions you previously answered may now require different answers. The figures and charts may be too sophisticated, and the terms will certainly require definitions. You may even reconsider your outfit and sport a more casual look. Because the audience has shifted, your presentation and delivery will shift as well to create a new relationship with the new audience.

In these two situations, the audience—the individuals who will watch and listen to the presentation—plays a role in the development of presentation. As you prepare the presentation, you visualize the audience to anticipate their expectations and reactions. What you imagine affects the information you choose to present and how you will present it. Then, during the presentation, you meet the audience in person and discover immediately how well you perform.

Although the audience for writing assignments—your readers—may not appear in person, they play an equally vital role. Even in everyday writing activities, you identify your readers' characteristics, interests, and expectations before making decisions about what you write. In fact, thinking about audience has become so common that you may not even detect the audience-driven decisions.

For example, you update your status on a social networking site with the awareness of who will digitally follow the post. If you want to brag about a good grade, you may write the post to please family members. If you want to describe a funny moment, you may write with your friends' senses of humor in mind. Even at work, you send e-mails with an awareness of an unintended receiver who could intercept the message.

In other words, being aware of "invisible" readers is a skill you most likely already possess and one you rely on every day. Consider the following paragraphs. Which one would the author send to her parents? Which one would she send to her best friend?

Example A

Last Saturday, I volunteered at a local hospital. The visit was fun and rewarding. I even learned how to do cardiopulmonary resuscitation, or CPR. Unfortunately, I think caught a cold from one of the patients. This week, I will rest in bed and drink plenty of clear fluids. I hope I am well by next Saturday to volunteer again.

Example B

OMG! You won't believe this! My advisor forced me to do my community service hours at this hospital all weekend! We learned CPR but we did it on dummies, not even real peeps. And some kid sneezed on me and got me sick! I was so bored and sniffling all weekend; I hope I don't have to go back next week. I def do NOT want to miss the basketball tournament!

Most likely, you matched each paragraph to its intended audience with little hesitation. Because each paragraph reveals the author's relationship with her intended readers, you can identify the audience fairly quickly. When writing your own paragraphs, you must engage with your audience to build an appropriate relationship given your subject. Imagining your readers during each stage of the writing process will help you make decisions about your writing. Ultimately, the people you visualize will affect what and how you write.

Tip

While giving a speech, you may articulate an inspiring or critical message, but if you left your hair a mess and laced up mismatched shoes, your audience would not take you seriously. They may be too distracted by your appearance to listen to your words.

Similarly, grammar and sentence structure serve as the appearance of a piece of writing. Polishing your work using correct grammar will impress your readers and allow them to focus on what you have to say.

Because focusing on audience will enhance your writing, your process, and your finished product, you must consider the specific traits of your audience members. Use your imagination to anticipate the readers' demographics, education, prior knowledge, and expectations.

- **Demographics.** These measure important data about a group of people, such as their age range, their ethnicity, their religious beliefs, or their gender. Certain topics and assignments will require these kinds of considerations about your audience. For other topics and assignments, these measurements may not influence your writing in the end. Regardless, it is important to consider demographics when you begin to think about your purpose for writing.
- **Education.** Education considers the audience's level of schooling. If audience members have earned a doctorate degree, for example, you may need to elevate your style and use more formal language. Or, if audience members are still in college, you could write in a more relaxed style. An audience member's major or emphasis may also dictate your writing.
- **Prior knowledge.** This refers to what the audience already knows about your topic. If your readers have studied certain topics, they may already know some terms and concepts related to the topic. You may decide whether to define terms and explain concepts based on your audience's prior knowledge. Although you cannot peer inside the brains of your readers to discover their knowledge, you can make reasonable assumptions. For instance, a nursing major would presumably know more about health-related topics than a business major would.
- **Expectations.** These indicate what readers will look for while reading your assignment. Readers may expect consistencies in the assignment's appearance, such as correct grammar and traditional formatting like double-spaced lines and legible font. Readers may also have content-based expectations given the assignment's purpose and organization. In an essay titled "The Economics of Enlightenment: The Effects of Rising Tuition," for example, audience members may expect to read about the economic repercussions of college tuition costs.

Exercise 5.1.3

On your own sheet of paper, generate a list of characteristics under each category for each audience. This list will help you later when you read about tone and content.

1. Your classmates
   - Demographics _____
   - Education _____
   - Prior knowledge _____
   - Expectations _____
2. Your instructor

- Demographics _____
- Education _____
- Prior knowledge _____
- Expectations _____

3. The head of your academic department
   - Demographics _____
   - Education _____
   - Prior knowledge _____
   - Expectations _____
4. Now think about your next writing assignment. Identify the purpose (you may use the same purpose listed in "Exercise 5.1.2", and then identify the audience. Create a list of characteristics under each category.

   My assignment: _____

   My purpose: _____

   My audience: _____

   - Demographics _____
   - Education _____
   - Prior knowledge _____
   - Expectations _____

Collaboration

Please share with a classmate and compare your answers.

Keep in mind that as your topic shifts in the writing process, your audience may also shift. For more information about the writing process, see Chapter 7 "The Writing Process: How Do I Begin?".

Also, remember that decisions about style depend on audience, purpose, and content. Identifying your audience's demographics, education, prior knowledge, and expectations will affect how you write, but purpose and content play an equally important role. The next subsection covers how to select an appropriate tone to match the audience and purpose.

Selecting an Appropriate Tone

Tone identifies a speaker's attitude toward a subject or another person. You may pick up a person's tone of voice fairly easily in conversation. A friend who tells you about her weekend may speak excitedly about a fun skiing trip. An instructor who means business may speak in a low, slow voice to emphasize her serious mood. Or, a coworker who needs to let off some steam after a long meeting may crack a sarcastic joke.

Just as speakers transmit emotion through voice, writers can transmit through writing a range of attitudes, from excited and humorous to somber and critical. These emotions create connections among the audience, the author, and the subject, ultimately building a relationship between the audience and the text. To stimulate these connections, writers intimate their attitudes and feelings with useful devices, such as sentence structure, word choice, punctuation, and formal or informal language. Keep in mind that the writer's attitude should always appropriately match the audience and the purpose.

Read the following paragraph and consider the writer's tone. How would you describe the writer's attitude toward wildlife conservation?

> Many species of plants and animals are disappearing right before our eyes. If we don't act fast, it might be too late to save them. Human activities, including pollution,deforestation, hunting, and overpopulation, are devastating the natural environment. Without our help, many species will not survive long enough for our children to see them in the wild. Take the tiger, for example. Today, tigers occupy just 7 percent of their historical range, and many local populations are already extinct. Hunted for their beautiful pelt and other body parts, the tiger population has plummeted from one hundred thousand in 1920 to just a few thousand. Contact your local wildlife conservation society today to find out how you can stop this terrible destruction.

Exercise 5.1.4

Think about the assignment and purpose you selected in Exercise 5.1.2, and the audience you selected in Exercise 5.1.3. Now, identify the tone you would use in the assignment.

My assignment: _____

My purpose: _____

My audience: _____

My tone: _____

Choosing Appropriate, Interesting Content

Content refers to all the written substance in a document. After selecting an audience and a purpose, you must choose what information will make it to the page. Content may consist of examples, statistics, facts, anecdotes, testimonies, and observations, but no matter the type, the information must be appropriate and interesting for the audience and purpose. An essay written for third graders that summarizes the legislative process, for example, would have to contain succinct and simple content.

Content is also shaped by tone. When the tone matches the content, the audience will be more engaged, and you will build a stronger relationship with your readers. Consider that audience of third graders. You would choose simple content that the audience will easily understand, and you would express that content through an enthusiastic tone. The same considerations apply to all audiences and purposes.

Exercise 5.1.5

Match the content in the box to the appropriate audience and purpose. On your own sheet of paper, write the correct letter next to the number.

1. Whereas economist Holmes contends that the financial crisis is far from over, the presidential advisor Jones points out that it is vital to catch the first wave of opportunity to increase market share. We can use elements of both experts' visions. Let me explain how.
2. In 2000, foreign money flowed into the United States, contributing to easy credit conditions. People bought larger houses than they could afford, eventually defaulting on their loans as interest rates rose.
3. The Emergency Economic Stabilization Act, known by most of us as the humungous government bailout, caused mixed reactions. Although supported by many political leaders, the statute provoked outrage among grassroots groups. In their opinion, the government was actually rewarding banks for their appalling behavior.

1. Audience: An instructor

   Purpose: To analyze the reasons behind the 2007 financial crisis

   Content: _____

2. Audience: Classmates

   Purpose: To summarize the effects of the $700 billion government bailout

   Content: _____

3. Audience: An employer

   Purpose: To synthesize two articles on preparing businesses for economic recovery

   Content: _____

Collaboration

Please share with a classmate and compare your answers.

Exercise 5.1.6

Using the assignment, purpose, audience, and tone from Exercise 5.1.4, generate a list of content ideas. Remember that content consists of examples, statistics, facts, anecdotes, testimonies, and observations.

My assignment: _____

My purpose: _____

My audience: _____

My tone: _____

My content ideas: _____

KEY TAKEAWAYS

- Paragraphs separate ideas into logical, manageable chunks of information.
- The content of each paragraph and document is shaped by purpose, audience, and tone.
- The four common academic purposes are to summarize, to analyze, to synthesize, and to evaluate.
- Identifying the audience's demographics, education, prior knowledge, and expectations will affect how and what you write.
- Devices such as sentence structure, word choice, punctuation, and formal or informal language communicate tone and create a relationship between the writer and his or her audience.
- Content may consist of examples, statistics, facts, anecdotes, testimonies, and observations. All content must be appropriate and interesting for the audience, purpose and tone.

This page titled 5.1: Purpose, Audience, Tone, and Content is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

5.2: Effective Means for Writing a Paragraph

Learning Objectives

1. Identify characteristics of a good topic sentence.
2. Identify the three parts of a developed paragraph.
3. Apply knowledge of topic sentences and parts of a developed paragraph in an assignment.

Now that you have identified common purposes for writing and learned how to select appropriate content for a particular audience, you can think about the structure of a paragraph in greater detail. Composing an effective paragraph requires a method similar to building a house. You may have the finest content, or materials, but if you do not arrange them in the correct order, then the final product will not hold together very well.

A strong paragraph contains three distinct components:

1. **Topic sentence.** The topic sentence is the main idea of the paragraph.
2. **Body.** The body is composed of the supporting sentences that develop the main point.
3. **Conclusion.** The conclusion is the final sentence that summarizes the main point.

The foundation of a good paragraph is the topic sentence, which expresses the main idea of the paragraph. The topic sentence relates to the thesis, or main point, of the essay (see Chapter 8 "Writing Essays: From Start to Finish" for more information about thesis statements) and guides the reader by signposting what the paragraph is about. All the sentences in the rest of the paragraph should relate to the topic sentence.

This section covers the major components of a paragraph and examines how to develop an effective topic sentence.

Developing a Topic Sentence

Pick up any newspaper or magazine and read the first sentence of an article. Are you fairly confident that you know what the rest of the article is about? If so, you have likely read the topic sentence. An effective topic sentence combines a main idea with the writer's personal attitude or opinion. It serves to orient the reader and provides an indication of what will follow in the rest of the paragraph. Read the following example.

> Creating a national set of standards for math and English education will improve student learning in many states.

This topic sentence declares a favorable position for standardizing math and English education. After reading this sentence, a reader might reasonably expect the writer to provide supporting details and facts as to why standardizing math and English education might improve student learning in many states. If the purpose of the essay is actually to evaluate education in only one particular state, or to discuss math or English education specifically, then the topic sentence is misleading.

Tip

When writing a draft of an essay, allow a friend or colleague to read the opening line of your first paragraph. Ask your reader to predict what your paper will be about. If he or she is unable to guess your topic accurately, you should consider revising your topic sentence so that it clearly defines your purpose in writing.

Main Idea versus Controlling Idea

Topic sentences contain both a **main idea** (the subject, or topic that the writer is discussing) and a **controlling idea** (the writer's specific stance on that subject). Just as a thesis statement includes an idea that controls a document's focus (as you will read about in Chapter 7 "The Writing Process: How Do I Begin?"), a topic sentence must also contain a controlling idea to direct the paragraph. Different writers may use the same main idea but can steer their paragraph in a number of different directions

according to their stance on the subject. Read the following examples.

- Marijuana is a destructive influence on teens and causes long-term brain damage.
- The antinausea properties in marijuana are a lifeline for many cancer patients.
- Legalizing marijuana would create a higher demand for Class A and Class B drugs.

Although the main idea—marijuana—is the same in all three topic sentences, the controlling idea differs depending on the writer's viewpoint.

Exercise 5.2.1

Circle the main idea and underline the controlling idea in each of the following topic sentences.

1. Exercising three times a week is the only way to maintain good physical health.
2. Sexism and racism are still rampant in today's workplace.
3. Raising the legal driving age to twenty-one would decrease road traffic accidents.
4. Owning a business is the only way to achieve financial success.
5. Dog owners should be prohibited from taking their pets on public beaches.

Characteristics of a Good Topic Sentence

Five characteristics define a good topic sentence:

1. A good topic sentence provides an accurate indication of what will follow in the rest of the paragraph.

   Weak example. People rarely give firefighters the credit they deserve for such a physically and emotionally demanding job. (The paragraph is about a specific incident that involved firefighters; therefore, this topic sentence is too general.)

   Stronger example. During the October riots, Unit 3B went beyond the call of duty. (This topic sentence is more specific and indicates that the paragraph will contain information about a particular incident involving Unit 3B.)

2. A good topic sentence contains both a topic and a controlling idea or opinion.

   Weak example. In this paper, I am going to discuss the rising suicide rate among young professionals. (This topic sentence provides a main idea, but it does not present a controlling idea, or thesis.)

   Stronger example. The rising suicide rate among young professionals is a cause for immediate concern. (This topic sentence presents the writer's opinion on the subject of rising suicide rates among young professionals.)

3. A good topic sentence is clear and easy to follow.

   Weak example. In general, writing an essay, thesis, or other academic or nonacademic document is considerably easier and of much higher quality if you first construct an outline, of which there are many different types. (This topic sentence includes a main idea and a controlling thesis, but both are buried beneath the confusing sentence structure and unnecessary vocabulary. These obstacles make it difficult for the reader to follow.)

   Stronger example. Most forms of writing can be improved by first creating an outline. (This topic sentence cuts out unnecessary verbiage and simplifies the previous statement, making it easier for the reader to follow.)

4. A good topic sentence does not include supporting details.

   Weak example. Salaries should be capped in baseball for many reasons, most importantly so we don't allow the same team to win year after year. (This topic sentence includes a supporting detail that should be included later in the paragraph to back up the main point.)

   Stronger example. Introducing a salary cap would improve the game of baseball for many reasons. (This topic sentence omits the additional supporting detail so that it can be expanded upon later in the paragraph.)

5. A good topic sentence engages the reader by using interesting vocabulary.

   Weak example. The military deserves better equipment. (This topic sentence includes a main idea and a controlling thesis, but the language is bland and unexciting.)

   Stronger example. The appalling lack of resources provided to the military is outrageous and requires our immediate attention. (This topic sentence reiterates the same idea and controlling thesis, but adjectives such as *appalling* and *immediate* better engage the reader. These words also indicate the writer's tone.)

Exercise 5.2.2

Choose the most effective topic sentence from the following sentence pairs.

1. a. This paper will discuss the likelihood of the Democrats winning the next election.

   b. To boost their chances of winning the next election, the Democrats need to listen to public opinion.

2. a. The unrealistic demands of union workers are crippling the economy for three main reasons.

   b. Union workers are crippling the economy because companies are unable to remain competitive as a result of added financial pressure.

3. a. Authors are losing money as a result of technological advances.

   b. The introduction of new technology will devastate the literary world.

4. a. Rap music is produced by untalented individuals with oversized egos.

   b. This essay will consider whether talent is required in the rap music industry.

Exercise 5.2.3

Using the tips on developing effective topic sentences in this section, create a topic sentence on each of the following subjects. Remember to include a controlling idea as well as a main idea. Write your responses on your own sheet of paper.

1. An endangered species

   _____

2. The cost of fuel

   _____

3. The legal drinking age

   _____

4. A controversial film or novel

   _____

Writing at Work

When creating a workplace document, use the "top-down" approach—keep the topic sentence at the beginning of each paragraph so that readers immediately understand the gist of the message. This method saves busy colleagues precious time and effort trying to figure out the main points and relevant details.

Headings are another helpful tool. In a text-heavy document, break up each paragraph with individual headings. These serve as useful navigation aids, enabling colleagues to skim through the document and locate paragraphs that are relevant to them.

Developing Paragraphs That Use Topic Sentences, Supporting Ideas, and Transitions Effectively

Learning how to develop a good topic sentence is the first step toward writing a solid paragraph. Once you have composed your topic sentence, you have a guideline for the rest of the paragraph. To complete the paragraph, a writer must support the topic sentence with additional information and summarize the main point with a concluding sentence.

This section identifies the three major structural parts of a paragraph and covers how to develop a paragraph using transitional words and phrases.

Identifying Parts of a Paragraph

An effective paragraph contains three main parts: a topic sentence, the body, and the concluding sentence. A topic sentence is often the first sentence of a paragraph. This chapter has already discussed its purpose—to express a main idea combined with the writer's attitude about the subject. The body of the paragraph usually follows, containing supporting details. **Supporting sentences** help explain, prove, or enhance the topic sentence. The **concluding sentence** is the last sentence in the paragraph. It reminds the reader of the main point by restating it in different words.

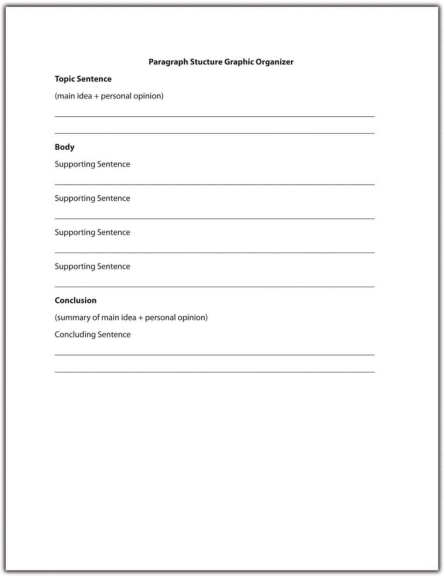


Figure 5.2.1: Paragraph Structure Graphic Organizer

Read the following paragraph. The topic sentence is underlined for you.

After reading the new TV guide this week I had just one thought—why are we still being bombarded with reality shows? This season, the plague of reality television continues to darken our airwaves. Along with the return of viewer favorites, we are to be cursed with yet another mindless creation. *Prisoner* follows the daily lives of eight suburban housewives who have chosen to be put in jail for the purposes of this fake psychological experiment. A preview for the first episode shows the usual tears and tantrums associated with reality television. I dread to think what producers will come up with next season, but if any of them are reading this blog—stop it! We've had enough reality television to last us a lifetime!

The first sentence of this paragraph is the topic sentence. It tells the reader that the paragraph will be about reality television shows, and it expresses the writer's distaste for these shows through the use of the word *bombarded*.

Each of the following sentences in the paragraph supports the topic sentence by providing further information about a specific

reality television show. The final sentence is the concluding sentence. It reiterates the main point that viewers are bored with reality television shows by using different words from the topic sentence.

Paragraphs that begin with the topic sentence move from the general to the specific. They open with a general statement about a subject (reality shows) and then discuss specific examples (the reality show *Prisoner*). Most academic essays contain the topic sentence at the beginning of the first paragraph.

Now take a look at the following paragraph. The topic sentence is underlined for you.

> Last year, a cat traveled 130 miles to reach its family, who had moved to another state and had left their pet behind. Even though it had never been to their new home, the cat was able to track down its former owners. A dog in my neighborhood can predict when its master is about to have a seizure. It makes sure that he does not hurt himself during an epileptic fit. Compared to many animals, our own senses are almost dull.

The last sentence of this paragraph is the topic sentence. It draws on specific examples (a cat that tracked down its owners and a dog that can predict seizures) and then makes a general statement that draws a conclusion from these examples (animals' senses are better than humans'). In this case, the supporting sentences are placed before the topic sentence and the concluding sentence is the same as the topic sentence.

This technique is frequently used in persuasive writing. The writer produces detailed examples as evidence to back up his or her point, preparing the reader to accept the concluding topic sentence as the truth.

Sometimes, the topic sentence appears in the middle of a paragraph. Read the following example. The topic sentence is underlined for you.

> For many years, I suffered from severe anxiety every time I took an exam. Hours before the exam, my heart would begin pounding, my legs would shake, and sometimes I would become physically unable to move. Last year, I was referred to a specialist and finally found a way to control my anxiety—breathing exercises. It seems so simple, but by doing just a few breathing exercises a couple of hours before an exam, I gradually got my anxiety under control. The exercises help slow my heart rate and make me feel less anxious. Better yet, they require no pills, no equipment, and very little time. It's amazing how just breathing correctly has helped me learn to manage my anxiety symptoms.

In this paragraph, the underlined sentence is the topic sentence. It expresses the main idea—that breathing exercises can help control anxiety. The preceding sentences enable the writer to build up to his main point (breathing exercises can help control anxiety) by using a personal anecdote (how he used to suffer from anxiety). The supporting sentences then expand on how breathing exercises help the writer by providing additional information. The last sentence is the concluding sentence and restates how breathing can help manage anxiety.

Placing a topic sentence in the middle of a paragraph is often used in creative writing. If you notice that you have used a topic sentence in the middle of a paragraph in an academic essay, read through the paragraph carefully to make sure that it contains only one major topic. To read more about topic sentences and where they appear in paragraphs, see Chapter 7 "The Writing Process: How Do I Begin?".

Implied Topic Sentences

Some well-organized paragraphs do not contain a topic sentence at all. Instead of being directly stated, the main idea is implied in the content of the paragraph. Read the following example:

> Heaving herself up the stairs, Luella had to pause for breath several times. She let out a wheeze as she sat down heavily in the wooden rocking chair. Tao approached her cautiously, as if she might crumble at the slightest touch. He studied her face, like parchment; stretched across the bones so finely he could almost see right through the skin to the decaying muscle underneath. Luella smiled a toothless grin.

Although no single sentence in this paragraph states the main idea, the entire paragraph focuses on one concept—that Luella is extremely old. The topic sentence is thus implied rather than stated. This technique is often used in descriptive or narrative writing. Implied topic sentences work well if the writer has a firm idea of what he or she intends to say in the paragraph and sticks

to it. However, a paragraph loses its effectiveness if an implied topic sentence is too subtle or the writer loses focus.

Tip

Avoid using implied topic sentences in an informational document. Readers often lose patience if they are unable to quickly grasp what the writer is trying to say. The clearest and most efficient way to communicate in an informational document is to position the topic sentence at the beginning of the paragraph.

Exercise 5.2.4

Identify the topic sentence, supporting sentences, and concluding sentence in the following paragraph.

The desert provides a harsh environment in which few mammals are able to adapt. Of these hardy creatures, the kangaroo rat is possibly the most fascinating. Able to live in some of the most arid parts of the southwest, the kangaroo rat neither sweats nor pants to keep cool. Its specialized kidneys enable it to survive on a miniscule amount of water. Unlike other desert creatures, the kangaroo rat does not store water in its body but instead is able to convert the dry seeds it eats into moisture. Its ability to adapt to such a hostile environment makes the kangaroo rat a truly amazing creature.

Collaboration

Please share with a classmate and compare your answers.

Supporting Sentences

If you think of a paragraph as a hamburger, the supporting sentences are the meat inside the bun. They make up the body of the paragraph by explaining, proving, or enhancing the controlling idea in the topic sentence. Most paragraphs contain three to six supporting sentences depending on the audience and purpose for writing. A supporting sentence usually offers one of the following:

- **Sentence:** The refusal of the baby boom generation to retire is contributing to the current lack of available jobs.
- **Sentence:** Many families now rely on older relatives to support them financially.
- **Sentence:** Nearly 10 percent of adults are currently unemployed in the United States.
- **Sentence:** “We will not allow this situation to continue,” stated Senator Johns.
- **Sentence:** Last year, Bill was asked to retire at the age of fifty-five.

The type of supporting sentence you choose will depend on what you are writing and why you are writing. For example, if you are attempting to persuade your audience to take a particular position you should rely on facts, statistics, and concrete examples, rather than personal opinions. Read the following example:

There are numerous advantages to owning a hybrid car. **(Topic sentence)**

First, they get 20 percent to 35 percent more miles to the gallon than a fuel-efficient gas-powered vehicle. **(Supporting sentence 1: statistic)**

Second, they produce very few emissions during low speed city driving. **(Supporting sentence 2: fact)**

Because they do not require gas, hybrid cars reduce dependency on fossil fuels, which helps lower prices at the pump. **(Supporting sentence 3: reason)**

Alex bought a hybrid car two years ago and has been extremely impressed with its performance. **(Supporting sentence 4: example)**

“It’s the cheapest car I’ve ever had,” she said. “The running costs are far lower than previous gas powered vehicles I’ve owned.” **(Supporting sentence 5: quotation)**

> Given the low running costs and environmental benefits of owning a hybrid car, it is likely that many more people will follow Alex's example in the near future. **(Concluding sentence)**

To find information for your supporting sentences, you might consider using one of the following sources:

- Reference book
- Encyclopedia
- Website
- Biography/autobiography
- Map
- Dictionary
- Newspaper/magazine
- Interview
- Previous experience
- Personal research

To read more about sources and research, see Chapter 10 "Writing Preparation".

> Tip
>
> When searching for information on the Internet, remember that some websites are more reliable than others. websites ending in .gov or .edu are generally more reliable than websites ending in .com or .org. Wikis and blogs are not reliable sources of information because they are subject to inaccuracies.

Concluding Sentences

An effective concluding sentence draws together all the ideas you have raised in your paragraph. It reminds readers of the main point—the topic sentence—without restating it in exactly the same words. Using the hamburger example, the top bun (the topic sentence) and the bottom bun (the concluding sentence) are very similar. They frame the "meat" or body of the paragraph. Compare the topic sentence and concluding sentence from the previous example:

> **Topic sentence:** There are numerous advantages to owning a hybrid car.
>
> **Concluding sentence:** Given the low running costs and environmental benefits of owning a hybrid car, it is likely that many more people will follow Alex's example in the near future.

Notice the use of the synonyms *advantages* and *benefits*. The concluding sentence reiterates the idea that owning a hybrid is advantageous without using the exact same words. It also summarizes two examples of the advantages covered in the supporting sentences: low running costs and environmental benefits.

You should avoid introducing any new ideas into your concluding sentence. A conclusion is intended to provide the reader with a sense of completion. Introducing a subject that is not covered in the paragraph will confuse the reader and weaken your writing.

A concluding sentence may do any of the following:

- Restate the main idea.

  Example: Childhood obesity is a growing problem in the United States.

- Summarize the key points in the paragraph.

  Example: A lack of healthy choices, poor parenting, and an addiction to video games are among the many factors contributing to childhood obesity.

- Draw a conclusion based on the information in the paragraph.

Example: These statistics indicate that unless we take action, childhood obesity rates will continue to rise.

- Make a prediction, suggestion, or recommendation about the information in the paragraph.

  Example: Based on this research, more than 60 percent of children in the United States will be morbidly obese by the year 2030 unless we take evasive action.

- Offer an additional observation about the controlling idea.

  Example: Childhood obesity is an entirely preventable tragedy.

Exercise 5.2.5

On your own paper, write one example of each type of concluding sentence based on a topic of your choice.

Transitions

A strong paragraph moves seamlessly from the topic sentence into the supporting sentences and on to the concluding sentence. To help organize a paragraph and ensure that ideas logically connect to one another, writers use transitional words and phrases. A **transition** is a connecting word that describes a relationship between ideas. Take another look at the earlier example:

> There are numerous advantages to owning a hybrid car. First, they get 20 percent to 35 percent more miles to the gallon than a fuel-efficient gas-powered vehicle. Second, they produce very few emissions during low speed city driving. Because they do not require gas, hybrid cars reduce dependency on fossil fuels, which helps lower prices at the pump. Alex bought a hybrid car two years ago and has been extremely impressed with its performance. “It’s the cheapest car I’ve ever had,” she said. “The running costs are far lower than previous gas-powered vehicles I’ve owned.” Given the low running costs and environmental benefits of owning a hybrid car, it is likely that many more people will follow Alex’s example in the near future.

Each of the underlined words is a transition word. Words such as *first* and *second* are transition words that show sequence or clarify order. They help organize the writer’s ideas by showing that he or she has another point to make in support of the topic sentence. Other transition words that show order include *third*, *also*, and *furthermore*.

The transition word *because* is a transition word of consequence that continues a line of thought. It indicates that the writer will provide an explanation of a result. In this sentence, the writer explains why hybrid cars will reduce dependency on fossil fuels (because they do not require gas). Other transition words of consequence include *as a result*, *so that*, *since*, or *for this reason*.

To include a summarizing transition in her concluding sentence, the writer could rewrite the final sentence as follows:

> In conclusion, given the low running costs and environmental benefits of owning a hybrid car, it is likely that many more people will follow Alex’s example in the near future.

The following chart provides some useful transition words to connect supporting sentences and concluding sentences. See Chapter 7 "The Writing Process: How Do I Begin?" for a more comprehensive look at transitional words and phrases.

Table 5.2.1: Useful Transitional Words and Phrases

For Supporting Sentences					
above all	but	for instance	in particular	moreover	subsequently
also	conversely	furthermore	later on	nevertheless	therefore
aside from	correspondingly	however	likewise	on one hand	to begin with
at the same time	for example	in addition	meanwhile	on the contrary	
For Concluding Sentences					

after all	all things considered	in brief	in summary	on the whole	to sum up
all in all	finally	in conclusion	on balance	thus	

Exercise 5.2.6

Using your own paper, write a paragraph on a topic of your choice. Be sure to include a topic sentence, supporting sentences, and a concluding sentence and to use transitional words and phrases to link your ideas together.

Collaboration

Please share with a classmate and compare your answers.

Writing at Work

Transitional words and phrases are useful tools to incorporate into workplace documents. They guide the reader through the document, clarifying relationships between sentences and paragraphs so that the reader understands why they have been written in that particular order.

For example, when writing an instructional memo, it may be helpful to consider the following transitional words and phrases: *before you begin*, *first*, *next*, *then*, *finally*, *after you have completed*. Using these transitions as a template to write your memo will provide readers with clear, logical instructions about a particular process and the order in which steps are supposed to be completed.

KEY TAKEAWAYS

- A good paragraph contains three distinct components: a topic sentence, body, and concluding sentence.
- The topic sentence expresses the main idea of the paragraph combined with the writer's attitude or opinion about the topic.
- Good topic sentences contain both a main idea and a controlling idea, are clear and easy to follow, use engaging vocabulary, and provide an accurate indication of what will follow in the rest of the paragraph.
- Topic sentences may be placed at the beginning, middle, or end of a paragraph. In most academic essays, the topic sentence is placed at the beginning of a paragraph.
- Supporting sentences help explain, prove, or enhance the topic sentence by offering facts, reasons, statistics, quotations, or examples.
- Concluding sentences summarize the key points in a paragraph and reiterate the main idea without repeating it word for word.
- Transitional words and phrases help organize ideas in a paragraph and show how these ideas relate to one another.

This page titled 5.2: Effective Means for Writing a Paragraph is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

5.3: Writing Paragraphs- End-of-Chapter Exercises

Exercises

1. Select one of the following topics or choose a topic of your choice:
   - Drilling for oil in Alaska
   - Health care reform
   - Introducing a four-day work week
   - Bringing pets to work
   - Charging airline passengers to use the in-flight bathroom

   Create a topic sentence based on the topic you chose, remembering to include both a main idea and a controlling idea. Next, write an alternative topic sentence using the same main idea but a different controlling idea. Explain how each fully developed paragraph might differ in tone and content.

   Collaboration

   Please share with a classmate and compare your answers.

2. At some point during your career, you may be asked to write a report or complete a presentation. Imagine that you have been asked to report on the issue of health and safety in the workplace. Using the information in "Identifying the Audience", complete an analysis of your intended audience—your fellow office workers. Consider how demographics, education, prior knowledge, and expectations will influence your report and explain how you will tailor it to your audience accordingly.

   Collaboration

   Please share with a classmate and compare your answers.

3. **Group activity.** Working in a group of four or five, assign each group member the task of collecting one document each. These documents might include magazine or newspaper articles, workplace documents, academic essays, chapters from a reference book, film or book reviews, or any other type of writing. As a group, read through each document and discuss the author's purpose for writing. Use the information you have learned in this chapter to decide whether the main purpose is to summarize, analyze, synthesize, or evaluate. Write a brief report on the purpose of each document, using supporting evidence from the text.
4. **Group activity.** Working in a small group, select a workplace document or academic essay that has a clear thesis. Examine each paragraph and identify the topic sentence, supporting sentences, and concluding sentence. Then, choose one particular paragraph and discuss the following questions:
   - Is the topic sentence clearly identifiable or is it implied?
   - Do all the supporting sentences relate to the topic sentence?
   - Does the writer use effective transitions to link his or her ideas?
   - Does the concluding sentence accurately summarize the main point of the paragraph?

   As a group, identify the weakest areas of the paragraph and rewrite them. Focus on the relationship among the topic sentence, supporting sentences, and concluding sentence. Use transitions to illustrate the connection between each sentence in the paragraph.

5. **Peer activity.** Using the information you have learned in this chapter, write a paragraph about a current event. Underline the topic sentence in your paragraph. Now, rewrite the paragraph, placing the topic sentence in a different part of the paragraph. Read the two paragraphs aloud to a peer and have him or her identify the topic sentence. Discuss which paragraph is more effective and why.

   Collaboration

   Please share with a classmate, compare your answers, and discuss the contrasting results.

This page titled 5.3: Writing Paragraphs- End-of-Chapter Exercises is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

CHAPTER 6: REFINING YOUR WRITING - HOW DO I IMPROVE MY WRITING TECHNIQUE?

6.1: Sentence Variety
6.2: Coordination and Subordination
6.3: Parallelism
6.4: Refining Your Writing- End-of-Chapter Exercises

This page titled Chapter 6: Refining Your Writing - How Do I Improve My Writing Technique? is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

6.1: Sentence Variety

Learning Objectives

1. Identify ways to vary sentence structure.
2. Write and revise sentence structure at the beginning of sentences.
3. Write and revise sentence structure by connecting ideas.

Have you ever ordered a dish in a restaurant and been not happy with its taste, even though it contained most of your favorite ingredients? Just as a meal might lack the finishing touches needed to spice it up, so too might a paragraph contain all the basic components but still lack the stylistic finesse required to engage a reader. Sometimes writers have a tendency to reuse the same sentence pattern throughout their writing. Like any repetitive task, reading text that contains too many sentences with the same length and structure can become monotonous and boring. Experienced writers mix it up by using an assortment of sentence patterns, rhythms, and lengths.

In this chapter, you will follow a student named Naomi who has written a draft of an essay but needs to refine her writing. This section discusses how to introduce sentence variety into writing, how to open sentences using a variety of techniques, and how to use different types of sentence structure when connecting ideas. You can use these techniques when revising a paper to bring life and rhythm to your work. They will also make reading your work more enjoyable.

Incorporating Sentence Variety

Experienced writers incorporate **sentence variety** into their writing by varying sentence style and structure. Using a mixture of different sentence structures reduces repetition and adds emphasis to important points in the text. Read the following example:

> During my time in office I have achieved several goals. I have helped increase funding for local schools. I have reduced crime rates in the neighborhood. I have encouraged young people to get involved in their community. My competitor argues that she is the better choice in the upcoming election. I argue that it is ridiculous to fix something that isn't broken. If you reelect me this year, I promise to continue to serve this community.

In this extract from an election campaign, the writer uses short, simple sentences of a similar length and style. Writers often mistakenly believe that this technique makes the text more clear for the reader, but the result is a choppy, unsophisticated paragraph that does not grab the audience's attention. Now read the revised paragraph with sentence variety:

> During my time in office, I have helped increase funding for local schools, reduced crime rates in the neighborhood, and encouraged young people to get involved in their community. Why fix what isn't broken? If you reelect me this year, I will continue to achieve great things for this community. Don't take a chance on an unknown contender; vote for the proven success.

Notice how introducing a short rhetorical question among the longer sentences in the paragraph is an effective means of keeping the reader's attention. In the revised version, the writer combines the choppy sentences at the beginning into one longer sentence, which adds rhythm and interest to the paragraph.

Tip

Effective writers often implement the "rule of three," which is basically the thought that things that contain three elements are more memorable and more satisfying to readers than any other number. Try to use a series of three when providing examples, grouping adjectives, or generating a list.

Exercise 6.1.1

Combine each set of simple sentences into a compound or a complex sentence. Write the combined sentence on your own sheet of paper.

1. Heroin is an extremely addictive drug. Thousands of heroin addicts die each year.
2. Shakespeare's writing is still relevant today. He wrote about timeless themes. These themes include love, hate, jealousy, death, and destiny.
3. Gay marriage is now legal in six states. Iowa, Massachusetts, Connecticut, Vermont, New Hampshire, and Maine all permit same-sex marriage. Other states are likely to follow their example.
4. Prewriting is a vital stage of the writing process. Prewriting helps you organize your ideas. Types of prewriting include outlining, brainstorming, and idea mapping.
5. Mitch Bancroft is a famous writer. He also serves as a governor on the local school board. Mitch's two children attend the school.

Collaboration

Please share with a classmate and compare your answers.

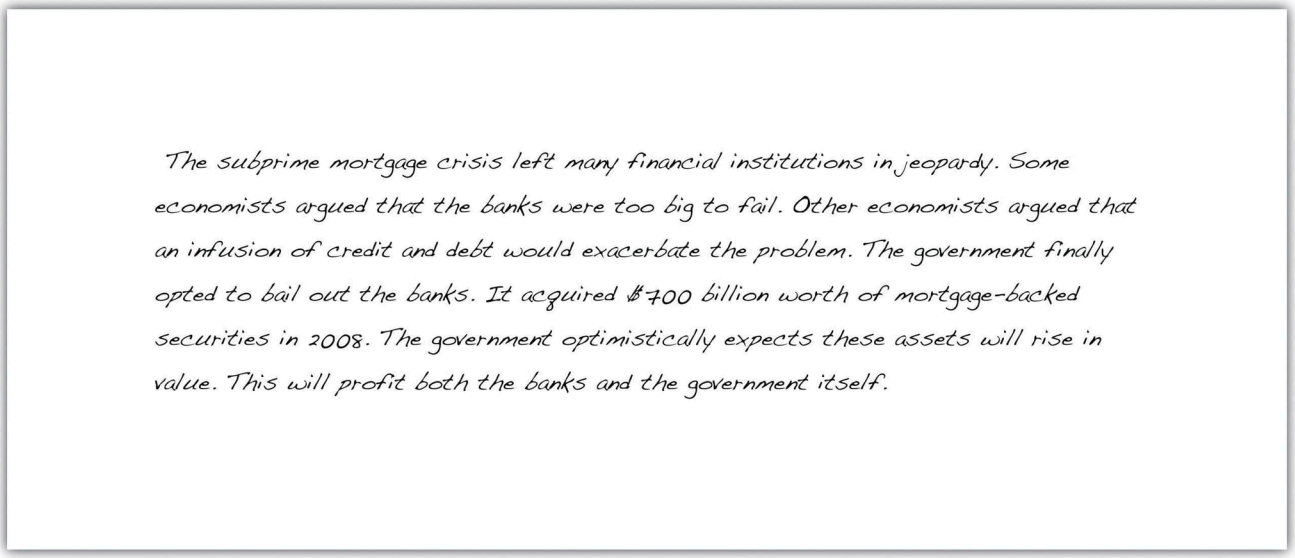
Using Sentence Variety at the Beginning of Sentences

Read the following sentences and consider what they all have in common:

> John and Amanda will be analyzing this week's financial report.
>
> The car screeched to a halt just a few inches away from the young boy.
>
> Students rarely come to the exam adequately prepared.

If you are having trouble figuring out why these sentences are similar, try underlining the subject in each. You will notice that the subject is positioned at the beginning of each sentence—*John and Amanda*, *the car*, *students*. Since the subject-verb-object pattern is the simplest sentence structure, many writers tend to overuse this technique, which can result in repetitive paragraphs with little sentence variety.

Naomi wrote an essay about the 2008 government bailout. Read this excerpt from Naomi's essay:



This section examines several ways to introduce sentence variety at the beginning of sentences, using Naomi's essay as an example.

Starting a Sentence with an Adverb

One technique you can use so as to avoid beginning a sentence with the subject is to use an adverb. An **adverb** is a word that describes a verb, adjective, or other adverb and often ends in *-ly*. Examples of adverbs include *quickly*, *softly*, *quietly*, *angrily*, and *timidly*. Read the following sentences:

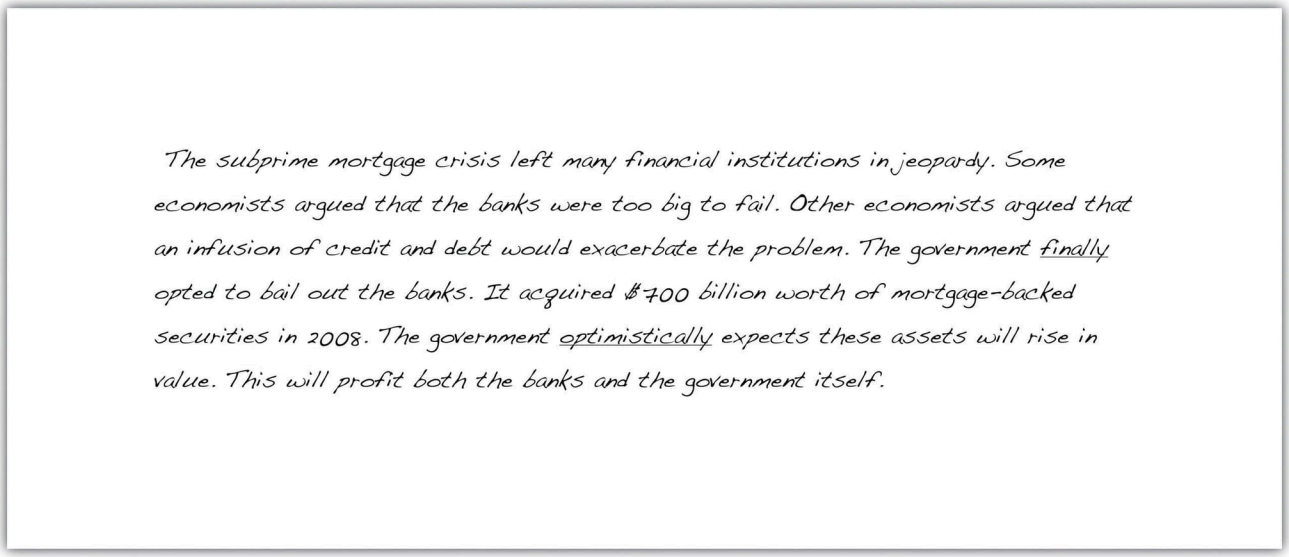
> She slowly turned the corner and peered into the murky basement.
>
> Slowly, she turned the corner and peered into the murky basement.

In the second sentence, the adverb *slowly* is placed at the beginning of the sentence. If you read the two sentences aloud, you will notice that moving the adverb changes the rhythm of the sentence and slightly alters its meaning. The second sentence emphasizes how the subject moves—slowly—creating a buildup of tension. This technique is effective in fictional writing.

Note that an adverb used at the beginning of a sentence is usually followed by a comma. A comma indicates that the reader should pause briefly, which creates a useful rhetorical device. Read the following sentences aloud and consider the effect of pausing after the adverb:

> Cautiously, he unlocked the kennel and waited for the dog's reaction.
>
> Solemnly, the policeman approached the mayor and placed him under arrest.
>
> Suddenly, he slammed the door shut and sprinted across the street.

In an academic essay, moving an adverb to the beginning of a sentence serves to vary the rhythm of a paragraph and increase sentence variety.



Naomi has used two adverbs in her essay that could be moved to the beginning of their respective sentences. Notice how the following revised version creates a more varied paragraph:

The subprime mortgage crisis left many financial institutions in jeopardy. Some economists argued that the banks were too big to fail. Other economists argued that an infusion of credit and debt would exacerbate the problem. Finally, the government opted to bail out the banks. It acquired $700 billion worth of mortgage-backed securities in 2008. Optimistically, the government expects these assets will rise in value. This will profit both the banks and the government itself.

Tip

Adverbs of time—adverbs that indicate *when* an action takes place—do not always require a comma when used at the beginning of a sentence. Adverbs of time include words such as *yesterday*, *today*, *later*, *sometimes*, *often*, and *now*.

Exercise 6.1.2

On your own sheet of paper, rewrite the following sentences by moving the adverbs to the beginning.

1. The red truck sped furiously past the camper van, blaring its horn.
2. Jeff snatched at the bread hungrily, polishing off three slices in under a minute.
3. Underage drinking typically results from peer pressure and lack of parental attention.
4. The firefighters bravely tackled the blaze, but they were beaten back by flames.
5. Mayor Johnson privately acknowledged that the budget was excessive and that further discussion was needed.

Collaboration

Please share with a classmate and compare your answers.

Starting a Sentence with a Prepositional Phrase

A **prepositional phrase** is a group of words that behaves as an adjective or an adverb, modifying a noun or a verb. Prepositional phrases contain a **preposition** (a word that specifies place, direction, or time) and an **object of the preposition** (a noun phrase or pronoun that follows the preposition).

Table 6.1.1: Common Prepositions

above	beneath	into	till
across	beside	like	toward
against	between	near	under
after	beyond	off	underneath
among	by	on	until
around	despite	over	up

at	except	past	with
before	for	since	without
behind	from	through	
below	inside	throughout	

Read the following sentence:

> The terrified child hid **underneath the table**.

In this sentence, the prepositional phrase is *underneath the table*. The preposition *underneath* relates to the object that follows the preposition—*the table*. Adjectives may be placed between the preposition and the object in a prepositional phrase.

> The terrified child hid **underneath the heavy wooden table**.

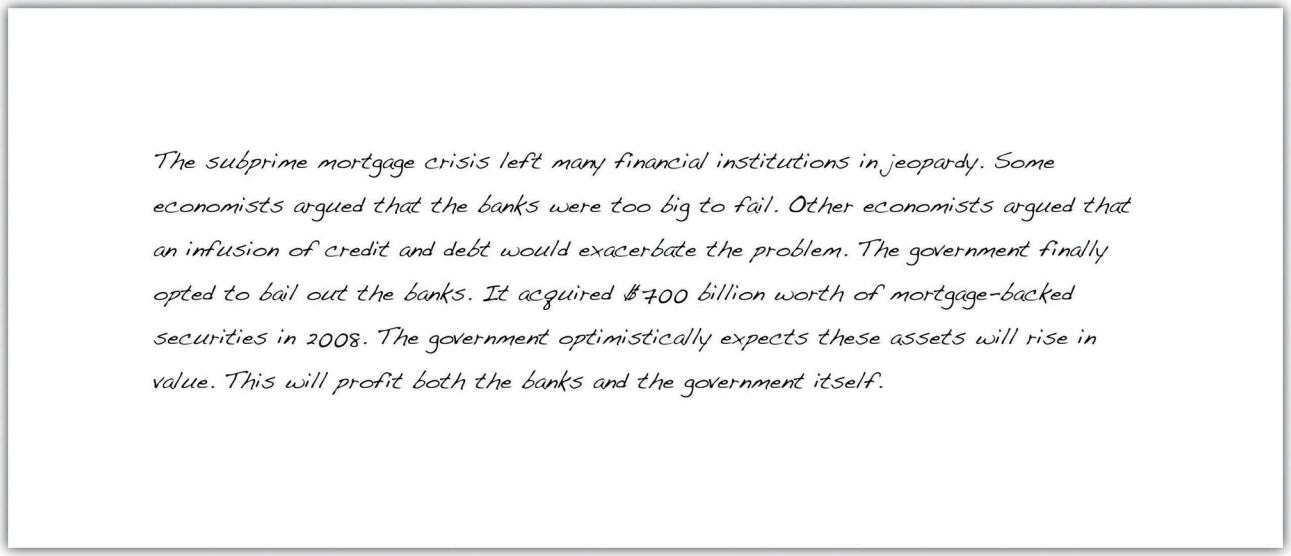
Some prepositional phrases can be moved to the beginning of a sentence in order to create variety in a piece of writing. Look at the following revised sentence:

> **Underneath the heavy wooden table**, the terrified child hid.

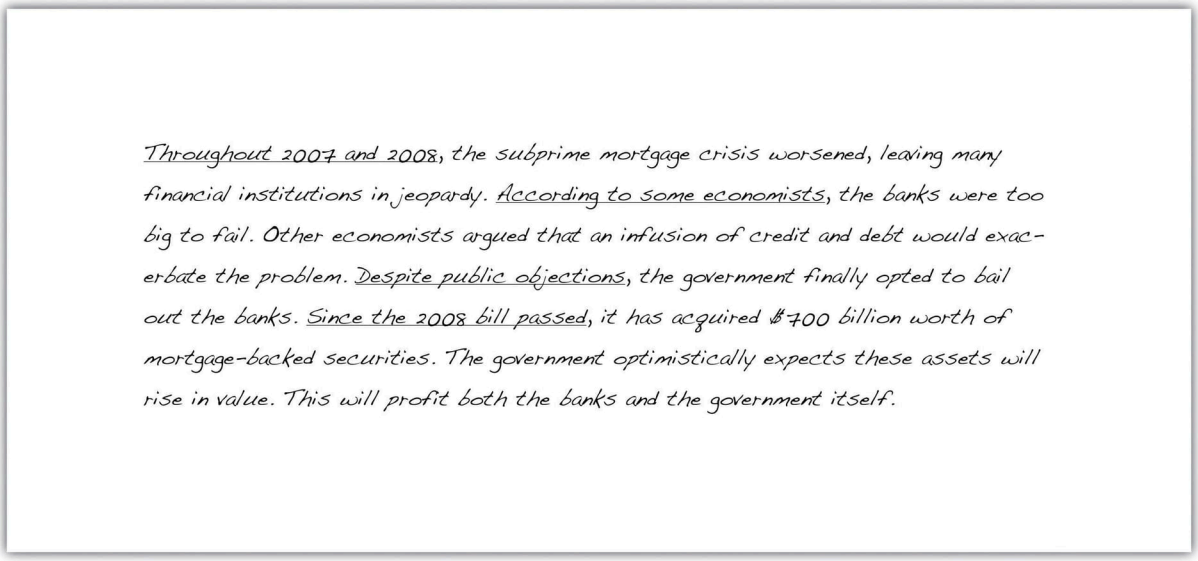
Notice that when the prepositional phrase is moved to the beginning of the sentence, the emphasis shifts from the subject—the terrified child—to the location in which the child is hiding. Words that are placed at the beginning or end of a sentence generally receive the greatest emphasis. Take a look at the following examples. The prepositional phrase is underlined in each:

> The bandaged man waited **in the doctor's office**.
>
> **In the doctor's office**, the bandaged man waited.
>
> My train leaves the station **at 6:45 a.m**.
>
> **At 6:45 a.m.**, my train leaves the station.
>
> Teenagers exchange drugs and money **under the railway bridge**.
>
> **Under the railway bridge**, teenagers exchange drugs and money.

Prepositional phrases are useful in any type of writing. Take another look at Naomi's essay on the government bailout.



Now read the revised version.



The underlined words are all prepositional phrases. Notice how they add additional information to the text and provide a sense of flow to the essay, making it less choppy and more pleasurable to read.

Unmovable Prepositional Phrases

Not all prepositional phrases can be placed at the beginning of a sentence. Read the following sentence:

> I would like a chocolate sundae **without whipped cream**.

In this sentence, *without whipped cream* is the prepositional phrase. Because it describes the chocolate sundae, it cannot be moved to the beginning of the sentence. “Without whipped cream I would like a chocolate sundae” does not make as much (if any) sense. To determine whether a prepositional phrase can be moved, we must determine the meaning of the sentence.

Overuse of Prepositional Phrases

Experienced writers often include more than one prepositional phrase in a sentence; however, it is important not to overload your writing. Using too many modifiers in a paragraph may create an unintentionally comical effect as the following example shows:

> The treasure lay buried under the old oak tree, behind the crumbling fifteenth-century wall, near the schoolyard, where children played merrily during their lunch hour, unaware of the riches that remained hidden beneath their feet.

A sentence is not necessarily effective just because it is long and complex. If your sentence appears cluttered with prepositional phrases, divide it into two shorter sentences. The previous sentence is far more effective when written as two simpler sentences:

> The treasure lay buried under the old oak tree, behind the crumbling fifteenth-century wall. In the nearby schoolyard, children played merrily during their lunch hour, unaware of the riches that remained hidden beneath their feet.

Writing at Work

The overuse of prepositional phrases often occurs when our thoughts are jumbled and we are unsure how concepts or ideas relate to one another. If you are preparing a report or a proposal, take the time to organize your thoughts in an outline before writing a rough draft. Read the draft aloud, either to yourself or to a colleague, and identify areas that are rambling or unclear. If you notice that a particular part of your report contains several sentences over twenty words, you should double check that particular section to make certain that it is coherent and does not contain unnecessary prepositional phrases. Reading aloud sometimes helps detect unclear and wordy sentences. You can also ask a colleague to paraphrase your main points to ensure that the meaning is clear.

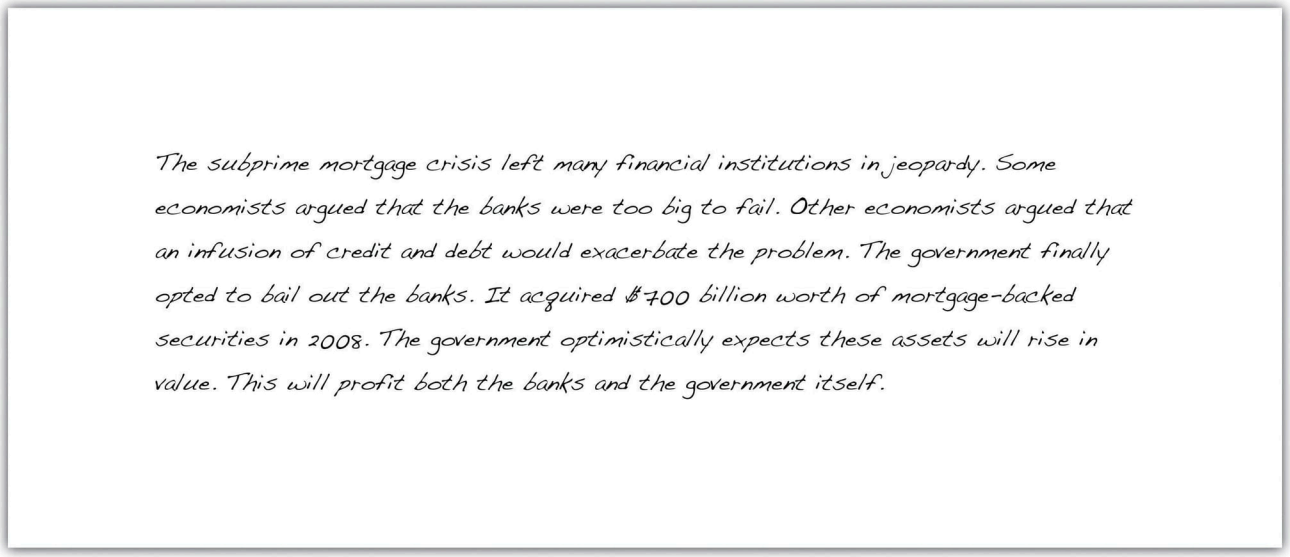
Starting a Sentence by Inverting Subject and Verb

As we noted earlier, most writers follow the subject-verb-object sentence structure. In an **inverted sentence**, the order is reversed so that the subject follows the verb. Read the following sentence pairs:

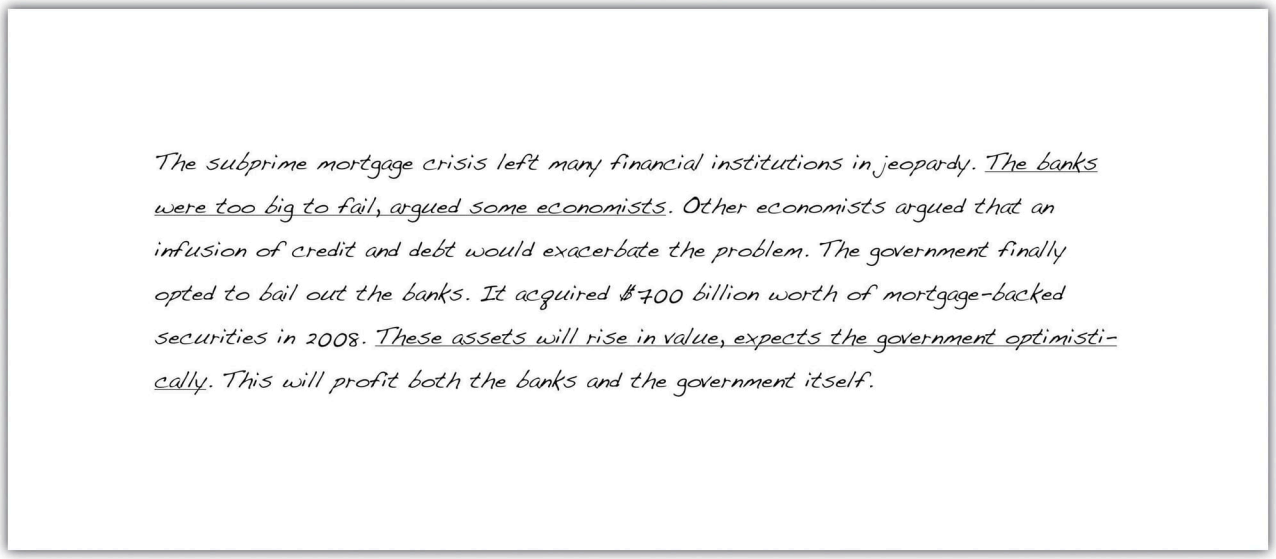
1. A truck was parked in the driveway.
2. Parked in the driveway was a truck.

1. A copy of the file is attached.
2. Attached is a copy of the file.

Notice how the second sentence in each pair places more emphasis on the subject—*a truck* in the first example and *the file* in the second. This technique is useful for drawing the reader's attention to your primary area of focus. We can apply this method to an academic essay. Take another look at Naomi's paragraph.



To emphasize the subject in certain sentences, Naomi can invert the traditional sentence structure. Read her revised paragraph:



Notice that in the first underlined sentence, the subject (*some economists*) is placed after the verb (*argued*). In the second underlined sentence, the subject (*the government*) is placed after the verb (*expects*).

Exercise 6.1.3

On your own sheet of paper, rewrite the following sentences as inverted sentences.

1. Teresa will never attempt to run another marathon.
2. A detailed job description is enclosed with this letter.
3. Bathroom facilities are across the hall to the left of the water cooler.
4. The well-dressed stranger stumbled through the doorway.
5. My colleagues remain unconvinced about the proposed merger.

Collaboration

Please share with a classmate and compare your answers.

Connecting Ideas to Increase Sentence Variety

Reviewing and rewriting the beginning of sentences is a good way of introducing sentence variety into your writing. Another useful technique is to connect two sentences using a modifier, a relative clause, or an appositive. This section examines how to connect ideas across several sentences in order to increase sentence variety and improve writing.

Joining Ideas Using an *-ing* Modifier

Sometimes it is possible to combine two sentences by converting one of them into a modifier using the *-ing* verb form—*singing*, *dancing*, *swimming*. A **modifier** is a word or phrase that qualifies the meaning of another element in the sentence. Read the following example:

Original sentences: Steve checked the computer system. He discovered a virus.

Revised sentence: Checking the computer system, Steve discovered a virus.

To connect two sentences using an *-ing* modifier, add *-ing* to one of the verbs in the sentences (*checking*) and delete the subject (*Steve*). Use a comma to separate the modifier from the subject of the sentence. It is important to make sure that the main idea in your revised sentence is contained in the main clause, not in the modifier. In this example, the main idea is that Steve discovered a virus, not that he checked the computer system.

In the following example, an *-ing* modifier indicates that two actions are occurring at the same time:

1. Noticing the police car, she shifted gears and slowed down.

   This means that she slowed down at the same time she noticed the police car.

2. Barking loudly, the dog ran across the driveway.

   This means that the dog barked as it ran across the driveway.

You can add an *-ing* modifier to the beginning or the end of a sentence, depending on which fits best.

Beginning: Conducting a survey among her friends, Amanda found that few were happy in their jobs.

End: Maria filed the final report, **meeting her deadline**.

Dangling Modifiers

A common mistake when combining sentences using the *-ing* verb form is to misplace the modifier so that it is not logically connected to the rest of the sentence. This creates a **dangling modifier**. Look at the following example:

Jogging across the parking lot, my breath grew ragged and shallow.

In this sentence, *jogging across the parking lot* seems to modify *my breath*. Since breath cannot jog, the sentence should be rewritten so that the subject is placed immediately after the modifier or added to the dangling phrase.

Jogging across the parking lot, I felt my breath grow ragged and shallow.

For more information on dangling modifiers, see Chapter 1 "Writing Basics: What Makes a Good Sentence?".

Joining Ideas Using an *-ed* Modifier

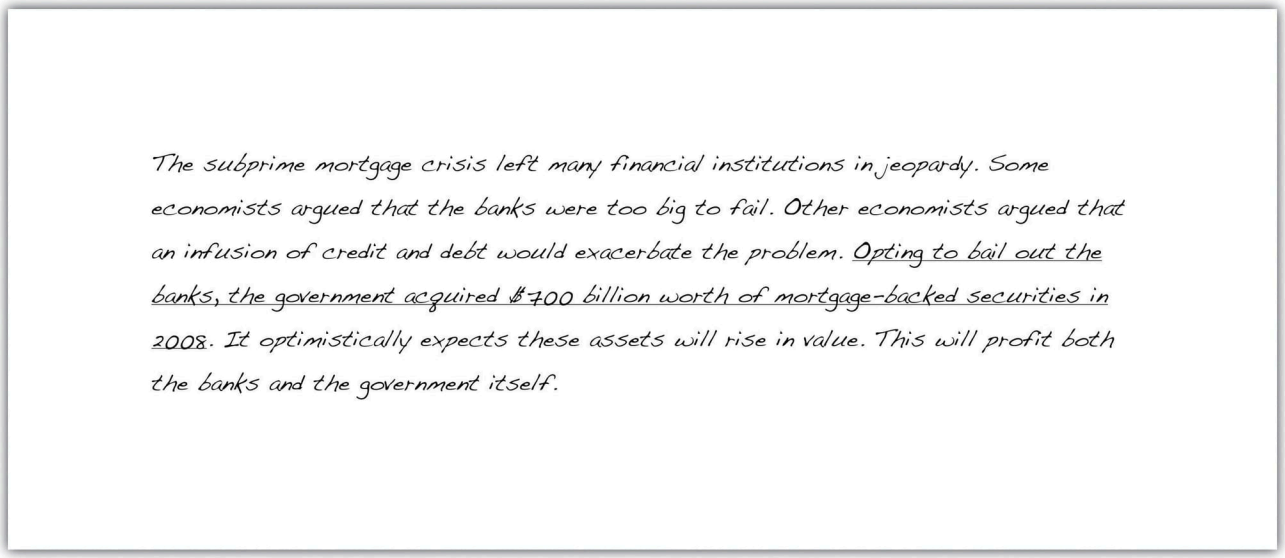
Some sentences can be combined using an *-ed* verb form—*stopped*, *finished*, *played*. To use this method, one of the sentences must contain a form of *be* as a helping verb in addition to the *-ed* verb form. Take a look at the following example:

> **Original sentences:** The Jones family was delayed by a traffic jam. They arrived several hours after the party started.
>
> **Revised sentence:** Delayed by a traffic jam, the Jones family arrived several hours after the party started.

In the original version, *was* acts as a **helping verb**—it has no meaning by itself, but it serves a grammatical function by placing the main verb (*delayed*) in the perfect tense.

To connect two sentences using an *-ed* modifier, drop the helping verb (*was*) and the subject (*the Jones family*) from the sentence with an *-ed* verb form. This forms a modifying phrase (*delayed by a traffic jam*) that can be added to the beginning or end of the other sentence according to which fits best. As with the *-ing* modifier, be careful to place the word that the phrase modifies immediately after the phrase in order to avoid a dangling modifier.

Using *-ing* or *-ed* modifiers can help streamline your writing by drawing obvious connections between two sentences. Take a look at how Naomi might use modifiers in her paragraph.



The revised version of the essay uses the *-ing* modifier *opting* to draw a connection between the government's decision to bail out the banks and the result of that decision—the acquisition of the mortgage-backed securities.

Joining Ideas Using a Relative Clause

Another technique that writers use to combine sentences is to join them using a relative clause. A **relative clause** is a group of words that contains a subject and a verb and describes a noun. Relative clauses function as adjectives by answering questions such as *which one?* or *what kind?* Relative clauses begin with a relative pronoun, such as *who*, *which*, *where*, *why*, or *when*. Read the following examples:

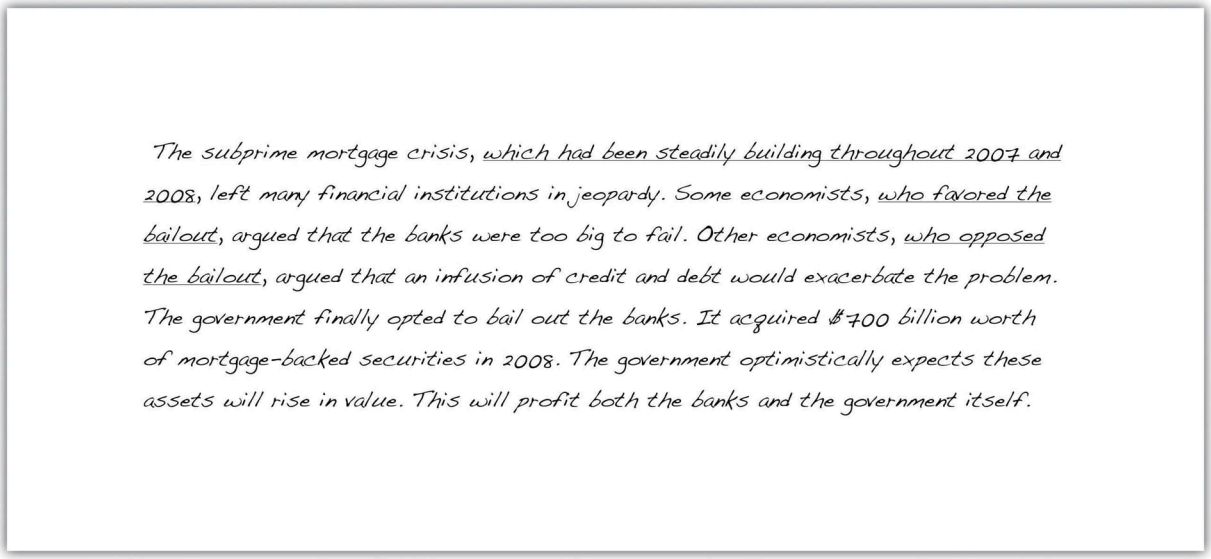
> **Original sentences:** The managing director is visiting the company next week. He lives in Seattle.
>
> **Revised sentence:** The managing director, who lives in Seattle, is visiting the company next week.

To connect two sentences using a relative clause, substitute the subject of one of the sentences (*he*) for a relative pronoun (*who*). This gives you a relative clause (*who lives in Seattle*) that can be placed next to the noun it describes (*the managing*

director). Make sure to keep the sentence you want to emphasize as the main clause. For example, reversing the main clause and subordinate clause in the preceding sentence emphasizes where the managing director lives, not the fact that he is visiting the company.

Revised sentence: The managing director, who is visiting the company next week, lives in Seattle.

Relative clauses are a useful way of providing additional, nonessential information in a sentence. Take a look at how Naomi might incorporate relative clauses into her essay.



Notice how the underlined relative clauses can be removed from Naomi's essay without changing the meaning of the sentence.

Tip

To check the punctuation of relative clauses, assess whether or not the clause can be taken out of the sentence without changing its meaning. If the relative clause is not essential to the meaning of the sentence, it should be placed in commas. If the relative clause is essential to the meaning of the sentence, it does not require commas around it.

Joining Ideas Using an Appositive

An **appositive** is a word or group of words that describes or renames a noun or pronoun. Incorporating appositives into your writing is a useful way of combining sentences that are too short and choppy. Take a look at the following example:

Original sentences: Harland Sanders began serving food for hungry travelers in 1930. He is Colonel Sanders or "the Colonel."

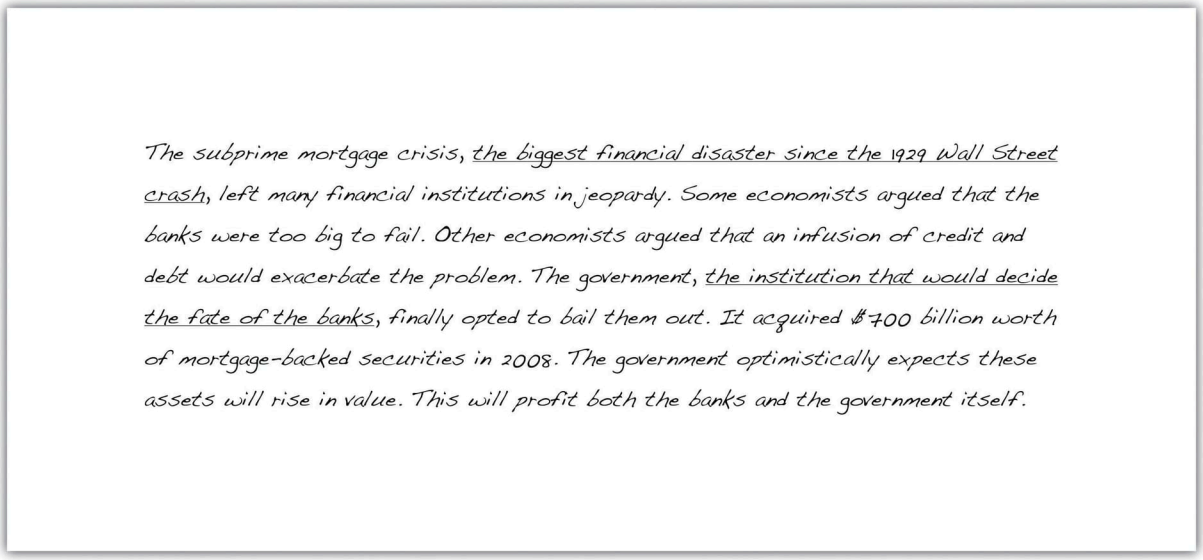
Revised sentence: Harland Sanders, "the Colonel," began serving food for hungry travelers in 1930.

In the revised sentence, *"the Colonel"* is an appositive because it renames Harland Sanders. To combine two sentences using an appositive, drop the subject and verb from the sentence that renames the noun and turn it into a phrase. Note that in the previous example, the appositive is positioned immediately after the noun it describes. An appositive may be placed anywhere in a sentence, but it must come directly before or after the noun to which it refers:

Appositive after noun: Scott, a poorly trained athlete, was not expected to win the race.

Appositive before noun: A poorly trained athlete, Scott was not expected to win the race.

Unlike relative clauses, appositives are always punctuated by a comma or a set commas. Take a look at the way Naomi uses appositives to include additional facts in her essay.


The subprime mortgage crisis, the biggest financial disaster since the 1929 Wall Street crash, left many financial institutions in jeopardy. Some economists argued that the banks were too big to fail. Other economists argued that an infusion of credit and debt would exacerbate the problem. The government, the institution that would decide the fate of the banks, finally opted to bail them out. It acquired $700 billion worth of mortgage-backed securities in 2008. The government optimistically expects these assets will rise in value. This will profit both the banks and the government itself.

Exercise 6.1.4

On your own sheet of paper, rewrite the following sentence pairs as one sentence using the techniques you have learned in this section.

1. Baby sharks are called pups. Pups can be born in one of three ways.
2. The Pacific Ocean is the world's largest ocean. It extends from the Arctic in the north to the Southern Ocean in the south.
3. Michael Phelps won eight gold medals in the 2008 Olympics. He is a champion swimmer.
4. Ashley introduced her colleague Dan to her husband, Jim. She speculated that the two of them would have a lot in common.
5. Cacao is harvested by hand. It is then sold to chocolate-processing companies at the Coffee, Sugar, and Cocoa Exchange.

Collaboration

Please share with a classmate and compare your answers.

Writing at Work

In addition to varying sentence structure, consider varying the types of sentences you are using in a report or other workplace document. Most sentences are declarative, but a carefully placed question, exclamation, or command can pique colleagues' interest, even if the subject material is fairly dry. Imagine that you are writing a budget analysis. Beginning your report with a rhetorical question, such as "Where is our money going?" or "How can we increase sales?" encourages people to continue reading to find out the answers. Although they should be used sparingly in academic and professional writing, questions or commands are effective rhetorical devices.

KEY TAKEAWAYS

- Sentence variety reduces repetition in a piece of writing and adds emphasis to important points in the text.
- Sentence variety can be introduced to the beginning of sentences by starting a sentence with an adverb, starting a sentence with a prepositional phrase, or by inverting the subject and verb.
- Combine ideas, using modifiers, relative clauses, or appositives, to achieve sentence variety.

This page titled 6.1: Sentence Variety is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

6.2: Coordination and Subordination

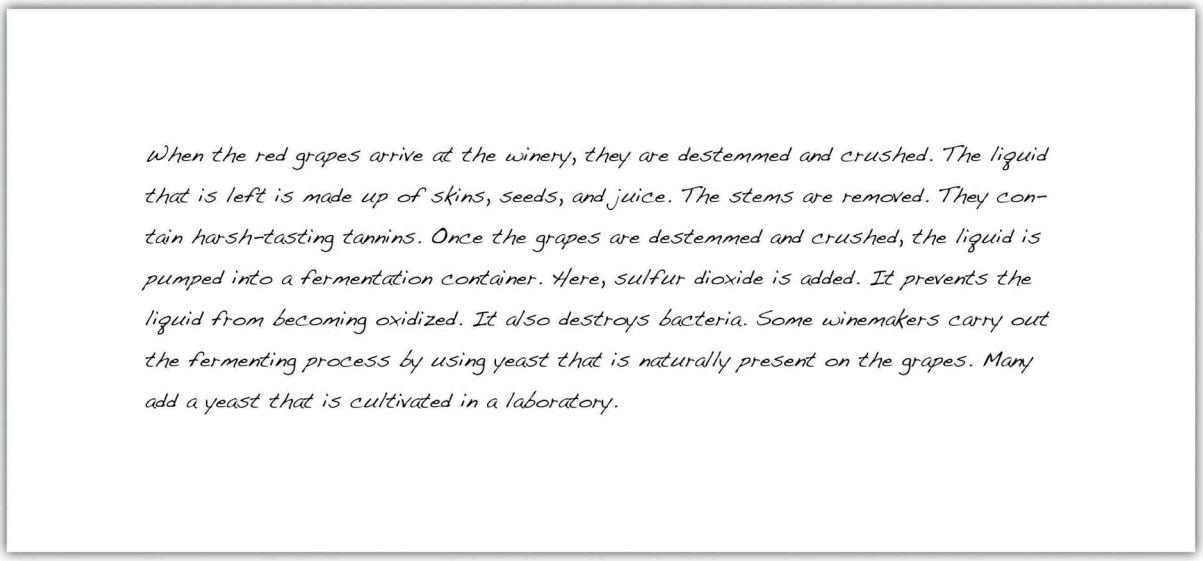
Learning Objectives

1. Identify coordination and subordination in writing.
2. Combine sentences and ideas using coordination.
3. Combine sentences and ideas using subordination.

In the previous section, we learned how to use different patterns to create sentence variety and to add emphasis to important points in our writing. Next, we will examine two ways in which we can join sentences with related ideas:

- **Coordination.** Joining two related ideas of equal importance.
- **Subordination.** Joining two related ideas of unequal importance.

Connecting sentences with coordinate or subordinate clauses creates more coherent paragraphs, and in turn, produces more effective writing. In this section, you will read excerpts from Naomi's classmate named Joshua, who drafted an essay about wine production. Read this excerpt from Joshua's essay.



When the red grapes arrive at the winery, they are destemmed and crushed. The liquid that is left is made up of skins, seeds, and juice. The stems are removed. They contain harsh-tasting tannins. Once the grapes are destemmed and crushed, the liquid is pumped into a fermentation container. Here, sulfur dioxide is added. It prevents the liquid from becoming oxidized. It also destroys bacteria. Some winemakers carry out the fermenting process by using yeast that is naturally present on the grapes. Many add a yeast that is cultivated in a laboratory.

This section examines several ways to combine sentences with coordination and subordination, using Joshua's essay as an example.

Coordination

Coordination joins two independent clauses that contain related ideas of equal importance.

Original sentences: I spent my entire paycheck last week. I am staying home this weekend.

In their current form, these sentences contain two separate ideas that may or may not be related. Am I staying home this week *because* I spent my paycheck, or is there another reason for my lack of enthusiasm to leave the house? To indicate a relationship between the two ideas, we can use the coordinating conjunction *so*:

Revised sentence: I spent my entire paycheck last week, **so** I am staying home this weekend.

The revised sentence illustrates that the two ideas are connected. Notice that the sentence retains two independent clauses (*I spent my entire paycheck*; *I am staying home this weekend*) because each can stand alone as a complete idea.

Coordinating Conjunctions

A **coordinating conjunction** is a word that joins two independent clauses. The most common coordinating conjunctions are *for*, *and*, *nor*, *but*, *or*, *yet*, and *so*. Note that a comma precedes the coordinating conjunction when joining two clauses.

Independent Clause	Coordinating Conjunction	Independent Clause	Revised Sentence
I will not be attending the dance.	for (indicates a reason or cause)	I have no one to go with.	I will not be attending the dance, for I have no one to go with.
I plan to stay home.	and (joins two ideas)	I will complete an essay for class.	I plan to stay home, and I will complete an essay for class.
Jessie isn't going to be at the dance.	nor (indicates a negative)	Tom won't be there either.	Jessie isn't going to be at the dance, nor will Tom be there.
The fundraisers are hoping for a record-breaking attendance.	but (indicates a contrast)	I don't think many people are going.	The fundraisers are hoping for a record-breaking attendance, but I don't think many people are going.
I might go to the next fundraising event.	or (offers an alternative)	I might donate some money to the cause.	I might go to the next fundraising event, or I might donate some money to the cause.
My parents are worried that I am antisocial.	yet (indicates a reason)	I have many friends at school.	My parents are worried that I am antisocial, yet I have many friends at school.
Buying a new dress is expensive.	so (indicates a result)	By staying home I will save money.	Buying a new dress is expensive, so by staying home I will save money.

Tip

To help you remember the seven coordinating conjunctions, think of the acronym FANBOYS: *for*, *and*, *nor*, *but*, *or*, *yet*, *so*. Remember that when you use a coordinating conjunction in a sentence, a comma should precede it.

Conjunctive Adverbs

Another method of joining two independent clauses with related and equal ideas is to use a conjunctive adverb and a semicolon (see Chapter 1 "Writing Basics: What Makes a Good Sentence?" for information on semicolon usage). A **conjunctive adverb** is a linking word that demonstrates a relationship between two clauses. Read the following sentences:

Original sentences: Bridget wants to take part in the next Olympics. She trains every day.

Since these sentences contain two equal and related ideas, they may be joined using a conjunctive adverb. Now, read the revised sentence:

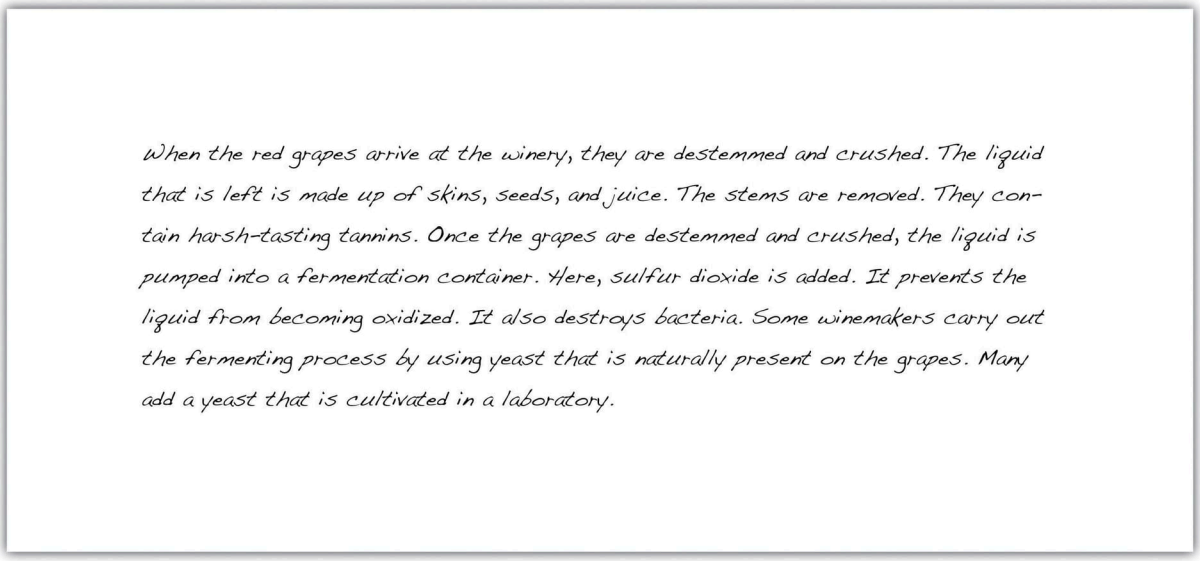
Revised sentence: Bridget wants to take part in the next Olympics; therefore, she trains every day.

The revised sentence explains the relationship between Bridget's desire to take part in the next Olympics and her daily training. Notice that the conjunctive adverb comes after a semicolon that separates the two clauses and is followed by a comma.

Review the following chart of some common conjunctive adverbs with examples of how they are used:

Function	Conjunctive Adverb	Example
Addition	also, furthermore, moreover, besides	Alicia was late for class and stuck in traffic; furthermore, her shoe heel had broken and she had forgotten her lunch.
Comparison	similarly, likewise	Recycling aluminum cans is beneficial to the environment; similarly, reusing plastic bags and switching off lights reduces waste.
Contrast	instead, however, conversely	Most people do not walk to work; instead, they drive or take the train.
Emphasis	namely, certainly, indeed	The Siberian tiger is a rare creature; indeed, there are fewer than five hundred left in the wild.
Cause and Effect	accordingly, consequently, hence, thus	I missed my train this morning; consequently, I was late for my meeting.
Time	finally, next, subsequently, then	Tim crossed the barrier, jumped over the wall, and pushed through the hole in the fence; finally, he made it to the station.

Take a look at Joshua's essay on wine production and identify some areas in which he might use coordination.



When the red grapes arrive at the winery, they are destemmed and crushed. The liquid that is left is made up of skins, seeds, and juice. The stems are removed. They contain harsh-tasting tannins. Once the grapes are destemmed and crushed, the liquid is pumped into a fermentation container. Here, sulfur dioxide is added. It prevents the liquid from becoming oxidized. It also destroys bacteria. Some winemakers carry out the fermenting process by using yeast that is naturally present on the grapes. Many add a yeast that is cultivated in a laboratory.

Now look at Joshua's revised essay. Did you coordinate the same sentences? You may find that your answers are different because there are usually several ways to join two independent clauses.

When the red grapes arrive at the winery, they are destemmed and crushed. The liquid that is left is made up of skins, seeds, and juice. The stems are removed, for they contain harsh-tasting tannins. Once the grapes are destemmed and crushed, the liquid is pumped into a fermentation container. Here, sulfur dioxide is added. It prevents the liquid from becoming oxidized and also destroys bacteria. Some winemakers carry out the fermenting process by using yeast that is naturally present on the grapes; however, many add a yeast that is cultivated in a laboratory.

Exercise 6.2.1

Combine each sentence pair into a single sentence using either a coordinating conjunction or a conjunctive adverb. Then copy the combined sentence onto your own sheet of paper.

1. Pets are not allowed in Mr. Taylor's building. He owns several cats and a parrot.
2. New legislation prevents drivers from sending or reading text messages while driving. Many people continue to use their phones illegally.
3. The coroner concluded that the young man had taken a lethal concoction of drugs. By the time his relatives found him, nothing could be done.
4. Amphibians are vertebrates that live on land and in the water. Flatworms are invertebrates that live only in water.
5. Ashley carefully fed and watered her tomato plants all summer. The tomatoes grew juicy and ripe.
6. When he lost his car key, Simon attempted to open the door with a wire hanger, a credit card, and a paper clip. He called the manufacturer for advice.

Collaboration

Please share with a classmate and compare your answers.

Writing at Work

When writing an essay or a report, it is important that you do not use excessive coordination. Workplace documents should be clear and concise, so only join two clauses that are logically connected and can work together to make one main point. If you repeat the same coordinating conjunction several times in a sentence, you are probably including more than one idea. This may make it difficult for readers to pick out the most important information in each sentence.

Subordination

Subordination joins two sentences with related ideas by merging them into a **main clause** (a complete sentence) and a **dependent clause** (a construction that relies on the main clause to complete its meaning). Coordination allows a writer to give equal weight to the two ideas that are being combined, and subordination enables a writer to emphasize one idea over the other. Take a look at the following sentences:

Original sentences: Tracy stopped to help the injured man. She would be late for work.

To illustrate that these two ideas are related, we can rewrite them as a single sentence using the subordinating conjunction *even though*.

> **Revised sentence:** Even though Tracy would be late for work, she stopped to help the injured man.

In the revised version, we now have an independent clause (*she stopped to help the injured man*) that stands as a complete sentence and a dependent clause (*even though Tracy would be late for work*) that is subordinate to the main clause. Notice that the revised sentence emphasizes the fact that Tracy stopped to help the injured man, rather than the fact she would be late for work. We could also write the sentence this way:

> **Revised sentence:** Tracy stopped to help the injured man even though she would be late for work.

The meaning remains the same in both sentences, with the subordinating conjunction *even though* introducing the dependent clause.

> Tip
>
> To punctuate sentences correctly, look at the position of the main clause and the subordinate clause. If a subordinate clause precedes the main clause, use a comma. If the subordinate clause follows the main cause, no punctuation is required.

Subordinating Conjunctions

A **subordinating conjunction** is a word that joins a subordinate (dependent) clause to a main (independent) clause. Review the following chart of some common subordinating conjunctions and examples of how they are used:

Function	Subordinating Conjunction	Example
Concession	although, while, though, whereas, even though	Sarah completed her report even though she had to stay late to get it done.
Condition	if, unless, until	Until we know what is causing the problem, we will not be able to fix it.
Manner	as if, as, though	Everyone in the conference room stopped talking at once, as though they had been stunned into silence.
Place	where, wherever	Rita is in San Jose where she has several important client meetings.
Reason	because, since, so that, in order that	Because the air conditioning was turned up so high, everyone in the office wore sweaters.
Time	after, before, while, once, when	After the meeting had finished, we all went to lunch.

Take a look at the excerpt from Joshua's essay and identify some areas in which he might use subordination.

When the red grapes arrive at the winery, they are destemmed and crushed. The liquid that is left is made up of skins, seeds, and juice. The stems are removed. They contain harsh-tasting tannins. Once the grapes are destemmed and crushed, the liquid is pumped into a fermentation container. Here, sulfur dioxide is added. It prevents the liquid from becoming oxidized. It also destroys bacteria. Some winemakers carry out the fermenting process by using yeast that is naturally present on the grapes. Many add a yeast that is cultivated in a laboratory.

Now look at Joshua's revised essay and compare your answers. You will probably notice that there are many different ways to subordinate sentences.

When the red grapes arrive at the winery, they are destemmed and crushed. The liquid that is left is made up of skins, seeds, and juice. Because the stems contain harsh-tasting tannins, they are removed. Once the grapes are destemmed and crushed, the liquid is pumped into a fermentation container. Here, sulfur dioxide is added in order to prevent the liquid from becoming oxidized. Sulfur dioxide also destroys bacteria. Although some winemakers carry out the fermenting process by using yeast that is naturally present on the grapes, many add a yeast that is cultivated in a laboratory.

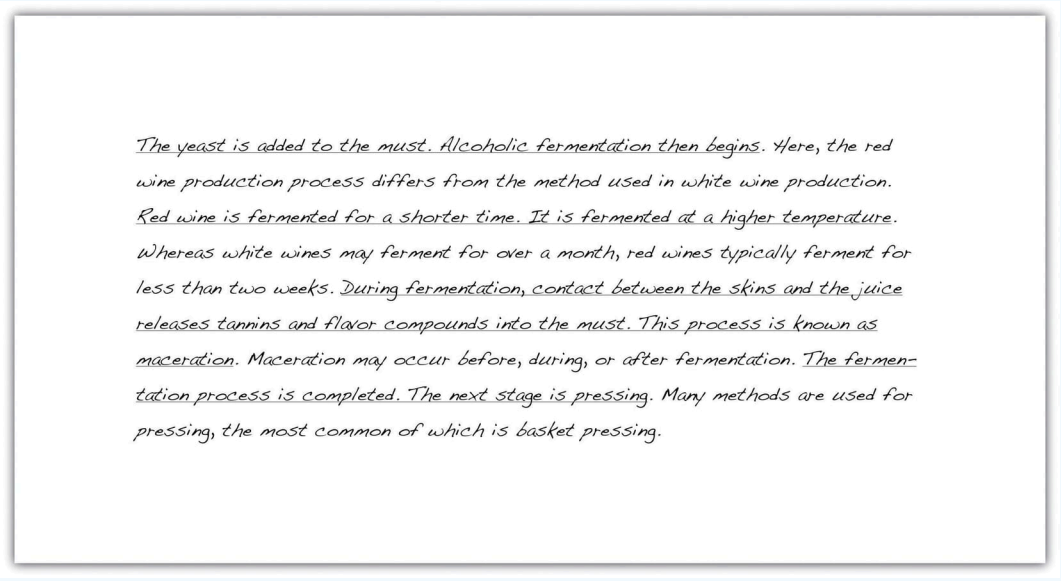
Exercise 6.2.2

Combine each sentence pair into a single sentence using a subordinating conjunction and then copy the combined sentence onto your own sheet of paper.

1. Jake is going to Mexico. There are beautiful beaches in Mexico.
2. A snowstorm disrupted traffic all over the east coast. There will be long delivery delays this week.
3. My neighbor had his television volume turned up too high. I banged on his door and asked him to keep the noise down.
4. Jessica prepared the potato salad and the sautéed vegetables. Ashley marinated the chicken.
5. Romeo poisons himself. Juliet awakes to find Romeo dead and stabs herself with a dagger.

Exercise 6.2.3

Copy the paragraph from Joshua's essay onto your own sheet of paper. Then edit using the techniques you have learned in this section. Join the underlined sentences using coordination or subordination. Check your revised sentences for punctuation.



KEY TAKEAWAYS

- Coordination and subordination join two sentences with related ideas.
- Coordination joins sentences with related and equal ideas, whereas subordination joins sentences with related but unequal ideas.
- Sentences can be coordinated using either a coordinating conjunction and a comma or a conjunctive adverb and a semicolon.
- Subordinate sentences are characterized by the use of a subordinate conjunction.
- In a subordinate sentence, a comma is used to separate the main clause from the dependent clause if the dependent clause is placed at the beginning of the sentence.

This page titled 6.2: Coordination and Subordination is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

6.3: Parallelism

Learning Objectives

1. Identify sentences that are parallel and not parallel.
2. Identify ways to create parallelism in writing.
3. Write and revise sentences using parallelism.

Earlier in this chapter, we learned that increasing sentence variety adds interest to a piece of writing and makes the reading process more enjoyable for others. Using a mixture of sentence lengths and patterns throughout an essay is an important writing technique. However, it is equally important to avoid introducing variation within individual sentences. A strong sentence is composed of balanced parts that all have the same structure. In this section, we will examine how to create a balanced sentence structure by using **parallelism**.

Using Parallelism

Parallelism is the use of similar structure in related words, clauses, or phrases. It creates a sense of rhythm and balance within a sentence. As readers, we often correct **faulty parallelism**—a lack of parallel structure—intuitively because an unbalanced sentence sounds awkward and poorly constructed. Read the following sentences aloud:

Faulty parallelism: Kelly had to iron, do the washing, and shopping before her parents arrived.

Faulty parallelism: Driving a car requires coordination, patience, and to have good eyesight.

Faulty parallelism: Ali prefers jeans to wearing a suit.

All of these sentences contain faulty parallelism. Although they are factually correct, the construction is clunky and confusing. In the first example, three different verb forms are used. In the second and third examples, the writer begins each sentence by using a noun (*coordination*, *jeans*), but ends with a phrase (*to have good eyesight*, *wearing a suit*). Now read the same three sentences that have correct parallelism.

Correct parallelism: Kelly had to do the ironing, washing, and shopping before her parents arrived.

Correct parallelism: Driving a car requires coordination, patience, and good eyesight.

Correct parallelism: Ali prefers wearing jeans to wearing a suit.

When these sentences are written using a parallel structure, they sound more aesthetically pleasing because they are balanced. Repetition of grammatical construction also minimizes the amount of work the reader has to do to decode the sentence. This enables the reader to focus on the main idea in the sentence and not on how the sentence is put together.

Tip

A simple way to check for parallelism in your writing is to make sure you have paired nouns with nouns, verbs with verbs, prepositional phrases with prepositional phrases, and so on. Underline each element in a sentence and check that the corresponding element uses the same grammatical form.

Creating Parallelism Using Coordinating Conjunctions

When you connect two clauses using a coordinating conjunction (*for*, *and*, *nor*, *but*, *or*, *yet*, *so*), make sure that the same

grammatical structure is used on each side of the conjunction. Take a look at the following example:

> **Faulty parallelism:** When I walk the dog, I like **to listen to music** and **talking to friends** on the phone.
>
> **Correct parallelism:** When I walk the dog, I like **listening to music** and **talking to friends** on the phone.

The first sentence uses two different verb forms (*to listen*, *talking*). In the second sentence, the grammatical construction on each side of the coordinating conjunction (*and*) is the same, creating a parallel sentence.

The same technique should be used for joining items or lists in a series:

> **Faulty parallelism:** This committee needs to decide whether the company should **reduce its workforce, cut its benefits,** or **lowering workers' wages**.
>
> **Correct parallelism:** This committee needs to decide whether the company should **reduce its workforce, cut its benefits,** or **lower workers' wages**.

The first sentence contains two items that use the same verb construction (*reduce*, *cut*) and a third item that uses a different verb form (*lowering*). The second sentence uses the same verb construction in all three items, creating a parallel structure.

Exercise 6.3.1

On your own sheet of paper, revise each of the following sentences to create parallel structure using coordinating conjunctions.

1. Mr. Holloway enjoys reading and to play his guitar at weekends.
2. The doctor told Mrs. Franklin that she should either eat less or should exercise more.
3. Breaking out of the prison compound, the escapees moved carefully, quietly, and were quick on their feet.
4. I have read the book, but I have not watched the movie version.
5. Deal with a full inbox first thing in the morning, or by setting aside short periods of time in which to answer e-mail queries.

Collaboration

Please share with a classmate and compare your answers.

Creating Parallelism Using *Than* or *As*

When you are making a comparison, the two items being compared should have a parallel structure. Comparing two items without using parallel structure can lead to confusion about what is being compared. Comparisons frequently use the words *than* or *as*, and the items on each side of these comparison words should be parallel. Take a look at the following example:

> **Faulty parallelism: Swimming in the ocean** is much tougher than **a pool**.
>
> **Correct parallelism: Swimming in the ocean** is much tougher than **swimming in a pool**.

In the first sentence, the elements before the comparison word (*than*) are not equal to the elements after the comparison word. It appears that the writer is comparing an action (*swimming*) with a noun (*a pool*). In the second sentence, the writer uses the same grammatical construction to create a parallel structure. This clarifies that an action is being compared with another action.

To correct some instances of faulty parallelism, it may be necessary to add or delete words in a sentence.

Faulty parallelism: A brisk walk is as beneficial to your health as **going for a run**.

Correct parallelism: Going for a brisk walk is as beneficial to your health as **going for a run**.

In this example, it is necessary to add the verb phrase *going for* to the sentence in order to clarify that the act of walking is being compared to the act of running.

Exercise 6.3.2

On your own sheet of paper, revise each of the following sentences to create parallel structure using *than* or *as*.

1. I would rather work at a second job to pay for a new car than a loan.
2. How you look in the workplace is just as important as your behavior.
3. The firefighter spoke more of his childhood than he talked about his job.
4. Indian cuisine is far tastier than the food of Great Britain.
5. Jim's opponent was as tall as Jim and he carried far more weight.

Collaboration

Please share with a classmate and compare your answers.

Creating Parallelism Using Correlative Conjunctions

A **correlative conjunction** is a paired conjunction that connects two equal parts of a sentence and shows the relationship between them. Common correlative conjunctions include the following:

- either…or
- not only…but also
- neither…nor
- whether…or
- rather…than
- both…and

Correlative conjunctions should follow the same grammatical structure to create a parallel sentence. Take a look at the following example:

Faulty parallelism: We can neither **wait** for something to happen nor **can we take** evasive action.

Correct parallelism: We can neither **wait** for something to happen nor **take** evasive action.

When using a correlative conjunction, the words, phrases, or clauses following each part should be parallel. In the first sentence, the construction of the second part of the sentence does not match the construction of the first part. In the second sentence, omitting needless words and matching verb constructions create a parallel structure. Sometimes, rearranging a sentence corrects faulty parallelism.

Faulty parallelism: It was both a long movie and poorly written.

Correct parallelism: The movie was both long and poorly written.

Tip

To see examples of parallelism in use, read some of the great historical speeches by rhetoricians such as Abraham Lincoln and Martin Luther King Jr. Notice how they use parallel structures to emphasize important points and to create a smooth, easily understandable oration.

Here is a link to text, audio, video, and the music of Martin Luther King's speech "I Have a Dream": http://www.mlkonline.net/dream.html.

Writing at Work

Speechwriters use parallelism not only within sentences but also throughout paragraphs and beyond. Repeating particular key phrases throughout a speech is an effective way of tying a paragraph together as a cohesive whole and creating a sense of importance. This technique can be adapted to any piece of writing, but it may be especially useful for creating a proposal or other type of persuasive workplace document.

Note that the spelling and grammar checker on most word processors will not draw attention to faulty parallelism. When proofreading a document, read it aloud and listen for sentences that sound awkward or poorly phrased.

Exercise 6.3.3

On your own sheet of paper, revise each of the following sentences to create parallel structure using correlative conjunctions.

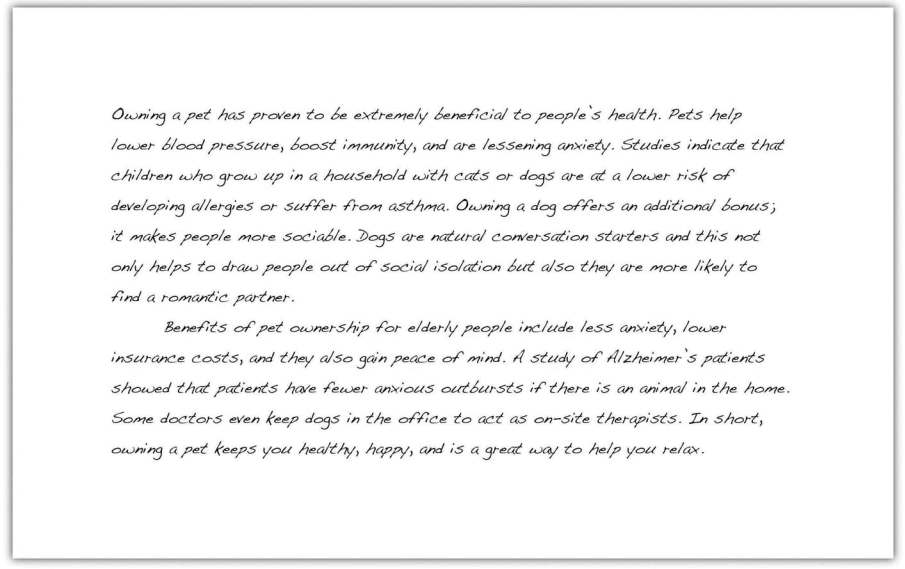
1. The cyclist owns both a mountain bike and has a racing bike.
2. The movie not only contained lots of action, but also it offered an important lesson.
3. My current job is neither exciting nor is it meaningful.
4. Jason would rather listen to his father than be taking advice from me.
5. We are neither interested in buying a vacuum cleaner nor do we want to utilize your carpet cleaning service.

Collaboration

Please share with a classmate and compare your answers.

Exercise 6.3.4

Read through the following excerpt from Alex's essay and revise any instances of faulty parallelism. Rewrite the sentences to create a parallel structure.



Owning a pet has proven to be extremely beneficial to people's health. Pets help lower blood pressure, boost immunity, and are lessening anxiety. Studies indicate that children who grow up in a household with cats or dogs are at a lower risk of developing allergies or suffer from asthma. Owning a dog offers an additional bonus; it makes people more sociable. Dogs are natural conversation starters and this not only helps to draw people out of social isolation but also they are more likely to find a romantic partner.

Benefits of pet ownership for elderly people include less anxiety, lower insurance costs, and they also gain peace of mind. A study of Alzheimer's patients showed that patients have fewer anxious outbursts if there is an animal in the home. Some doctors even keep dogs in the office to act as on-site therapists. In short, owning a pet keeps you healthy, happy, and is a great way to help you relax.

KEY TAKEAWAYS

- Parallelism creates a sense of rhythm and balance in writing by using the same grammatical structure to express equal ideas.
- Faulty parallelism occurs when elements of a sentence are not balanced, causing the sentence to sound clunky and awkward.
- Parallelism may be created by connecting two clauses or making a list using coordinating conjunctions; by comparing two items using *than* or *as*; or by connecting two parts of a sentence using correlative conjunctions.

This page titled 6.3: Parallelism is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

6.4: Refining Your Writing- End-of-Chapter Exercises

Learning Objectives

1. Use the skills you have learned in the chapter.
2. Work collaboratively with other students.
3. Work with a variety of academic and on-the-job, real-world examples.

Exercises

1. Children's stories are deliberately written in short, simple sentences to avoid confusion. Most sentences are constructed using the standard subject-verb-object format. Choose a children's story that is suitable for eight- to ten-year-olds. Rewrite a chapter of the story so that it appeals to a slightly older age group, by editing for sentence variety. Experiment with the techniques you learned in "Sentence Variety", including the three different ways to vary sentence structure at the beginning of a sentence and the three different ways to connect ideas between sentences. Compare the revised chapter with the original version and consider how sentence variety can be used to target a particular audience.

   Collaboration

   Please share with a classmate and compare your answers.

2. Compile a selection of real-life writing samples from the workplace or around the home. You might like to choose one of the following: e-mail, junk mail, personal letter, company report, social networking page, local newspaper, bulletin-board posting, or public notice. Choose two samples that lack sentence variety. Highlight areas of each writing sample that you would edit for sentence variety and explain why. Replace any recognizable name with a pseudonym, or a fictitious name.

   Collaboration

   Please share with a classmate and compare your answers.

3. **Group activity.** Choose a well-known speech, such as Martin Luther King's "I Have a Dream" speech, Winston Churchill's "Blood, Toil, Tears, and Sweat" speech, or Barack Obama's inaugural address. Make a copy of the speech and, as a group, underline examples of parallelism. Discuss the effects of using parallelism and consider whether it is always used to achieve the same result or whether the writer manipulates parallelism to create a variety of responses among his or her audience.
4. **Group activity.** Working in a small group, select a workplace document or academic essay. Examine each paragraph and identify examples of sentence variety, coordination and subordination, and parallelism. Then, choose one particular paragraph and discuss the following questions:
   - Does the writer use sentence variety effectively?
   - Does the writer connect his or her ideas effectively?
   - Does the writer use subordination and coordination correctly?
   - Does the writer use parallelism to emphasize his or her points?

   As a group, identify the weaker areas of the paragraph and rewrite them. Focus on sentence structure and sentence variation. Use coordinating conjunctions and subordinating conjunctions to join sentences.

5. Choose a college essay or a recent piece of writing from your work or everyday life. Use the techniques you have learned throughout this chapter to edit your writing for sentence variety, appropriate coordination and subordination, and parallelism. When you have finished, compare the two versions and write a brief analysis of how sentence variety, coordination and subordination, and parallelism help refine a piece of writing.

   Collaboration

   Please share with a classmate and compare your answers.

This page titled 6.4: Refining Your Writing- End-of-Chapter Exercises is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

CHAPTER 7: THE WRITING PROCESS - HOW DO I BEGIN?

7.1: Apply Prewriting Models
7.2: Outlining
7.3: Drafting
7.4: Revising and Editing
7.5: The Writing Process- End-of-Chapter Exercises

This page titled Chapter 7: The Writing Process - How Do I Begin? is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

7.1: Apply Prewriting Models

Learning Objectives

1. Use prewriting strategies to choose a topic and narrow the focus.

If you think that a blank sheet of paper or a blinking cursor on the computer screen is a scary sight, you are not alone. Many writers, students, and employees find that beginning to write can be intimidating. When faced with a blank page, however, experienced writers remind themselves that writing, like other everyday activities, is a process. Every process, from writing to cooking, bike riding, and learning to use a new cell phone, will get significantly easier with practice.

Just as you need a recipe, ingredients, and proper tools to cook a delicious meal, you also need a plan, resources, and adequate time to create a good written composition. In other words, writing is a process that requires following steps and using strategies to accomplish your goals.

These are the five steps in the writing process:

1. Prewriting
2. Outlining the structure of ideas
3. Writing a rough draft
4. Revising
5. Editing

Effective writing can be simply described as good ideas that are expressed well and arranged in the proper order. This chapter will give you the chance to work on all these important aspects of writing. Although many more prewriting strategies exist, this chapter covers six: using experience and observations, freewriting, asking questions, brainstorming, mapping, and searching the Internet. Using the strategies in this chapter can help you overcome the fear of the blank page and confidently begin the writing process.

Prewriting

Prewriting is the stage of the writing process during which you transfer your abstract thoughts into more concrete ideas in ink on paper (or in type on a computer screen). Although prewriting techniques can be helpful in all stages of the writing process, the following four strategies are best used when initially deciding on a topic:

1. Using experience and observations
2. Reading
3. Freewriting
4. Asking questions

At this stage in the writing process, it is OK if you choose a general topic. Later you will learn more prewriting strategies that will narrow the focus of the topic.

Choosing a Topic

In addition to understanding that writing is a process, writers also understand that choosing a good general topic for an assignment is an essential step. Sometimes your instructor will give you an idea to begin an assignment, and other times your instructor will ask you to come up with a topic on your own. A good topic not only covers what an assignment will be about but also fits the assignment's **purpose** and its **audience**.

In this chapter, you will follow a writer named Mariah as she prepares a piece of writing. You will also be planning one of your own. The first important step is for you to tell yourself why you are writing (to inform, to explain, or some other purpose) and for whom you are writing. Write your purpose and your audience on your own sheet of paper, and keep the paper close by as you read and

complete exercises in this chapter.

My purpose: _____

My audience: _____

Using Experience and Observations

When selecting a topic, you may also want to consider something that interests you or something based on your own life and personal experiences. Even everyday observations can lead to interesting topics. After writers think about their experiences and observations, they often take notes on paper to better develop their thoughts. These notes help writers discover what they have to say about their topic.

> Tip
>
> Have you seen an attention-grabbing story on your local news channel? Many current issues appear on television, in magazines, and on the Internet. These can all provide inspiration for your writing.

Reading

Reading plays a vital role in all the stages of the writing process, but it first figures in the development of ideas and topics. Different kinds of documents can help you choose a topic and also develop that topic. For example, a magazine advertising the latest research on the threat of global warming may catch your eye in the supermarket. This cover may interest you, and you may consider global warming as a topic. Or maybe a novel's courtroom drama sparks your curiosity of a particular lawsuit or legal controversy.

After you choose a topic, critical reading is essential to the development of a topic. While reading almost any document, you evaluate the author's point of view by thinking about his main idea and his support. When you judge the author's argument, you discover more about not only the author's opinion but also your own. If this step already seems daunting, remember that even the best writers need to use prewriting strategies to generate ideas.

> Tip
>
> The steps in the writing process may seem time consuming at first, but following these steps will save you time in the future. The more you plan in the beginning by reading and using prewriting strategies, the less time you may spend writing and editing later because your ideas will develop more swiftly.

Prewriting strategies depend on your critical reading skills. Reading prewriting exercises (and outlines and drafts later in the writing process) will further develop your topic and ideas. As you continue to follow the writing process, you will see how Mariah uses critical reading skills to assess her own prewriting exercises.

Freewriting

Freewriting is an exercise in which you write freely about any topic for a set amount of time (usually three to five minutes). During the time limit, you may jot down any thoughts that come to your mind. Try not to worry about grammar, spelling, or punctuation. Instead, write as quickly as you can without stopping. If you get stuck, just copy the same word or phrase over and over until you come up with a new thought.

Writing often comes easier when you have a personal connection with the topic you have chosen. Remember, to generate ideas in your freewriting, you may also think about readings that you have enjoyed or that have challenged your thinking. Doing this may lead your thoughts in interesting directions.

Quickly recording your thoughts on paper will help you discover what you have to say about a topic. When writing quickly, try not to doubt or question your ideas. Allow yourself to write freely and unselfconsciously. Once you start writing with few limitations,

you may find you have more to say than you first realized. Your flow of thoughts can lead you to discover even more ideas about the topic. Freewriting may even lead you to discover another topic that excites you even more.

Look at Mariah's example. The instructor allowed the members of the class to choose their own topics, and Mariah thought about her experiences as a communications major. She used this freewriting exercise to help her generate more concrete ideas from her own experience.

Tip

Some prewriting strategies can be used together. For example, you could use experience and observations to come up with a topic related to your course studies. Then you could use freewriting to describe your topic in more detail and figure out what you have to say about it.



Last semester my favorite class was about mass media. We got to study radio and television. People say we watch too much television, and even though I try not to, I end up watching a few reality shows just to relax. Everyone has to relax! It's too hard to relax when something like the news (my husband watches all the time) is on because it's too scary now. Too much bad news, not enough good news. News. Newspapers I don't read as much anymore. I can get the headlines on my homepage when I check my e-mail. E-mail could be considered mass media too these days. I used to go to the video store a few times a week before I started school, but now the only way I know what movies are current is to listen for the Oscar nominations. We have cable but we can't afford the movie channels, so I sometimes look at older movies late at night. UGH. A few of them get played again and again until you're sick of them. My husband thinks I'm crazy, but sometimes there are old black-and-whites on from the 1930s and '40s. I could never live my life in black-and-white. I like the home decorating shows and love how people use color on their walls. Makes rooms look so bright. When we buy a home, if we ever can, I'll use lots of color. Some of those shows even show you how to do major renovations by yourself. Knock down walls and everything. Not for me—or my husband. I'm handier than he is. I wonder if they could make a reality show about us!

Exercise 7.1.1

Freewrite about one event you have recently experienced. With this event in mind, write without stopping for five minutes. After you finish, read over what you wrote. Does anything stand out to you as a good general topic to write about?

Asking Questions

Who? What? Where? When? Why? How? In everyday situations, you pose these kinds of questions to get more information. Who will be my partner for the project? When is the next meeting? Why is my car making that odd noise? Even the title of this chapter begins with the question "How do I begin?"

You seek the answers to these questions to gain knowledge, to better understand your daily experiences, and to plan for the future. Asking these types of questions will also help you with the writing process. As you choose your topic, answering these questions can help you revisit the ideas you already have and generate new ways to think about your topic. You may also discover aspects of the topic that are unfamiliar to you and that you would like to learn more about. All these idea-gathering techniques will help you plan for future work on your assignment.

When Mariah reread her freewriting notes, she found she had rambled and her thoughts were disjointed. She realized that the topic that interested her most was the one she started with, the media. She then decided to explore that topic by asking herself questions about it. Her purpose was to refine media into a topic she felt comfortable writing about. To see how asking questions can help you choose a topic, take a look at the following chart that Mariah completed to record her questions and answers. She asked herself the questions that reporters and journalists use to gather information for their stories. The questions are often

called the **5WH questions**, after their initial letters.

Questions	Answers
Who?	*I use media. Students, teachers, parents, employers and employees—almost everyone uses media.*
What?	*The media can be a lot of things. Television, radio, e-mail (I think), newspapers, magazines, books.*
Where?	*The media is almost everywhere now. It's in homes, at work, in cars, even on cell phones!*
When?	*Media has been around for a long time, but seems a lot more important now.*
Why?	*Hmm. This is a good question. I don't know why there is mass media. Maybe we have it because we have the technology now. Or people live far away from their families and they have to stay in touch.*
How?	*Well, media is possible because of the technology inventions, but I don't know how they all work!*

Figure 7.1.1: Asking Questions

Tip

Prewriting is very purpose driven; it does not follow a set of hard-and-fast rules. The purpose of prewriting is to find and explore ideas so that you will be prepared to write. A prewriting technique like asking questions can help you both find a topic and explore it. The key to effective prewriting is to use the techniques that work best for your thinking process. Freewriting may not seem to fit your thinking process, but keep an open mind. It may work better than you think. Perhaps brainstorming a list of topics might better fit your personal style. Mariah found freewriting and asking questions to be fruitful strategies to use. In your own prewriting, use the 5WH questions in any way that benefits your planning.

Exercise 7.1.2

Choose a general topic idea from the prewriting you completed in Exercise 7.1.1. Then read each question and use your own paper to answer the 5WH questions. As with Mariah when she explored her writing topic for more detail, it is OK if you do not know all the answers. If you do not know an answer, use your own opinion to speculate, or guess. You may also use factual information from books or articles you previously read on your topic. Later in the chapter, you will read about additional ways (like searching the Internet) to answer your questions and explore your guesses.

5WH Questions

1. Who?

   _____

2. What?

   _____

3. Where?

   _____

4. When?

   _____

5. Why?

   _____

6. How?

   _____

Now that you have completed some of the prewriting exercises, you may feel less anxious about starting a paper from scratch. With some ideas down on paper (or saved on a computer), writers are often more comfortable continuing the writing process. After identifying a good general topic, you, too, are ready to continue the process.

Exercise

Write your general topic on your own sheet of paper, under where you recorded your purpose and audience. Choose it from among the topics you listed or explored during the prewriting you have done so far. Make sure it is one you feel comfortable with and feel capable of writing about.

My general topic: _____

Tip

You may find that you need to adjust your topic as you move through the writing stages (and as you complete the exercises in this chapter). If the topic you have chosen is not working, you can repeat the prewriting activities until you find a better one.

More Prewriting Techniques

The prewriting techniques of freewriting and asking questions helped Mariah think more about her topic, but the following prewriting strategies can help her (and you) narrow the focus of the topic:

- Brainstorming
- Idea mapping
- Searching the Internet

Narrowing the Focus

Narrowing the focus means breaking up the topic into subtopics, or more specific points. Generating lots of subtopics will help you eventually select the ones that fit the assignment and appeal to you and your audience.

After rereading her syllabus, Mariah realized her general topic, mass media, is too broad for her class's short paper requirement. Three pages are not enough to cover all the concerns in mass media today. Mariah also realized that although her readers are other communications majors who are interested in the topic, they may want to read a paper about a particular issue in mass media.

Brainstorming

Brainstorming is similar to list making. You can make a list on your own or in a group with your classmates. Start with a blank sheet of paper (or a blank computer document) and write your general topic across the top. Underneath your topic, make a list of more specific ideas. Think of your general topic as a broad category and the list items as things that fit in that category. Often you will find that one item can lead to the next, creating a flow of ideas that can help you narrow your focus to a more specific paper topic.

The following is Mariah's brainstorming list:



From this list, Mariah could narrow her focus to a particular technology under the broad category of mass media.

Writing at Work

Imagine you have to write an e-mail to your current boss explaining your prior work experience, but you do not know where to start. Before you begin the e-mail, you can use the brainstorming technique to generate a list of employers, duties, and responsibilities that fall under the general topic "work experience."

Idea Mapping

Idea mapping allows you to visualize your ideas on paper using circles, lines, and arrows. This technique is also known as clustering because ideas are broken down and clustered, or grouped together. Many writers like this method because the shapes show how the ideas relate or connect, and writers can find a focused topic from the connections mapped. Using idea mapping, you might discover interesting connections between topics that you had not thought of before.

To create an idea map, start with your general topic in a circle in the center of a blank sheet of paper. Then write specific ideas around it and use lines or arrows to connect them together. Add and cluster as many ideas as you can think of.

In addition to brainstorming, Mariah tried idea mapping. Review the following idea map that Mariah created:



Figure 7.1.2: Idea Map

Notice Mariah's largest circle contains her general topic, mass media. Then, the general topic branches into two subtopics written in two smaller circles: television and radio. The subtopic television branches into even more specific topics: cable and DVDs. From there, Mariah drew more circles and wrote more specific ideas: high definition and digital recording from cable and Blu-ray from DVDs. The radio topic led Mariah to draw connections between music, downloads versus CDs, and, finally, piracy.

From this idea map, Mariah saw she could consider narrowing the focus of her mass media topic to the more specific topic of music piracy.

Searching the Internet

Using search engines on the Internet is a good way to see what kinds of websites are available on your topic. Writers use search engines not only to understand more about the topic's specific issues but also to get better acquainted with their audience.

Tip

Look back at the chart you completed in Exercise 7.1.2. Did you guess at any of the answers? Searching the Internet may help you find answers to your questions and confirm your guesses. Be choosy about the websites you use. Make sure they are reliable sources for the kind of information you seek.

When you search the Internet, type some key words from your broad topic or words from your narrowed focus into your browser's search engine (many good general and specialized search engines are available for you to try). Then look over the results for relevant and interesting articles.

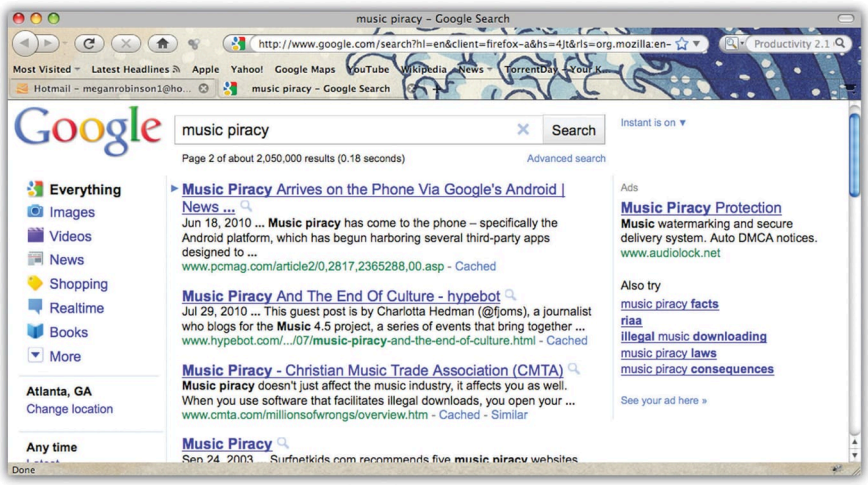
Results from an Internet search show writers the following information:

- Who is talking about the topic
- How the topic is being discussed
- What specific points are currently being discussed about the topic

Tip

If the search engine results are not what you are looking for, revise your key words and search again. Some search engines also offer suggestions for related searches that may give you better results.

Mariah typed the words *music piracy* from her idea map into the search engine Google.



Retrieved from
http://www.google.com/search?hl=en&client=firefox-a&hs=4Jt&rls=org.mozilla:en-US:official
&q=music+piracy&start=10&sa=N!>

Figure 7.1.3: Useful Search Engine Results

Not all the results online search engines return will be useful or reliable. Give careful consideration to the reliability of an online source before selecting a topic based on it. Remember that factual information can be verified in other sources, both online and in print. If you have doubts about any information you find, either do not use it or identify it as potentially unreliable.

The results from Mariah's search included websites from university publications, personal blogs, online news sources, and lots of legal cases sponsored by the recording industry. Reading legal jargon made Mariah uncomfortable with the results, so she decided to look further. Reviewing her map, she realized that she was more interested in consumer aspects of mass media, so she refocused her search to media technology and the sometimes confusing array of expensive products that fill electronics stores. Now, Mariah considers a paper topic on the products that have fed the mass media boom in everyday lives.

Exercise 7.1.3

In Exercise 7.1.2, you chose a possible topic and explored it by answering questions about it using the 5WH questions. However, this topic may still be too broad. Here, in Exercise 7.1.3, choose and complete one of the prewriting strategies to narrow the focus. Use either brainstorming, idea mapping, or searching the Internet.

Collaboration

Please share with a classmate and compare your answers. Share what you found and what interests you about the possible topic(s).

Prewriting strategies are a vital first step in the writing process. First, they help you first choose a broad topic and then they help you narrow the focus of the topic to a more specific idea. An effective topic ensures that you are ready for the next step.

Topic Checklist

Developing a Good Topic

The following checklist can help you decide if your narrowed topic is a good topic for your assignment.

- Am I interested in this topic?
- Would my audience be interested?

- Do I have prior knowledge or experience with this topic? If so, would I be comfortable exploring this topic and sharing my experiences?
- Do I want to learn more about this topic?
- Is this topic specific?
- Does it fit the length of the assignment?

With your narrowed focus in mind, answer the bulleted questions in the checklist for developing a good topic. If you can answer "yes" to all the questions, write your topic on the line. If you answer "no" to any of the questions, think about another topic or adjust the one you have and try the prewriting strategies again.

My narrowed topic: _____

KEY TAKEAWAYS

- All writers rely on steps and strategies to begin the writing process.
- The steps in the writing process are prewriting, outlining, writing a rough draft, revising, and editing.
- Prewriting is the transfer of ideas from abstract thoughts into words, phrases, and sentences on paper.
- A good topic interests the writer, appeals to the audience, and fits the purpose of the assignment.
- Writers often choose a general topic first and then narrow the focus to a more specific topic.

This page titled 7.1: Apply Prewriting Models is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

7.2: Outlining

Learning Objectives

1. Identify the steps in constructing an outline.
2. Construct a topic outline and a sentence outline.

Your prewriting activities and readings have helped you gather information for your assignment. The more you sort through the pieces of information you found, the more you will begin to see the connections between them. Patterns and gaps may begin to stand out. But only when you start to organize your ideas will you be able to translate your raw insights into a form that will communicate meaning to your audience.

Tip

Longer papers require more reading and planning than shorter papers do. Most writers discover that the more they know about a topic, the more they can write about it with intelligence and interest.

Organizing Ideas

When you write, you need to organize your ideas in an order that makes sense. The writing you complete in all your courses exposes how analytically and critically your mind works. In some courses, the only direct contact you may have with your instructor is through the assignments you write for the course. You can make a good impression by spending time ordering your ideas.

Order refers to your choice of what to present first, second, third, and so on in your writing. The order you pick closely relates to your purpose for writing that particular assignment. For example, when telling a story, it may be important to first describe the background for the action. Or you may need to first describe a 3-D movie projector or a television studio to help readers visualize the setting and scene. You may want to group your support effectively to convince readers that your point of view on an issue is well reasoned and worthy of belief.

In longer pieces of writing, you may organize different parts in different ways so that your purpose stands out clearly and all parts of the paper work together to consistently develop your main point.

Methods of Organizing Writing

The three common methods of organizing writing are **chronological order**, **spatial order**, and **order of importance**. You will learn more about these in Chapter 8 "Writing Essays: From Start to Finish"; however, you need to keep these methods of organization in mind as you plan how to arrange the information you have gathered in an outline. An outline is a written plan that serves as a skeleton for the paragraphs you write. Later, when you draft paragraphs in the next stage of the writing process, you will add support to create “flesh” and “muscle” for your assignment.

When you write, your goal is not only to complete an assignment but also to write for a specific purpose—perhaps to inform, to explain, to persuade, or for a combination of these purposes. Your purpose for writing should always be in the back of your mind, because it will help you decide which pieces of information belong together and how you will order them. In other words, choose the order that will most effectively fit your purpose and support your main point.

Table 7.2.1: "Order versus Purpose" shows the connection between order and purpose.

Table 7.2.1: Order versus Purpose

Order	Purpose
Chronological Order	To explain the history of an event or a topic

Order	Purpose
	To tell a story or relate an experience
	To explain how to do or make something
	To explain the steps in a process
Spatial Order	To help readers visualize something as you want them to see it
	To create a main impression using the senses (sight, touch, taste, smell, and sound)
Order of Importance	To persuade or convince
	To rank items by their importance, benefit, or significance

Writing a Thesis Statement

One legitimate question readers always ask about a piece of writing is “What is the big idea?” (You may even ask this question when you are the reader, critically reading an assignment or another document.) Every nonfiction writing task—from the short essay to the ten-page term paper to the lengthy senior thesis—needs a big idea, or a controlling idea, as the spine for the work. The controlling idea is the main idea that you want to present and develop.

Tip

For a longer piece of writing, the main idea should be broader than the main idea for a shorter piece of writing. Be sure to frame a main idea that is appropriate for the length of the assignment. Ask yourself, “How many pages will it take for me to explain and explore this main idea in detail?” Be reasonable with your estimate. Then expand or trim it to fit the required length.

The big idea, or controlling idea, you want to present in an essay is expressed in a **thesis statement**. A thesis statement is often one sentence long, and it states your point of view. The thesis statement is not the topic of the piece of writing but rather what you have to say about that topic and what is important to tell readers.

Table 7.2.2: "Topics and Thesis Statements" compares topics and thesis statements.

Table 7.2.2: Topics and Thesis Statements

Topic	Thesis Statement
Music piracy	The recording industry fears that so-called music piracy will diminish profits and destroy markets, but it cannot be more wrong.
The number of consumer choices available in media gear	Everyone wants the newest and the best digital technology, but the choices are extensive, and the specifications are often confusing.
E-books and online newspapers increasing their share of the market	E-books and online newspapers will bring an end to print media as we know it.
Online education and the new media	Someday, students and teachers will send avatars to their online classrooms.

The first thesis statement you write will be a preliminary thesis statement, or a **working thesis statement**. You will need it when you begin to outline your assignment as a way to organize it. As you continue to develop the arrangement, you can limit your working thesis statement if it is too broad or expand it if it proves too narrow for what you want to say.

Exercise 7.2.1

Using the topic you selected in Section 7.1 "Apply Prewriting Models", develop a working thesis statement that states your controlling idea for the piece of writing you are doing. On a sheet of paper, write your working thesis statement.

Tip

You will make several attempts before you devise a working thesis statement that you think is effective. Each draft of the thesis statement will bring you closer to the wording that expresses your meaning exactly.

Writing an Outline

For an essay question on a test or a brief oral presentation in class, all you may need to prepare is a short, informal outline in which you jot down key ideas in the order you will present them. This kind of outline reminds you to stay focused in a stressful situation and to include all the good ideas that help you explain or prove your point.

For a longer assignment, like an essay or a research paper, many college instructors require students to submit a **formal outline** before writing a major paper as a way to be sure you are on the right track and are working in an organized manner. A formal outline is a detailed guide that shows how all your supporting ideas relate to each other. It helps you distinguish between ideas that are of equal importance and ones that are of lesser importance. You build your paper based on the framework created by the outline.

Tip

Instructors may also require you to submit an outline with your final draft to check the direction of the assignment and the logic of your final draft. If you are required to submit an outline with the final draft of a paper, remember to revise the outline to reflect any changes you made while writing the paper.

There are two types of formal outlines: the topic outline and the sentence outline. You format both types of formal outlines in the same way.

- Place your introduction and thesis statement at the beginning, under roman numeral I.
- Use roman numerals (II, III, IV, V, etc.) to identify main points that develop the thesis statement.
- Use capital letters (A, B, C, D, etc.) to divide your main points into parts.
- Use arabic numerals (1, 2, 3, 4, 5, etc.) if you need to subdivide any As, Bs, or Cs into smaller parts.
- End with the final roman numeral expressing your idea for your conclusion.

Here is what the skeleton of a traditional formal outline looks like. The indention helps clarify how the ideas are related.

1. Introduction

   Thesis statement

2. Main point 1 → *becomes the topic sentence of body paragraph 1*
   1. Supporting detail → *becomes a support sentence of body paragraph 1*
      1. Subpoint
      2. Subpoint
   2. Supporting detail
      1. Subpoint
      2. Subpoint
   3. Supporting detail
      1. Subpoint
      2. Subpoint

3. Main point 2 → *becomes the topic sentence of body paragraph 2*
    1. Supporting detail
    2. Supporting detail
    3. Supporting detail
4. Main point 3 → *becomes the topic sentence of body paragraph 3*
    1. Supporting detail
    2. Supporting detail
    3. Supporting detail
5. Conclusion

Tip

In an outline, any supporting detail can be developed with subpoints. For simplicity, the model shows them only under the first main point.

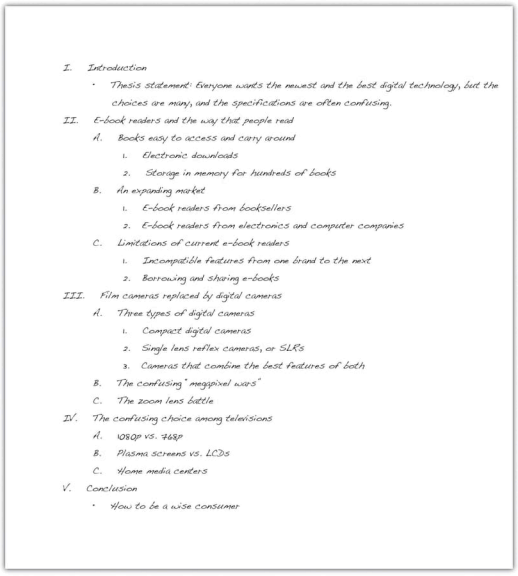
Tip

Formal outlines are often quite rigid in their organization. As many instructors will specify, you cannot subdivide one point if it is only one part. For example, for every roman numeral I, there must be a For every A, there must be a B. For every arabic numeral 1, there must be a 2. See for yourself on the sample outlines that follow.

Constructing Topic Outlines

A topic outline is the same as a sentence outline except you use words or phrases instead of complete sentences. Words and phrases keep the outline short and easier to comprehend. All the headings, however, must be written in parallel structure. (For more information on parallel structure, see Chapter 6 "Refining Your Writing: How Do I Improve My Writing Technique?".)

Here is the topic outline that Mariah constructed for the essay she is developing. Her purpose is to inform, and her audience is a general audience of her fellow college students. Notice how Mariah begins with her thesis statement. She then arranges her main points and supporting details in outline form using short phrases in parallel grammatical structure.



I. Introduction
- Thesis statement: Everyone wants the newest and the best digital technology, but the choices are many, and the specifications are often confusing.

II. E-book readers and the way that people read
- A. Books easy to access and carry around
    1. Electronic downloads
    2. Storage in memory for hundreds of books
- B. An expanding market
    1. E-book readers from booksellers
    2. E-book readers from electronics and computer companies
- C. Limitations of current e-book readers
    1. Incompatible features from one brand to the next
    2. Borrowing and sharing e-books

III. Film cameras replaced by digital cameras
- A. Three types of digital cameras
    1. Compact digital cameras
    2. Single lens reflex cameras, or SLRs
    3. Cameras that combine the best features of both
- B. The confusing "megapixel wars"
- C. The zoom lens battle

IV. The confusing choice among televisions
- A. 1080p vs. 768p
- B. Plasma screens vs. LCDs
- C. Home media centers

V. Conclusion
- How to be a wise consumer

Checklist

Writing an Effective Topic Outline

This checklist can help you write an effective topic outline for your assignment. It will also help you discover where you may need to do additional reading or prewriting.

- Do I have a controlling idea that guides the development of the entire piece of writing?
- Do I have three or more main points that I want to make in this piece of writing? Does each main point connect to my controlling idea?
- Is my outline in the best order—chronological order, spatial order, or order of importance—for me to present my main points? Will this order help me get my main point across?
- Do I have supporting details that will help me inform, explain, or prove my main points?
- Do I need to add more support? If so, where?
- Do I need to make any adjustments in my working thesis statement before I consider it the final version?

Writing at Work

Word processing programs generally have an automatic numbering feature that can be used to prepare outlines. This feature automatically sets indents and lets you use the tab key to arrange information just as you would in an outline. Although in business this style might be acceptable, in college your instructor might have different requirements. Teach yourself how to customize the levels of outline numbering in your word-processing program to fit your instructor's preferences.

Exercise 7.2.2

Using the working thesis statement you wrote in Exercise 7.2.1 and the reading you did in Section 7.1 "Apply Prewriting Models", construct a topic outline for your essay. Be sure to observe correct outline form, including correct indentions and the use of Roman and arabic numerals and capital letters.

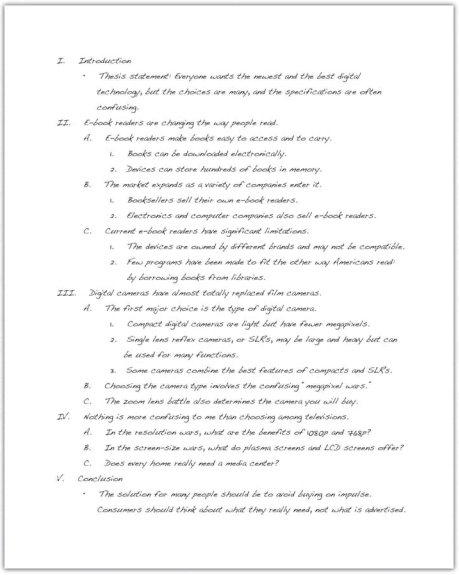
Collaboration

Please share with a classmate and compare your outline. Point out areas of interest from their outline and what you would like to learn more about.

Constructing Sentence Outlines

A sentence outline is the same as a topic outline except you use complete sentences instead of words or phrases. Complete sentences create clarity and can advance you one step closer to a draft in the writing process.

Here is the sentence outline that Mariah constructed for the essay she is developing.



I. Introduction
- Thesis statement: Everyone wants the newest and the best digital technology, but the choices are many, and the specifications are often confusing.

II. E-book readers are changing the way people read.
A. E-book readers make books easy to access and to carry.
1. Books can be downloaded electronically.
2. Devices can store hundreds of books in memory.
B. The market expands as a variety of companies enter it.
1. Booksellers sell their own e-book readers.
2. Electronics and computer companies also sell e-book readers.
C. Current e-book readers have significant limitations.
1. The devices are owned by different brands and may not be compatible.
2. Few programs have been made to fit the other way Americans read: by borrowing books from libraries.

III. Digital cameras have almost totally replaced film cameras.
A. The first major choice is the type of digital camera.
1. Compact digital cameras are light but have fewer megapixels.
2. Single lens reflex cameras, or SLRs, may be large and heavy but can be used for many functions.
3. Some cameras combine the best features of compacts and SLRs.
B. Choosing the camera type involves the confusing "megapixel wars."
C. The zoom lens battle also determines the camera you will buy.

IV. Nothing is more confusing to me than choosing among televisions.
A. In the resolution wars, what are the benefits of 1080p and 720p?
B. In the screen-size wars, what do plasma screens and LCD screens offer?
C. Does every home really need a media center?

V. Conclusion
- The solution for many people should be to avoid buying on impulse. Consumers should think about what they really need, not what is advertised.

Tip

The information compiled under each roman numeral will become a paragraph in your final paper. In the previous example, the outline follows the standard five-paragraph essay arrangement, but longer essays will require more paragraphs and thus more roman numerals. If you think that a paragraph might become too long or stringy, add an additional paragraph to your outline, renumbering the main points appropriately.

Writing at Work

PowerPoint presentations, used both in schools and in the workplace, are organized in a way very similar to formal outlines. PowerPoint presentations often contain information in the form of talking points that the presenter develops with more details and examples than are contained on the PowerPoint slide.

Exercise 7.2.3

Expand the topic outline you prepared in Exercise 7.2.2 to make it a sentence outline. In this outline, be sure to include multiple supporting points for your main topic even if your topic outline does not contain them. Be sure to observe correct outline form, including correct indentions and the use of Roman and arabic numerals and capital letters.

KEY TAKEAWAYS

- Writers must put their ideas in order so the assignment makes sense. The most common orders are chronological order, spatial order, and order of importance.
- After gathering and evaluating the information you found for your essay, the next step is to write a working, or preliminary, thesis statement.
- The working thesis statement expresses the main idea that you want to develop in the entire piece of writing. It can be modified as you continue the writing process.
- Effective writers prepare a formal outline to organize their main ideas and supporting details in the order they will be presented.
- A topic outline uses words and phrases to express the ideas.
- A sentence outline uses complete sentences to express the ideas.
- The writer's thesis statement begins the outline, and the outline ends with suggestions for the concluding paragraph.

This page titled 7.2: Outlining is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

7.3: Drafting

Learning Objectives

1. Identify drafting strategies that improve writing.
2. Use drafting strategies to prepare the first draft of an essay.

Drafting is the stage of the writing process in which you develop a complete first version of a piece of writing.

Even professional writers admit that an empty page scares them because they feel they need to come up with something fresh and original every time they open a blank document on their computers. Because you have completed the first two steps in the writing process, you have already recovered from empty page syndrome. You have hours of prewriting and planning already done. You know what will go on that blank page: what you wrote in your outline.

Getting Started: Strategies For Drafting

Your objective for this portion of Chapter 7 "The Writing Process: How Do I Begin?" is to draft the body paragraphs of a standard five-paragraph essay. A five-paragraph essay contains an introduction, three body paragraphs, and a conclusion. If you are more comfortable starting on paper than on the computer, you can start on paper and then type it before you revise. You can also use a voice recorder to get yourself started, dictating a paragraph or two to get you thinking. In this lesson, Mariah does all her work on the computer, but you may use pen and paper or the computer to write a rough draft.

Making the Writing Process Work for You

What makes the writing process so beneficial to writers is that it encourages alternatives to standard practices while motivating you to develop your best ideas. For instance, the following approaches, done alone or in combination with others, may improve your writing and help you move forward in the writing process:

- **Begin writing with the part you know the most about.** You can start with the third paragraph in your outline if ideas come easily to mind. You can start with the second paragraph or the first paragraph, too. Although paragraphs may vary in length, keep in mind that short paragraphs may contain insufficient support. Readers may also think the writing is abrupt. Long paragraphs may be wordy and may lose your reader's interest. As a guideline, try to write paragraphs longer than one sentence but shorter than the length of an entire double-spaced page.
- **Write one paragraph at a time and then stop.** As long as you complete the assignment on time, you may choose how many paragraphs you complete in one sitting. Pace yourself. On the other hand, try not to procrastinate. Writers should always meet their deadlines.
- **Take short breaks to refresh your mind.** This tip might be most useful if you are writing a multipage report or essay. Still, if you are antsy or cannot concentrate, take a break to let your mind rest. But do not let breaks extend too long. If you spend too much time away from your essay, you may have trouble starting again. You may forget key points or lose momentum. Try setting an alarm to limit your break, and when the time is up, return to your desk to write.
- **Be reasonable with your goals.** If you decide to take ten-minute breaks, try to stick to that goal. If you told yourself that you need more facts, then commit to finding them. Holding yourself to your own goals will create successful writing assignments.
- **Keep your audience and purpose in mind as you write.** These aspects of writing are just as important when you are writing a single paragraph for your essay as when you are considering the direction of the entire essay.

Of all of these considerations, keeping your purpose and your audience at the front of your mind is the most important key to writing success. If your purpose is to persuade, for example, you will present your facts and details in the most logical and convincing way you can.

Your purpose will guide your mind as you compose your sentences. Your audience will guide word choice. Are you writing for experts, for a general audience, for other college students, or for people who know very little about your topic? Keep asking yourself what your readers, with their background and experience, need to be told in order to understand your ideas. How can you best express your ideas so they are totally clear and your communication is effective?

Tip

You may want to identify your purpose and audience on an index card that you clip to your paper (or keep next to your computer). On that card, you may want to write notes to yourself—perhaps about what that audience might not know or what it needs to know—so that you will be sure to address those issues when you write. It may be a good idea to also state exactly what you want to explain to that audience, or to inform them of, or to persuade them about.

Writing at Work

Many of the documents you produce at work target a particular audience for a particular purpose. You may find that it is highly advantageous to know as much as you can about your target audience and to prepare your message to reach that audience, even if the audience is a coworker or your boss. Menu language is a common example. Descriptions like “organic romaine” and “free-range chicken” are intended to appeal to a certain type of customer though perhaps not to the same customer who craves a thick steak. Similarly, mail-order companies research the demographics of the people who buy their merchandise. Successful vendors customize product descriptions in catalogs to appeal to their buyers’ tastes. For example, the product descriptions in a skateboarder catalog will differ from the descriptions in a clothing catalog for mature adults.

Exercise 7.3.1

Using the topic for the essay that you outlined in "Outlining", describe your purpose and your audience as specifically as you can. Use your own sheet of paper to record your responses. Then keep these responses near you during future stages of the writing process.

My purpose: _____

_____

_____

My audience: _____

_____

_____

Setting Goals for Your First Draft

A draft is a complete version of a piece of writing, but it is not the final version. The step in the writing process after drafting, as you may remember, is revising. During revising, you will have the opportunity to make changes to your first draft before you put the finishing touches on it during the editing and proofreading stage. A first draft gives you a working version that you can later improve.

Writing at Work

Workplace writing in certain environments is done by teams of writers who collaborate on the planning, writing, and revising of documents, such as long reports, technical manuals, and the results of scientific research. Collaborators do not need to be in the same room, the same building, or even the same city. Many collaborations are conducted over the Internet.

In a perfect collaboration, each contributor has the right to add, edit, and delete text. Strong communication skills, in addition to strong writing skills, are important in this kind of writing situation because disagreements over style, content, process, emphasis, and other issues may arise.

The collaborative software, or document management systems, that groups use to work on common projects is sometimes called groupware or workgroup support systems.

The reviewing tool on some word-processing programs also gives you access to a collaborative tool that many smaller workgroups use when they exchange documents. You can also use it to leave comments to yourself.

Tip

If you invest some time now to investigate how the reviewing tool in your word processor works, you will be able to use it with confidence during the revision stage of the writing process. Then, when you start to revise, set your reviewing tool to track any changes you make, so you will be able to tinker with text and commit only those final changes you want to keep.

Discovering the Basic Elements of a First Draft

If you have been using the information in this chapter step by step to help you develop an assignment, you already have both a formal topic outline and a formal sentence outline to direct your writing. Knowing what a first draft looks like will help you make the creative leap from the outline to the first draft. A first draft should include the following elements:

- An **introduction** that piques the audience's interest, tells what the essay is about, and motivates readers to keep reading.
- A *thesis statement* that presents the main point, or controlling idea, of the entire piece of writing.
- A **topic sentence** in each paragraph that states the main idea of the paragraph and implies how that main idea connects to the thesis statement.
- **Supporting sentences** in each paragraph that develop or explain the topic sentence. These can be specific facts, examples, anecdotes, or other details that elaborate on the topic sentence.
- A **conclusion** that reinforces the thesis statement and leaves the audience with a feeling of completion.

These elements follow the standard five-paragraph essay format, which you probably first encountered in high school. This basic format is valid for most essays you will write in college, even much longer ones. For now, however, Mariah focuses on writing the three body paragraphs from her outline. Chapter 8 "Writing Essays: From Start to Finish" covers writing introductions and conclusions, and you will read Mariah's introduction and conclusion in Chapter 8 "Writing Essays: From Start to Finish".

The Role of Topic Sentences

Topic sentences make the structure of a text and the writer's basic arguments easy to locate and comprehend. In college writing, using a topic sentence in each paragraph of the essay is the standard rule. However, the topic sentence does not always have to be the first sentence in your paragraph even if it the first item in your formal outline.

Tip

When you begin to draft your paragraphs, you should follow your outline fairly closely. After all, you spent valuable time developing those ideas. However, as you begin to express your ideas in complete sentences, it might strike you that the topic sentence might work better at the end of the paragraph or in the middle. Try it. Writing a draft, by its nature, is a good time for experimentation.

The topic sentence can be the first, middle, or final sentence in a paragraph. The assignment's audience and purpose will often determine where a topic sentence belongs. When the purpose of the assignment is to persuade, for example, the topic sentence should be the first sentence in a paragraph. In a persuasive essay, the writer's point of view should be clearly expressed at the beginning of each paragraph.

Choosing where to position the topic sentence depends not only on your audience and purpose but also on the essay's arrangement, or order. When you organize information according to order of importance, the topic sentence may be the final sentence in a paragraph. All the supporting sentences build up to the topic sentence. Chronological order may also position the topic sentence as the final sentence because the controlling idea of the paragraph may make the most sense at the end of a sequence.

When you organize information according to spatial order, a topic sentence may appear as the middle sentence in a paragraph. An essay arranged by spatial order often contains paragraphs that begin with descriptions. A reader may first need a visual in his or her mind before understanding the development of the paragraph. When the topic sentence is in the middle, it unites the details that come before it with the ones that come after it.

Tip

As you read critically throughout the writing process, keep topic sentences in mind. You may discover topic sentences that are not always located at the beginning of a paragraph. For example, fiction writers customarily use topic ideas, either expressed or implied, to move readers through their texts. In nonfiction writing, such as popular magazines, topic sentences are often used when the author thinks it is appropriate (based on the audience and the purpose, of course). A single topic sentence might even control the development of a number of paragraphs. For more information on topic sentences, please see Chapter 5 "Writing Paragraphs: Separating Ideas and Shaping Content".

Developing topic sentences and thinking about their placement in a paragraph will prepare you to write the rest of the paragraph.

Paragraphs

The paragraph is the main structural component of an essay as well as other forms of writing. Each paragraph of an essay adds another related main idea to support the writer's thesis, or controlling idea. Each related main idea is supported and developed with facts, examples, and other details that explain it. By exploring and refining one main idea at a time, writers build a strong case for their thesis.

Paragraph Length

How long should a paragraph be?

One answer to this important question may be "long enough"—long enough for you to address your points and explain your main idea. To grab attention or to present succinct supporting ideas, a paragraph can be fairly short and consist of two to three sentences. A paragraph in a complex essay about some abstract point in philosophy or archaeology can be three-quarters of a page or more in length. As long as the writer maintains close focus on the topic and does not ramble, a long paragraph is acceptable in college-level writing. In general, try to keep the paragraphs longer than one sentence but shorter than one full page of double-spaced text.

Tip

Journalistic style often calls for brief two- or three-sentence paragraphs because of how people read the news, both online and in print. Blogs and other online information sources often adopt this paragraphing style, too. Readers often skim the first paragraphs of a great many articles before settling on the handful of stories they want to read in detail.

You may find that a particular paragraph you write may be longer than one that will hold your audience's interest. In such cases, you should divide the paragraph into two or more shorter paragraphs, adding a topic statement or some kind of transitional word or phrase at the start of the new paragraph. Transition words or phrases show the connection between the two ideas.

In all cases, however, be guided by what you instructor wants and expects to find in your draft. Many instructors will expect you to develop a mature college-level style as you progress through the semester's assignments.

Exercise 7.3.2

To build your sense of appropriate paragraph length, use the Internet to find examples of the following items. Copy them into a file, identify your sources, and present them to your instructor with your annotations, or notes.

- A news article written in short paragraphs. Take notes on, or annotate, your selection with your observations about the effect of combining paragraphs that develop the same topic idea. Explain how effective those paragraphs would be.
- A long paragraph from a scholarly work that you identify through an academic search engine. Annotate it with your observations about the author's paragraphing style.

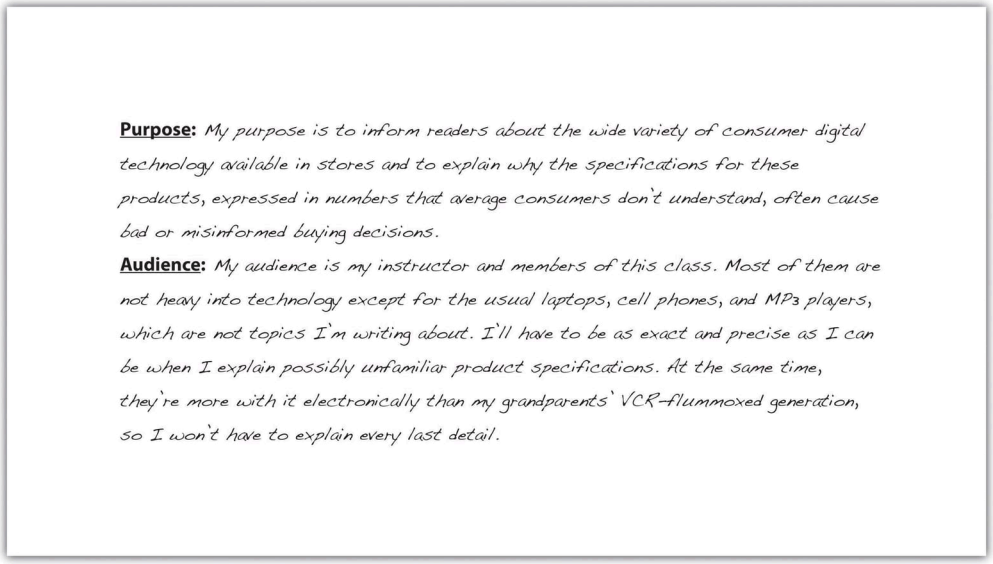
Starting Your First Draft

Now we are finally ready to look over Mariah's shoulder as she begins to write her essay about digital technology and the confusing choices that consumers face. As she does, you should have in front of you your outline, with its thesis statement and topic sentences, and the notes you wrote earlier in this lesson on your purpose and audience. Reviewing these will put both you and Mariah in the proper mind-set to start.

The following is Mariah's thesis statement.



Here are the notes that Mariah wrote to herself to characterize her purpose and audience.



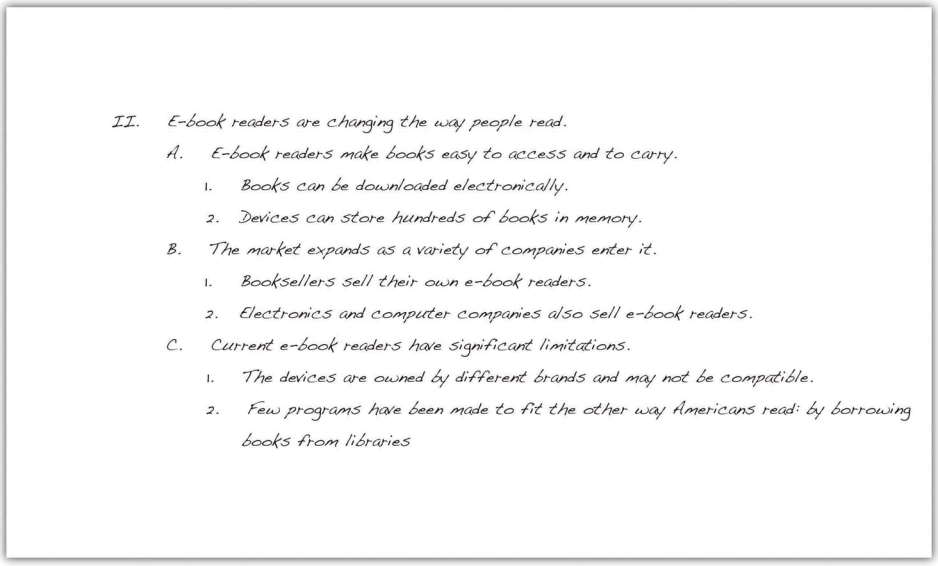
Mariah chose to begin by writing a quick introduction based on her thesis statement. She knew that she would want to improve her introduction significantly when she revised. Right now, she just wanted to give herself a starting point. You will read her introduction again in Section 7.4 "Revising and Editing" when she revises it.

Tip

Remember Mariah's other options. She could have started directly with any of the body paragraphs.

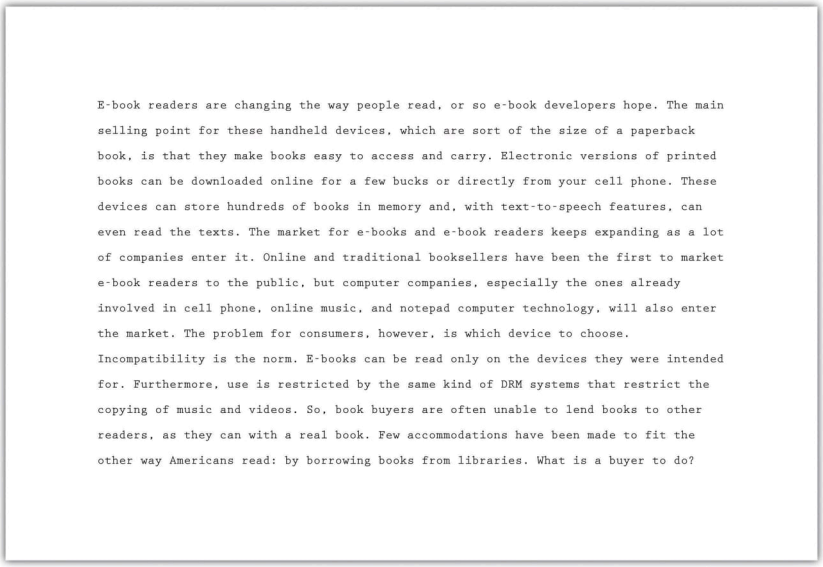
You will learn more about writing attention-getting introductions and effective conclusions in Chapter 8 "Writing Essays: From Start to Finish".

With her thesis statement and her purpose and audience notes in front of her, Mariah then looked at her sentence outline. She chose to use that outline because it includes the topic sentences. The following is the portion of her outline for the first body paragraph. The roman numeral II identifies the topic sentence for the paragraph, capital letters indicate supporting details, and arabic numerals label subpoints.



II. E-book readers are changing the way people read.
- A. E-book readers make books easy to access and to carry.
  1. Books can be downloaded electronically.
  2. Devices can store hundreds of books in memory.
- B. The market expands as a variety of companies enter it.
  1. Booksellers sell their own e-book readers.
  2. Electronics and computer companies also sell e-book readers.
- C. Current e-book readers have significant limitations.
  1. The devices are owned by different brands and may not be compatible.
  2. Few programs have been made to fit the other way Americans read: by borrowing books from libraries

Mariah then began to expand the ideas in her outline into a paragraph. Notice how the outline helped her guarantee that all her sentences in the body of the paragraph develop the topic sentence.



E-book readers are changing the way people read, or so e-book developers hope. The main selling point for these handheld devices, which are sort of the size of a paperback book, is that they make books easy to access and carry. Electronic versions of printed books can be downloaded online for a few bucks or directly from your cell phone. These devices can store hundreds of books in memory and, with text-to-speech features, can even read the texts. The market for e-books and e-book readers keeps expanding as a lot of companies enter it. Online and traditional booksellers have been the first to market e-book readers to the public, but computer companies, especially the ones already involved in cell phone, online music, and notepad computer technology, will also enter the market. The problem for consumers, however, is which device to choose. Incompatibility is the norm. E-books can be read only on the devices they were intended for. Furthermore, use is restricted by the same kind of DRM systems that restrict the copying of music and videos. So, book buyers are often unable to lend books to other readers, as they can with a real book. Few accommodations have been made to fit the other way Americans read: by borrowing books from libraries. What is a buyer to do?

Tip

If you write your first draft on the computer, consider creating a new file folder for each course with a set of subfolders inside the course folders for each assignment you are given. Label the folders clearly with the course names, and label each assignment folder and word processing document with a title that you will easily recognize. The assignment name is a good choice for the document. Then use that subfolder to store all the drafts you create. When you start each new draft, do not just write over the last one. Instead, save the draft with a new tag after the title—draft 1, draft 2, and so on—so that you will have a complete history of drafts in case your instructor wishes you to submit them.

In your documents, observe any formatting requirements—for margins, headers, placement of page numbers, and other layout matters—that your instructor requires.

Exercise 7.3.3

Study how Mariah made the transition from her sentence outline to her first draft. First, copy her outline onto your own sheet of paper. Leave a few spaces between each part of the outline. Then copy sentences from Mariah's paragraph to align each sentence with its corresponding entry in her outline.

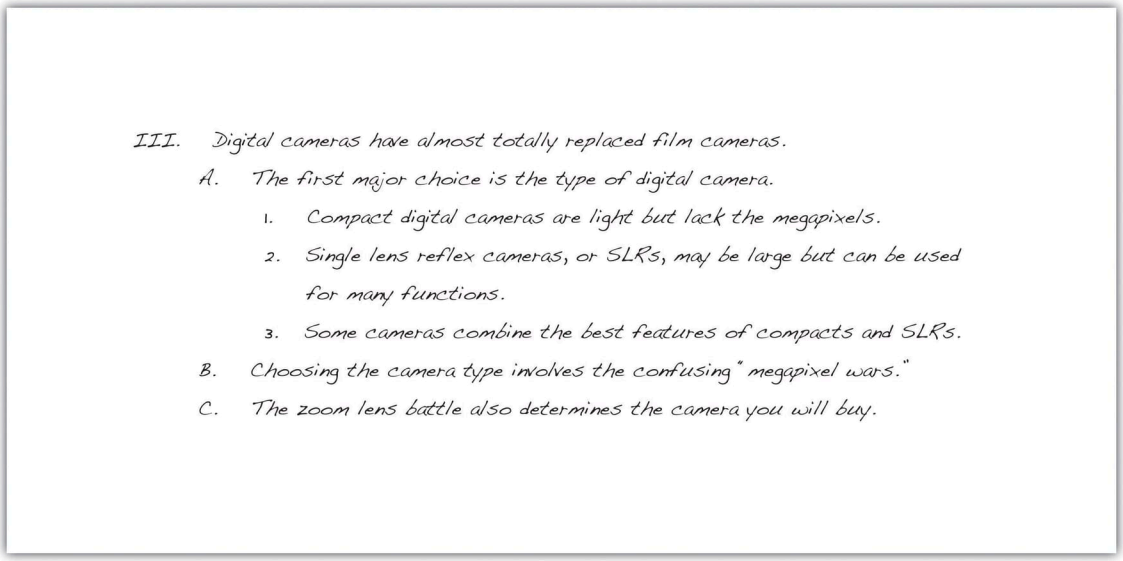
Continuing the First Draft

Mariah continued writing her essay, moving to the second and third body paragraphs. She had supporting details but no numbered subpoints in her outline, so she had to consult her prewriting notes for specific information to include.

Tip

If you decide to take a break between finishing your first body paragraph and starting the next one, do not start writing immediately when you return to your work. Put yourself back in context and in the mood by rereading what you have already written. This is what Mariah did. If she had stopped writing in the middle of writing the paragraph, she could have jotted down some quick notes to herself about what she would write next.

Preceding each body paragraph that Mariah wrote is the appropriate section of her sentence outline. Notice how she expanded roman numeral III from her outline into a first draft of the second body paragraph. As you read, ask yourself how closely she stayed on purpose and how well she paid attention to the needs of her audience.



Digital cameras have almost totally replaced film cameras in amateur photographers' gadget bags. My father took hundreds of slides when his children were growing up, but he had more and more trouble getting them developed. So, he decided to go modern. But, what kind of camera should he buy? The small compact digital cameras could slip right in his pocket, but if he tried to print a photograph larger than an 8 x 10, the quality would be poor. When he investigated buying a single lens reflex camera, or SLR, he discovered that they were as versatile as his old film camera, also an SLR, but they were big and bulky. Then he discovered yet a third type, which combined the smaller size of the compact digital cameras with the zoom lenses available for SLRs. His first thought was to buy one of those, but then he realized he had a lot of decisions to make. How many megapixels should the camera be? Five? Ten? What is the advantage of each? Then came the size of the zoom lens. He knew that 3x was too small, but what about 25x? Could he hold a lens that long without causing camera shake? He read hundreds of photography magazines and buying guides, and he still wasn't sure he was right.

Mariah then began her third and final body paragraph using roman numeral IV from her outline.

IV. Nothing is more confusing to me than choosing among televisions.

A. In the resolution wars, what are the benefits of 1080p and 768p?

B. In the screen-size wars, what do plasma screens and LCD screens offer?

C. Does every home really need a media center?

Nothing is more confusing to me than choosing among televisions. It confuses lots of people who want a new high-definition digital television (HDTV) with a large screen to watch sports and DVDs on. You could listen to the guys in the electronics store, but word has it they know little more than you do. They want to sell you what they have in stock, not what best fits your needs. You face decisions you never had to make with the old, bulky picture-tube televisions. Screen resolution means the number of horizontal scan lines the screen can show. This resolution is often 1080p, or full HD, or 768p. The trouble is that if you have a smaller screen, 32 inches or 37 inches diagonal, you won't be able to tell the difference with the naked eye. The 1080p televisions cost more, though, so those are what the salespeople want you to buy. They get bigger commissions. The other important decision you face as you walk around the sales floor is whether to get a plasma screen or an LCD screen. Now here the salespeople may finally give you decent info. Plasma flat-panel television screens can be much larger in diameter than their LCD rivals. Plasma screens show decent blacks and can be viewed at a wider angle than current LCD screens. But be careful and tell the salesperson you have budget constraints. Large flat-panel plasma screens are much more expensive than flat-screen LCD models. Don't buy more television than you need

Exercise 7.3.4

Reread body paragraphs two and three of the essay that Mariah is writing. Then answer the questions on your own sheet of paper.

1. In body paragraph two, Mariah decided to develop her paragraph as a nonfiction narrative. Do you agree with her decision? Explain. How else could she have chosen to develop the paragraph? Why is that better?
2. Compare the writing styles of paragraphs two and three. What evidence do you have that Mariah was getting tired or running out of steam? What advice would you give her? Why?
3. Choose one of these two body paragraphs. Write a version of your own that you think better fits Mariah's audience and purpose.

Writing a Title

A writer's best choice for a title is one that alludes to the main point of the entire essay. Like the headline in a newspaper or the big, bold title in a magazine, an essay's title gives the audience a first peek at the content. If readers like the title, they are likely to keep reading.

Following her outline carefully, Mariah crafted each paragraph of her essay. Moving step by step in the writing process, Mariah finished the draft and even included a brief concluding paragraph (you will read her conclusion in Chapter 8 "Writing Essays: From Start to Finish"). She then decided, as the final touch for her writing session, to add an engaging title.

Thesis Statement: *Everyone wants the newest and the best digital technology, but the choices are many, and the specifications are often confusing.*

Working Title: *Digital Technology: The Newest and the Best at What Price?*

Writing Your Own First Draft

Now you may begin your own first draft, if you have not already done so. Follow the suggestions and the guidelines presented in this section.

KEY TAKEAWAYS

- Make the writing process work for you. Use any and all of the strategies that help you move forward in the writing process.
- Always be aware of your purpose for writing and the needs of your audience. Cater to those needs in every sensible way.
- Remember to include all the key structural parts of an essay: a thesis statement that is part of your introductory paragraph, three or more body paragraphs as described in your outline, and a concluding paragraph. Then add an engaging title to draw in readers.
- Write paragraphs of an appropriate length for your writing assignment. Paragraphs in college-level writing can be a page long, as long as they cover the main topics in your outline.

- Use your topic outline or your sentence outline to guide the development of your paragraphs and the elaboration of your ideas. Each main idea, indicated by a roman numeral in your outline, becomes the topic of a new paragraph. Develop it with the supporting details and the subpoints of those details that you included in your outline.
- Generally speaking, write your introduction and conclusion last, after you have fleshed out the body paragraphs.

This page titled 7.3: Drafting is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

7.4: Revising and Editing

Learning Objectives

1. Identify major areas of concern in the draft essay during revising and editing.
2. Use peer reviews and editing checklists to assist revising and editing.
3. Revise and edit the first draft of your essay and produce a final draft.

Revising and editing are the two tasks you undertake to significantly improve your essay. Both are very important elements of the writing process. You may think that a completed first draft means little improvement is needed. However, even experienced writers need to improve their drafts and rely on peers during revising and editing. You may know that athletes miss catches, fumble balls, or overshoot goals. Dancers forget steps, turn too slowly, or miss beats. For both athletes and dancers, the more they practice, the stronger their performance will become. Web designers seek better images, a more clever design, or a more appealing background for their web pages. Writing has the same capacity to profit from improvement and revision.

Understanding the Purpose of Revising and Editing

Revising and editing allow you to examine two important aspects of your writing separately, so that you can give each task your undivided attention.

- When you **revise**, you take a second look at your ideas. You might add, cut, move, or change information in order to make your ideas clearer, more accurate, more interesting, or more convincing.
- When you **edit**, you take a second look at how you expressed your ideas. You add or change words. You fix any problems in grammar, punctuation, and sentence structure. You improve your writing style. You make your essay into a polished, mature piece of writing, the end product of your best efforts.

Tip

How do you get the best out of your revisions and editing? Here are some strategies that writers have developed to look at their first drafts from a fresh perspective. Try them over the course of this semester; then keep using the ones that bring results.

- Take a break. You are proud of what you wrote, but you might be too close to it to make changes. Set aside your writing for a few hours or even a day until you can look at it objectively.
- Ask someone you trust for feedback and constructive criticism.
- Pretend you are one of your readers. Are you satisfied or dissatisfied? Why?
- Use the resources that your college provides. Find out where your school's writing lab is located and ask about the assistance they provide online and in person.

Many people hear the words *critic*, *critical*, and *criticism* and pick up only negative vibes that provoke feelings that make them blush, grumble, or shout. However, as a writer and a thinker, you need to learn to be critical of yourself in a positive way and have high expectations for your work. You also need to train your eye and trust your ability to fix what needs fixing. For this, you need to teach yourself where to look.

Creating Unity and Coherence

Following your outline closely offers you a reasonable guarantee that your writing will stay on purpose and not drift away from the controlling idea. However, when writers are rushed, are tired, or cannot find the right words, their writing may become less than they want it to be. Their writing may no longer be clear and concise, and they may be adding information that is not needed to develop the main idea.

When a piece of writing has **unity**, all the ideas in each paragraph and in the entire essay clearly belong and are arranged in an order that makes logical sense. When the writing has **coherence**, the ideas flow smoothly. The wording clearly indicates how one idea leads to another within a paragraph and from paragraph to paragraph.

Tip

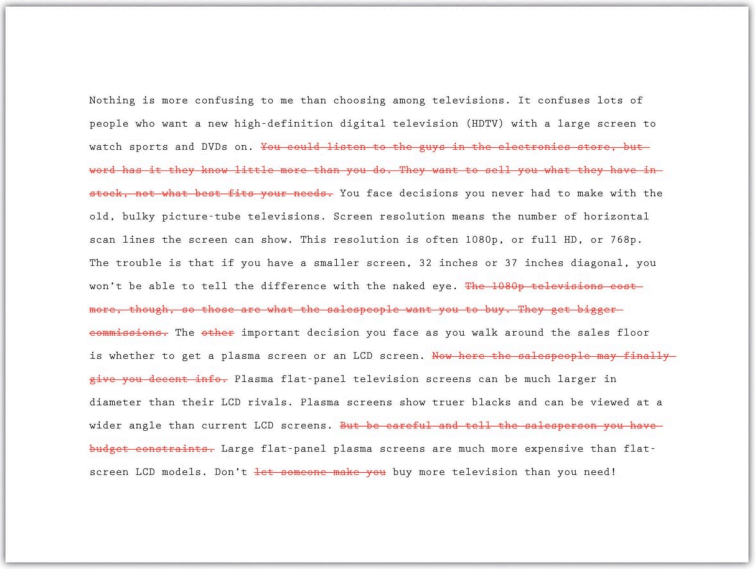
Reading your writing aloud will often help you find problems with unity and coherence. Listen for the clarity and flow of your ideas. Identify places where you find yourself confused, and write a note to yourself about possible fixes.

Creating Unity

Sometimes writers get caught up in the moment and cannot resist a good digression. Even though you might enjoy such detours when you chat with friends, unplanned digressions usually harm a piece of writing.

Mariah stayed close to her outline when she drafted the three body paragraphs of her essay she tentatively titled “Digital Technology: The Newest and the Best at What Price?” But a recent shopping trip for an HDTV upset her enough that she digressed from the main topic of her third paragraph and included comments about the sales staff at the electronics store she visited. When she revised her essay, she deleted the off-topic sentences that affected the unity of the paragraph.

Read the following paragraph twice, the first time without Mariah’s changes, and the second time with them.



Nothing is more confusing to me than choosing among televisions. It confuses lots of people who want a new high-definition digital television (HDTV) with a large screen to watch sports and DVDs on. ~~You could listen to the guys in the electronics store, but word has it they know little more than you do. They want to sell you what they have in stock, not what best fits your needs.~~ You face decisions you never had to make with the old, bulky picture-tube televisions. Screen resolution means the number of horizontal scan lines the screen can show. This resolution is often 1080p, or full HD, or 768p. The trouble is that if you have a smaller screen, 32 inches or 37 inches diagonal, you won’t be able to tell the difference with the naked eye. ~~The 1080p televisions cost more, though, so those are what the salespeople want you to buy. They get bigger commissions.~~ The ~~other~~ important decision you face as you walk around the sales floor is whether to get a plasma screen or an LCD screen. ~~Now here the salespeople may finally give you decent info.~~ Plasma flat-panel television screens can be much larger in diameter than their LCD rivals. Plasma screens show truer blacks and can be viewed at a wider angle than current LCD screens. ~~But be careful and tell the salesperson you have budget constraints.~~ Large flat-panel plasma screens are much more expensive than flat-screen LCD models. Don’t ~~let someone make you~~ buy more television than you need!

Exercise 7.4.1

1. Answer the following two questions about Mariah’s paragraph:
    1. Do you agree with Mariah’s decision to make the deletions she made? Did she cut too much, too little, or just enough? Explain.
    2. Is the explanation of what screen resolution means a digression? Or is it audience friendly and essential to understanding the paragraph? Explain.

    Collaboration

    Please share with a classmate and compare your answers.

2. Now start to revise the first draft of the essay you wrote in Section 7 "Writing Your Own First Draft". Reread it to find any statements that affect the unity of your writing. Decide how best to revise.

Tip

When you reread your writing to find revisions to make, look for each type of problem in a separate sweep. Read it straight through once to locate any problems with unity. Read it straight through a second time to find problems with coherence. You may follow this same practice during many stages of the writing process.

Writing at Work

Many companies hire copyeditors and proofreaders to help them produce the cleanest possible final drafts of large writing projects. Copyeditors are responsible for suggesting revisions and style changes; proofreaders check documents for any errors in capitalization, spelling, and punctuation that have crept in. Many times, these tasks are done on a freelance basis, with one freelancer working for a variety of clients.

Creating Coherence

Careful writers use **transitions** to clarify how the ideas in their sentences and paragraphs are related. These words and phrases help the writing flow smoothly. Adding transitions is not the only way to improve coherence, but they are often useful and give a mature feel to your essays. Table 7.4.1: "Common Transitional Words and Phrases" groups many common transitions according to their purpose.

Table 7.4.1: Common Transitional Words and Phrases

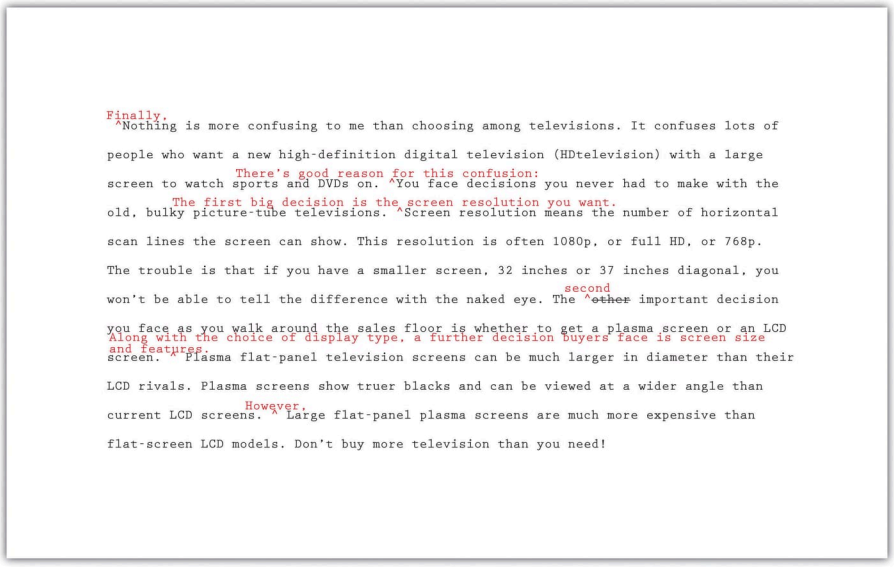
Transitions That Show Sequence or Time		
after	before	later
afterward	before long	meanwhile
as soon as	finally	next
at first	first, second, third	soon
at last	in the first place	then
Transitions That Show Position		
above	across	at the bottom
at the top	behind	below
beside	beyond	inside
near	next to	opposite
to the left, to the right, to the side	under	where
Transitions That Show a Conclusion		
indeed	hence	in conclusion
in the final analysis	therefore	thus
Transitions That Continue a Line of Thought		
consequently	furthermore	additionally
because	besides the fact	following this idea further
in addition	in the same way	moreover
looking further	considering..., it is clear that	
Transitions That Change a Line of Thought		
but	yet	however

nevertheless	on the contrary	on the other hand
Transitions That Show Importance		
above all	best	especially
in fact	more important	most important
most	worst	
Transitions That Introduce the Final Thoughts in a Paragraph or Essay		
finally	last	in conclusion
most of all	least of all	last of all
All-Purpose Transitions to Open Paragraphs or to Connect Ideas Inside Paragraphs		
admittedly	at this point	certainly
granted	it is true	generally speaking
in general	in this situation	no doubt
no one denies	obviously	of course
to be sure	undoubtedly	unquestionably
Transitions that Introduce Examples		
for instance	for example	
Transitions That Clarify the Order of Events or Steps		
first, second, third	generally, furthermore, finally	in the first place, also, last
in the first place, furthermore, finally	in the first place, likewise, lastly	

After Maria revised for unity, she next examined her paragraph about televisions to check for coherence. She looked for places where she needed to add a transition or perhaps reword the text to make the flow of ideas clear. In the version that follows, she has already deleted the sentences that were off topic.

Tip

Many writers make their revisions on a printed copy and then transfer them to the version on-screen. They conventionally use a small arrow called a caret (^) to show where to insert an addition or correction.



Finally,
^Nothing is more confusing to me than choosing among televisions. It confuses lots of
people who want a new high-definition digital television (HDtelevision) with a large
There's good reason for this confusion:
screen to watch sports and DVDs on. ^You face decisions you never had to make with the
The first big decision is the screen resolution you want.
old, bulky picture-tube televisions. ^Screen resolution means the number of horizontal
scan lines the screen can show. This resolution is often 1080p, or full HD, or 768p.
The trouble is that if you have a smaller screen, 32 inches or 37 inches diagonal, you
second
won't be able to tell the difference with the naked eye. The ^~~other~~ important decision
you face as you walk around the sales floor is whether to get a plasma screen or an LCD
Along with the choice of display type, a further decision buyers face is screen size
and features.
screen. ^ Plasma flat-panel television screens can be much larger in diameter than their
LCD rivals. Plasma screens show truer blacks and can be viewed at a wider angle than
However,
current LCD screens. ^ Large flat-panel plasma screens are much more expensive than
flat-screen LCD models. Don't buy more television than you need!

Exercise 7.4.2

1. Answer the following questions about Mariah's revised paragraph.
    1. Do you agree with the transitions and other changes that Mariah made to her paragraph? Which would you keep and which were unnecessary? Explain.
    2. What transition words or phrases did Mariah add to her paragraph? Why did she choose each one?
    3. What effect does adding additional sentences have on the coherence of the paragraph? Explain. When you read both versions aloud, which version has a more logical flow of ideas? Explain.
2. Now return to the first draft of the essay you wrote in Section 7 "Writing Your Own First Draft" and revise it for coherence. Add transition words and phrases where they are needed, and make any other changes that are needed to improve the flow and connection between ideas.

Being Clear and Concise

Some writers are very methodical and painstaking when they write a first draft. Other writers unleash a lot of words in order to get out all that they feel they need to say. Do either of these composing styles match your style? Or is your composing style somewhere in between? No matter which description best fits you, the first draft of almost every piece of writing, no matter its author, can be made clearer and more concise.

If you have a tendency to write too much, you will need to look for unnecessary words. If you have a tendency to be vague or imprecise in your wording, you will need to find specific words to replace any overly general language.

Identifying Wordiness

Sometimes writers use too many words when fewer words will appeal more to their audience and better fit their purpose. Here are some common examples of wordiness to look for in your draft. Eliminating wordiness helps all readers, because it makes your ideas clear, direct, and straightforward.

- **Wordy:** There are two major experiments that the Biology Department sponsors.

  Revised: The Biology Department sponsors two major experiments.

- **Wordy:** Two extremely famous and well-known consumer advocates spoke eloquently in favor of the proposed important legislation.

  Revised: Two well-known consumer advocates spoke in favor of the proposed legislation.

- **Sentences with deadwood phrases that add little to the meaning.** Be judicious when you use phrases such as *in terms of*, *with a mind to*, *on the subject of*, *as to whether or not*, *more or less*, *as far as…is concerned*, and similar expressions. You can usually find a more straightforward way to state your point.

  Wordy: As a world leader in the field of green technology, the company plans to focus its efforts in the area of geothermal energy.

  A report as to whether or not to use geysers as an energy source is in the process of preparation.

  Revised: As a world leader in green technology, the company plans to focus on geothermal energy.

  A report about using geysers as an energy source is in preparation.

- **Sentences in the passive voice or with forms of the verb***to be***.** Sentences with passive-voice verbs often create confusion, because the subject of the sentence does not perform an action. Sentences are clearer when the subject of the sentence performs the action and is followed by a strong verb. Use strong active-voice verbs in place of forms of *to be*, which can lead to wordiness. Avoid passive voice when you can.

  Wordy: It might perhaps be said that using a GPS device is something that is a benefit to drivers who have a poor sense of direction.

  Revised: Using a GPS device benefits drivers who have a poor sense of direction.

- **Wordy:** The e-book reader, which is a recent invention, may become as commonplace as the cell phone.

  My over-sixty uncle bought an e-book reader, and his wife bought an e-book reader, too.

  Revised: The e-book reader, a recent invention, may become as commonplace as the cell phone.

  My over-sixty uncle and his wife both bought e-book readers.

Exercise 7.4.3

Now return once more to the first draft of the essay you have been revising. Check it for unnecessary words. Try making your sentences as concise as they can be.

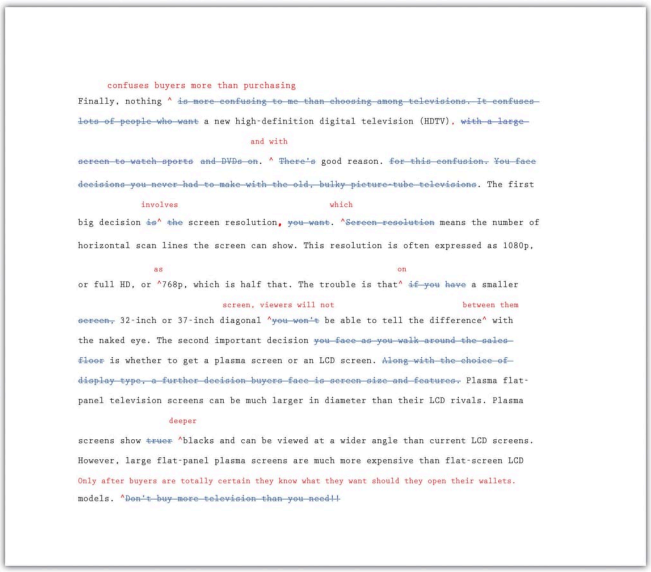
Choosing Specific, Appropriate Words

Most college essays should be written in formal English suitable for an academic situation. Follow these principles to be sure that your word choice is appropriate. For more information about word choice, see Chapter 3 "Working with Words: Which Word Is Right?".

- **Avoid slang.** Find alternatives to *bummer*, *kewl*, and *rad*.
- **Avoid language that is overly casual.** Write about “men and women” rather than “girls and guys” unless you are trying to create a specific effect. A formal tone calls for formal language.
- **Avoid contractions.** Use *do not* in place of *don’t*, *I am* in place of *I’m*, *have not* in place of *haven’t*, and so on. Contractions are considered casual speech.
- **Avoid clichés.** Overused expressions such as *green with envy*, *face the music*, *better late than never*, and similar expressions are empty of meaning and may not appeal to your audience.
- **Be careful when you use words that sound alike but have different meanings.** Some examples are *allusion/illusion*, *complement/compliment*, *council/counsel*, *concurrent/consecutive*, *founder/flounder*, and *historic/historical*. When in doubt, check a dictionary.
- **Choose words with the connotations you want.** Choosing a word for its connotations is as important in formal essay writing as it is in all kinds of writing. Compare the positive connotations of the word *proud* and the negative connotations of *arrogant* and *conceited*.
- **Use specific words rather than overly general words.** Find synonyms for *thing*, *people*, *nice*, *good*, *bad*, *interesting*, and other vague words. Or use specific details to make your exact meaning clear.

Now read the revisions Mariah made to make her third paragraph clearer and more concise. She has already incorporated the

changes she made to improve unity and coherence.



Exercise 7.4.4

1. Answer the following questions about Mariah's revised paragraph:
    1. Read the unrevised and the revised paragraphs aloud. Explain in your own words how changes in word choice have affected Mariah's writing.
    2. Do you agree with the changes that Mariah made to her paragraph? Which changes would you keep and which were unnecessary? Explain. What other changes would you have made?
    3. What effect does removing contractions and the pronoun *you* have on the tone of the paragraph? How would you characterize the tone now? Why?
2. Now return once more to your essay in progress. Read carefully for problems with word choice. Be sure that your draft is written in formal language and that your word choice is specific and appropriate.

Completing a Peer Review

After working so closely with a piece of writing, writers often need to step back and ask for a more objective reader. What writers most need is feedback from readers who can respond only to the words on the page. When they are ready, writers show their drafts to someone they respect and who can give an honest response about its strengths and weaknesses.

You, too, can ask a peer to read your draft when it is ready. After evaluating the feedback and assessing what is most helpful, the reader's feedback will help you when you revise your draft. This process is called **peer review**.

You can work with a partner in your class and identify specific ways to strengthen each other's essays. Although you may be uncomfortable sharing your writing at first, remember that each writer is working toward the same goal: a final draft that fits the audience and the purpose. Maintaining a positive attitude when providing feedback will put you and your partner at ease. The box that follows provides a useful framework for the peer review session.

Questions for Peer Review

Title of essay: _____

Date: _____

Writer's name: _____

Peer reviewer's name: _____

1. This essay is about_____.
2. Your main points in this essay are_____.
3. What I most liked about this essay is_____.
4. These three points struck me as your strongest:
    1. Point: _____

       Why: _____
    2. Point: _____

       Why: _____
    3. Point: _____

       Why: _____
5. These places in your essay are not clear to me:
    1. Where: _____

       Needs improvement because_____
    2. Where: _____

       Needs improvement because _____
    3. Where: _____

       Needs improvement because _____
6. The one additional change you could make that would improve this essay significantly is _____.

Writing at Work

One of the reasons why word-processing programs build in a reviewing feature is that workgroups have become a common feature in many businesses. Writing is often collaborative, and the members of a workgroup and their supervisors often critique group members' work and offer feedback that will lead to a better final product.

Exercise 7.4.5

Exchange essays with a classmate and complete a peer review of each other's draft in progress. Remember to give positive feedback and to be courteous and polite in your responses. Focus on providing one positive comment and one question for more information to the author.

Using Feedback Objectively

The purpose of peer feedback is to receive constructive criticism of your essay. Your peer reviewer is your first real audience, and you have the opportunity to learn what confuses and delights a reader so that you can improve your work before sharing the final draft with a wider audience (or your intended audience).

It may not be necessary to incorporate every recommendation your peer reviewer makes. However, if you start to observe a pattern in the responses you receive from peer reviewers, you might want to take that feedback into consideration in future assignments. For example, if you read consistent comments about a need for more research, then you may want to consider including more research in future assignments.

Using Feedback from Multiple Sources

You might get feedback from more than one reader as you share different stages of your revised draft. In this situation, you may receive feedback from readers who do not understand the assignment or who lack your involvement with and enthusiasm for it.

You need to evaluate the responses you receive according to two important criteria:

1. Determine if the feedback supports the purpose of the assignment.
2. Determine if the suggested revisions are appropriate to the audience.

Then, using these standards, accept or reject revision feedback.

Exercise 7.4.6

Work with two partners. Go back to Exercise 7.4.4 in this lesson and compare your responses to Activity A, about Mariah's paragraph, with your partners'. Recall Mariah's purpose for writing and her audience. Then, working individually, list where you agree and where you disagree about revision needs.

Editing Your Draft

If you have been incorporating each set of revisions as Mariah has, you have produced multiple drafts of your writing. So far, all your changes have been content changes. Perhaps with the help of peer feedback, you have made sure that you sufficiently supported your ideas. You have checked for problems with unity and coherence. You have examined your essay for word choice, revising to cut unnecessary words and to replace weak wording with specific and appropriate wording.

The next step after revising the content is editing. When you edit, you examine the surface features of your text. You examine your spelling, grammar, usage, and punctuation. You also make sure you use the proper format when creating your finished assignment.

Tip

Editing often takes time. Budgeting time into the writing process allows you to complete additional edits after revising. Editing and proofreading your writing helps you create a finished work that represents your best efforts. Here are a few more tips to remember about your readers:

- Readers do not notice correct spelling, but they *do* notice misspellings.
- Readers look past your sentences to get to your ideas—unless the sentences are awkward, poorly constructed, and frustrating to read.
- Readers notice when every sentence has the same rhythm as every other sentence, with no variety.
- Readers do not cheer when you use *there*, *their*, and *they're* correctly, but they notice when you do not.
- Readers will notice the care with which you handled your assignment and your attention to detail in the delivery of an error-free document.

The first section of this book offers a useful review of grammar, mechanics, and usage. Use it to help you eliminate major errors in your writing and refine your understanding of the conventions of language. Do not hesitate to ask for help, too, from peer tutors in your academic department or in the college's writing lab. In the meantime, use the checklist to help you edit your writing.

Checklist

Editing Your Writing

Grammar

- Are some sentences actually sentence fragments?
- Are some sentences run-on sentences? How can I correct them?
- Do some sentences need conjunctions between independent clauses?

- Does every verb agree with its subject?
- Is every verb in the correct tense?
- Are tense forms, especially for irregular verbs, written correctly?
- Have I used subject, object, and possessive personal pronouns correctly?
- Have I used *who* and *whom* correctly?
- Is the antecedent of every pronoun clear?
- Do all personal pronouns agree with their antecedents?
- Have I used the correct comparative and superlative forms of adjectives and adverbs?
- Is it clear which word a participial phrase modifies, or is it a dangling modifier?

Sentence Structure

- Are all my sentences simple sentences, or do I vary my sentence structure?
- Have I chosen the best coordinating or subordinating conjunctions to join clauses?
- Have I created long, overpacked sentences that should be shortened for clarity?
- Do I see any mistakes in parallel structure?

Punctuation

- Does every sentence end with the correct end punctuation?
- Can I justify the use of every exclamation point?
- Have I used apostrophes correctly to write all singular and plural possessive forms?
- Have I used quotation marks correctly?

Mechanics and Usage

- Can I find any spelling errors? How can I correct them?
- Have I used capital letters where they are needed?
- Have I written abbreviations, where allowed, correctly?
- Can I find any errors in the use of commonly confused words, such as *to*/*too*/*two*?

Tip

Be careful about relying too much on spelling checkers and grammar checkers. A spelling checker cannot recognize that you meant to write *principle* but wrote *principal* instead. A grammar checker often queries constructions that are perfectly correct. The program does not understand your meaning; it makes its check against a general set of formulas that might not apply in each instance. If you use a grammar checker, accept the suggestions that make sense, but consider why the suggestions came up.

Tip

Proofreading requires patience; it is very easy to read past a mistake. Set your paper aside for at least a few hours, if not a day or more, so your mind will rest. Some professional proofreaders read a text backward so they can concentrate on spelling and punctuation. Another helpful technique is to slowly read a paper aloud, paying attention to every word, letter, and punctuation mark.

If you need additional proofreading help, ask a reliable friend, a classmate, or a peer tutor to make a final pass on your paper to look for anything you missed.

Formatting

Remember to use proper format when creating your finished assignment. Sometimes an instructor, a department, or a college will require students to follow specific instructions on titles, margins, page numbers, or the location of the writer's name. These requirements may be more detailed and rigid for research projects and term papers, which often observe the American Psychological Association (APA) or Modern Language Association (MLA) style guides, especially when citations of sources are

included.

To ensure the format is correct and follows any specific instructions, make a final check before you submit an assignment.

Exercise 7.4.7

With the help of the checklist, edit and proofread your essay.

KEY TAKEAWAYS

- Revising and editing are the stages of the writing process in which you improve your work before producing a final draft.
- During revising, you add, cut, move, or change information in order to improve content.
- During editing, you take a second look at the words and sentences you used to express your ideas and fix any problems in grammar, punctuation, and sentence structure.
- Unity in writing means that all the ideas in each paragraph and in the entire essay clearly belong together and are arranged in an order that makes logical sense.
- Coherence in writing means that the writer's wording clearly indicates how one idea leads to another within a paragraph and between paragraphs.
- Transitional words and phrases effectively make writing more coherent.
- Writing should be clear and concise, with no unnecessary words.
- Effective formal writing uses specific, appropriate words and avoids slang, contractions, clichés, and overly general words.
- Peer reviews, done properly, can give writers objective feedback about their writing. It is the writer's responsibility to evaluate the results of peer reviews and incorporate only useful feedback.
- Remember to budget time for careful editing and proofreading. Use all available resources, including editing checklists, peer editing, and your institution's writing lab, to improve your editing skills.

This page titled 7.4: Revising and Editing is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

7.5: The Writing Process- End-of-Chapter Exercises

Learning Objectives

1. Use the skills you have learned in the chapter.
2. Work collaboratively with other students.
3. Work with a variety of academic and on-the-job, real-world examples.

Exercises

1. In this chapter, you have thought and read about the topic of mass media. Starting with the title “The Future of Information: How It Will Be Created, Transmitted, and Consumed,” narrow the focus of the topic until it is suitable for a two- to three-page paper. Then narrow your topic with the help of brainstorming, idea mapping, and searching the Internet until you select a final topic to explore. Keep a journal or diary in which you record and comment on everything you did to choose a final topic. Then record what you will do next to explore the idea and create a thesis statement.
2. Write a thesis statement and a formal sentence outline for an essay about the writing process. Include separate paragraphs for prewriting, drafting, and revising and editing. Your audience will be a general audience of educated adults who are unfamiliar with how writing is taught at the college level. Your purpose is to explain the stages of the writing process so that readers will understand its benefits.

   Collaboration

   Please share with a classmate and compare your answers.

3. Pieces of writing in a variety of real-life and work-related situations would benefit from revising and editing. Consider the following list of real-life and work-related pieces of writing: e-mails, greeting card messages, junk mail, late-night television commercials, social networking pages, local newspapers, bulletin-board postings, and public notices. Find and submit at least two examples of writing that needs revision. Explain what changes you would make. Replace any recognizable names with pseudonyms.
4. **Group activity.** At work, an employer might someday ask you to contribute to the research base for an essay such as the one Mariah wrote or the one you wrote while working through this chapter. Choosing either her topic or your own, compile a list of at least five sources. Then, working in a group of four students, bring in printouts or PDF files of Internet sources or paper copies of non-Internet sources for the other group members to examine. In a group report, rate the reliability of each other’s sources.
5. **Group activity.** Working in a peer-review group of four, go to "Drafting" and reread the draft of the first two body paragraphs of Mariah’s essay, “Digital Technology: The Newest and the Best at What Price?” Review those two paragraphs using the same level of inspection given to the essay’s third paragraph in "Revising and Editing". Suggest and agree on changes to improve unity and coherence, eliminate unneeded words, and refine word choice. Your purpose is to help Mariah produce two effective paragraphs for a formal college-level essay about her topic.

This page titled 7.5: The Writing Process- End-of-Chapter Exercises is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

CHAPTER 8: WRITING ESSAYS - FROM START TO FINISH

8.1: Developing a Strong, Clear Thesis Statement
8.2: Writing Body Paragraphs
8.3: Organizing Your Writing
8.4: Writing Introductory and Concluding Paragraphs
8.5: Writing Essays- End-of-Chapter Exercises

This page titled Chapter 8: Writing Essays - From Start to Finish is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

8.1: Developing a Strong, Clear Thesis Statement

Learning Objectives

1. Develop a strong, clear thesis statement with the proper elements.
2. Revise your thesis statement.

Have you ever known a person who was not very good at telling stories? You probably had trouble following his train of thought as he jumped around from point to point, either being too brief in places that needed further explanation or providing too many details on a meaningless element. Maybe he told the end of the story first, then moved to the beginning and later added details to the middle. His ideas were probably scattered, and the story did not flow very well. When the story was over, you probably had many questions.

Just as a personal anecdote can be a disorganized mess, an essay can fall into the same trap of being out of order and confusing. That is why writers need a **thesis statement** to provide a specific focus for their essay and to organize what they are about to discuss in the body.

Just like a topic sentence summarizes a single paragraph, the thesis statement summarizes an entire essay. It tells the reader the point you want to make in your essay, while the essay itself supports that point. It is like a signpost that signals the essay's destination. You should form your thesis before you begin to organize an essay, but you may find that it needs revision as the essay develops.

Elements of a Thesis Statement

For every essay you write, you must focus on a central idea. This idea stems from a topic you have chosen or been assigned or from a question your teacher has asked. It is not enough merely to discuss a general topic or simply answer a question with a yes or no. You have to form a specific opinion, and then articulate that into a **controlling idea**—the main idea upon which you build your thesis.

Remember that a thesis is not the topic itself, but rather your interpretation of the question or subject. For whatever topic your professor gives you, you must ask yourself, "What do I want to say about it?" Asking and then answering this question is vital to forming a thesis that is precise, forceful and confident.

A thesis is one sentence long and appears toward the end of your introduction. It is specific and focuses on one to three points of a single idea—points that are able to be demonstrated in the body. It forecasts the content of the essay and suggests how you will organize your information. Remember that a thesis statement does not summarize an issue but rather dissects it.

A Strong Thesis Statement

A strong thesis statement contains the following qualities.

Specificity. A thesis statement must concentrate on a specific area of a general topic. As you may recall, the creation of a thesis statement begins when you choose a broad subject and then narrow down its parts until you pinpoint a specific aspect of that topic. For example, health care is a broad topic, but a proper thesis statement would focus on a specific area of that topic, such as options for individuals without health care coverage.

Precision. A strong thesis statement must be precise enough to allow for a coherent argument and to remain focused on the topic. If the specific topic is options for individuals without health care coverage, then your precise thesis statement must make an exact claim about it, such as that limited options exist for those who are uninsured by their employers. You must further pinpoint what you are going to discuss regarding these limited effects, such as whom they affect and what the cause is.

Ability to be argued. A thesis statement must present a relevant and specific argument. A factual statement often is not considered arguable. Be sure your thesis statement contains a point of view that can be supported with evidence.

Ability to be demonstrated. For any claim you make in your thesis, you must be able to provide reasons and examples for your opinion. You can rely on personal observations in order to do this, or you can consult outside sources to demonstrate that what you assert is valid. A worthy argument is backed by examples and details.

Forcefulness. A thesis statement that is forceful shows readers that you are, in fact, making an argument. The tone is assertive and takes a stance that others might oppose.

Confidence. In addition to using force in your thesis statement, you must also use confidence in your claim. Phrases such as *I feel* or *I believe* actually weaken the readers' sense of your confidence because these phrases imply that you are the only person who feels the way you do. In other words, your stance has insufficient backing. Taking an authoritative stance on the matter persuades your readers to have faith in your argument and open their minds to what you have to say.

Tip

Even in a personal essay that allows the use of first person, your thesis should not contain phrases such as *in my opinion* or *I believe*. These statements reduce your credibility and weaken your argument. Your opinion is more convincing when you use a firm attitude.

Exercise 8.1.1

On a separate sheet of paper, write a thesis statement for each of the following topics. Remember to make each statement specific, precise, demonstrable, forceful and confident.

Topics

- Texting while driving
- The legal drinking age in the United States
- Steroid use among professional athletes
- Abortion
- Racism

Examples of Appropriate Thesis Statements

Each of the following thesis statements meets several of the following requirements:

- Specificity
- Precision
- Ability to be argued
- Ability to be demonstrated
- Forcefulness
- Confidence

1. The societal and personal struggles of Troy Maxon in the play *Fences* symbolize the challenge of black males who lived through segregation and integration in the United States.
2. Closing all American borders for a period of five years is one solution that will tackle illegal immigration.
3. Shakespeare's use of dramatic irony in *Romeo and Juliet* spoils the outcome for the audience and weakens the plot.
4. J. D. Salinger's character in *Catcher in the Rye*, Holden Caulfield, is a confused rebel who voices his disgust with phonies, yet in an effort to protect himself, he acts like a phony on many occasions.
5. Compared to an absolute divorce, no-fault divorce is less expensive, promotes fairer settlements, and reflects a more realistic view of the causes for marital breakdown.
6. Exposing children from an early age to the dangers of drug abuse is a sure method of preventing future drug addicts.
7. In today's crumbling job market, a high school diploma is not significant enough education to land a stable, lucrative job.

Tip

You can find thesis statements in many places, such as in the news; in the opinions of friends, coworkers or teachers; and even in songs you hear on the radio. Become aware of thesis statements in everyday life by paying attention to people's opinions and their reasons for those opinions. Pay attention to your own everyday thesis statements as well, as these can become material for future essays.

Now that you have read about the contents of a good thesis statement and have seen examples, take a look at the pitfalls to avoid when composing your own thesis:

- A thesis is weak when it is simply a declaration of your subject or a description of what you will discuss in your essay.

  Weak thesis statement: My paper will explain why imagination is more important than knowledge.

- A thesis is weak when it makes an unreasonable or outrageous claim or insults the opposing side.

  Weak thesis statement: Religious radicals across America are trying to legislate their Puritanical beliefs by banning required high school books.

- A thesis is weak when it contains an obvious fact or something that no one can disagree with or provides a dead end.

  Weak thesis statement: Advertising companies use sex to sell their products.

- A thesis is weak when the statement is too broad.

  Weak thesis statement: The life of Abraham Lincoln was long and challenging.

Exercise 8.1.2

Read the following thesis statements. On a separate piece of paper, identify each as weak or strong. For those that are weak, list the reasons why. Then revise the weak statements so that they conform to the requirements of a strong thesis.

1. The subject of this paper is my experience with ferrets as pets.
2. The government must expand its funding for research on renewable energy resources in order to prepare for the impending end of oil.
3. Edgar Allan Poe was a poet who lived in Baltimore during the nineteenth century.
4. In this essay, I will give you lots of reasons why slot machines should not be legalized in Baltimore.
5. Despite his promises during his campaign, President Kennedy took few executive measures to support civil rights legislation.
6. Because many children's toys have potential safety hazards that could lead to injury, it is clear that not all children's toys are safe.
7. My experience with young children has taught me that I want to be a disciplinary parent because I believe that a child without discipline can be a parent's worst nightmare.

Writing at Work

Often in your career, you will need to ask your boss for something through an e-mail. Just as a thesis statement organizes an essay, it can also organize your e-mail request. While your e-mail will be shorter than an essay, using a thesis statement in your first paragraph quickly lets your boss know what you are asking for, why it is necessary, and what the benefits are. In short body paragraphs, you can provide the essential information needed to expand upon your request.

Thesis Statement Revision

Your thesis will probably change as you write, so you will need to modify it to reflect exactly what you have discussed in your

essay. Remember from Chapter 7 "The Writing Process: How Do I Begin?" that your thesis statement begins as a **working thesis statement**, an indefinite statement that you make about your topic early in the writing process for the purpose of planning and guiding your writing.

Working thesis statements often become stronger as you gather information and form new opinions and reasons for those opinions. Revision helps you strengthen your thesis so that it matches what you have expressed in the body of the paper.

Tip

The best way to revise your thesis statement is to ask questions about it and then examine the answers to those questions. By challenging your own ideas and forming definite reasons for those ideas, you grow closer to a more precise point of view, which you can then incorporate into your thesis statement.

Ways to Revise Your Thesis

You can cut down on irrelevant aspects and revise your thesis by taking the following steps:

1. Pinpoint and replace all nonspecific words, such as *people*, *everything*, *society*, or *life*, with more precise words in order to reduce any vagueness.

   Working thesis: Young people have to work hard to succeed in life.

   Revised thesis: Recent college graduates must have discipline and persistence in order to find and maintain a stable job in which they can use and be appreciated for their talents.

   The revised thesis makes a more specific statement about success and what it means to work hard. The original includes too broad a range of people and does not define exactly what success entails. By replacing those general words like *people* and *work hard*, the writer can better focus his or her research and gain more direction in his or her writing.

2. Clarify ideas that need explanation by asking yourself questions that narrow your thesis.

   Working thesis: The welfare system is a joke.

   Revised thesis: The welfare system keeps a socioeconomic class from gaining employment by alluring members of that class with unearned income, instead of programs to improve their education and skill sets.

   A joke means many things to many people. Readers bring all sorts of backgrounds and perspectives to the reading process and would need clarification for a word so vague. This expression may also be too informal for the selected audience. By asking questions, the writer can devise a more precise and appropriate explanation for *joke*. The writer should ask himself or herself questions similar to the 5WH questions. (See Chapter 7 "The Writing Process: How Do I Begin?" for more information on the 5WH questions.) By incorporating the answers to these questions into a thesis statement, the writer more accurately defines his or her stance, which will better guide the writing of the essay.

3. Replace any **linking verbs** with action verbs. Linking verbs are forms of the verb *to be*, a verb that simply states that a situation exists.

   Working thesis: Kansas City schoolteachers are not paid enough.

   Revised thesis: The Kansas City legislature cannot afford to pay its educators, resulting in job cuts and resignations in a district that sorely needs highly qualified and dedicated teachers.

   The linking verb in this working thesis statement is the word *are*. Linking verbs often make thesis statements weak because they do not express action. Rather, they connect words and phrases to the second half of the sentence. Readers might wonder, “Why are they not paid enough?” But this statement does not compel them to ask many more questions. The writer should ask himself or herself questions in order to replace the linking verb with an action verb, thus forming a stronger thesis statement, one that takes a more definitive stance on the issue:

- Who is not paying the teachers enough?
- What is considered “enough”?
- What is the problem?
- What are the results

4. Omit any general claims that are hard to support.

Working thesis: Today’s teenage girls are too sexualized.

Revised thesis: Teenage girls who are captivated by the sexual images on MTV are conditioned to believe that a woman’s worth depends on her sensuality, a feeling that harms their self-esteem and behavior.

It is true that some young women in today’s society are more sexualized than in the past, but that is not true for all girls. Many girls have strict parents, dress appropriately, and do not engage in sexual activity while in middle school and high school. The writer of this thesis should ask the following questions:

- Which teenage girls?
- What constitutes “too” sexualized?
- Why are they behaving that way?
- Where does this behavior show up?
- What are the repercussions?

Exercise 8.1.3

In the first section of Chapter 7 "The Writing Process: How Do I Begin?", you determined your purpose for writing and your audience. You then completed a freewriting exercise about an event you recently experienced and chose a general topic to write about. Using that general topic, you then narrowed it down by answering the 5WH questions. After you answered these questions, you chose one of the three methods of prewriting and gathered possible supporting points for your working thesis statement.

Now, on a separate sheet of paper, write down your working thesis statement. Identify any weaknesses in this sentence and revise the statement to reflect the elements of a strong thesis statement. Make sure it is specific, precise, arguable, demonstrable, forceful, and confident.

Collaboration

Please share with a classmate and compare your answers.

Writing at Work

In your career you may have to write a project proposal that focuses on a particular problem in your company, such as reinforcing the tardiness policy. The proposal would aim to fix the problem; using a thesis statement would clearly state the boundaries of the problem and tell the goals of the project. After writing the proposal, you may find that the thesis needs revision to reflect exactly what is expressed in the body. Using the techniques from this chapter would apply to revising that thesis.

KEY TAKEAWAYS

- Proper essays require a thesis statement to provide a specific focus and suggest how the essay will be organized.
- A thesis statement is your interpretation of the subject, not the topic itself.
- A strong thesis is specific, precise, forceful, confident, and is able to be demonstrated.
- A strong thesis challenges readers with a point of view that can be debated and can be supported with evidence.
- A weak thesis is simply a declaration of your topic or contains an obvious fact that cannot be argued.
- Depending on your topic, it may or may not be appropriate to use first person point of view.
- Revise your thesis by ensuring all words are specific, all ideas are exact, and all verbs express action.

This page titled 8.1: Developing a Strong, Clear Thesis Statement is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

8.2: Writing Body Paragraphs

Learning Objectives

1. Select primary support related to your thesis.
2. Support your topic sentences.

If your thesis gives the reader a roadmap to your essay, then body paragraphs should closely follow that map. The reader should be able to predict what follows your introductory paragraph by simply reading the thesis statement.

The body paragraphs present the evidence you have gathered to confirm your thesis. Before you begin to support your thesis in the body, you must find information from a variety of sources that support and give credit to what you are trying to prove.

Select Primary Support for Your Thesis

Without primary support, your argument is not likely to be convincing. **Primary support** can be described as the major points you choose to expand on your thesis. It is the most important information you select to argue for your point of view. Each point you choose will be incorporated into the topic sentence for each body paragraph you write. Your primary supporting points are further supported by supporting details within the paragraphs.

Tip

Remember that a worthy argument is backed by examples. In order to construct a valid argument, good writers conduct lots of background research and take careful notes. They also talk to people knowledgeable about a topic in order to understand its implications before writing about it.

Identify the Characteristics of Good Primary Support

In order to fulfill the requirements of good primary support, the information you choose must meet the following standards:

- **Be specific.** The main points you make about your thesis and the examples you use to expand on those points need to be specific. Use specific examples to provide the evidence and to build upon your general ideas. These types of examples give your reader something narrow to focus on, and if used properly, they leave little doubt about your claim. General examples, while they convey the necessary information, are not nearly as compelling or useful in writing because they are too obvious and typical.
- **Be relevant to the thesis.** Primary support is considered strong when it relates directly to the thesis. Primary support should show, explain, or prove your main argument without delving into irrelevant details. When faced with lots of information that could be used to prove your thesis, you may think you need to include it all in your body paragraphs. But effective writers resist the temptation to lose focus. Choose your examples wisely by making sure they directly connect to your thesis.
- **Be detailed.** Remember that your thesis, while specific, should not be very detailed. The body paragraphs are where you develop the discussion that a thorough essay requires. Using detailed support shows readers that you have considered all the facts and chosen only the most precise details to enhance your point of view.

Prewrite to Identify Primary Supporting Points for a Thesis Statement

Recall that when you prewrite you essentially make a list of examples or reasons why you support your stance. Stemming from each point, you further provide details to support those reasons. After prewriting, you are then able to look back at the information and choose the most compelling pieces you will use in your body paragraphs.

Exercise 8.2.1

Choose one of the following working thesis statements. On a separate sheet of paper, write for at least five minutes using one of the prewriting techniques you learned in Chapter 7 "The Writing Process: How Do I Begin?".

1. Unleashed dogs on city streets are a dangerous nuisance.
2. Students cheat for many different reasons.
3. Drug use among teens and young adults is a problem.
4. The most important change that should occur at my college or university is _____.

Select the Most Effective Primary Supporting Points for a Thesis Statement

After you have prewritten about your working thesis statement, you may have generated a lot of information, which may be edited out later. Remember that your primary support must be relevant to your thesis. Remind yourself of your main argument, and delete any ideas that do not directly relate to it. Omitting unrelated ideas ensures that you will use only the most convincing information in your body paragraphs. Choose at least three of only the most compelling points. These will serve as the topic sentences for your body paragraphs.

Exercise 8.2.2

Refer to the previous exercise and select three of your most compelling reasons to support the thesis statement. Remember that the points you choose must be specific and relevant to the thesis. The statements you choose will be your primary support points, and you will later incorporate them into the topic sentences for the body paragraphs.

Collaboration

Please share with a classmate and compare your answers.

When you support your thesis, you are revealing evidence. Evidence includes anything that can help support your stance. The following are the kinds of evidence you will encounter as you conduct your research:

1. **Facts.** Facts are the best kind of evidence to use because they often cannot be disputed. They can support your stance by providing background information on or a solid foundation for your point of view. However, some facts may still need explanation. For example, the sentence “The most populated state in the United States is California” is a pure fact, but it may require some explanation to make it relevant to your specific argument.
2. **Judgments.Judgments** are conclusions drawn from the given facts. Judgments are more credible than opinions because they are founded upon careful reasoning and examination of a topic.
3. **Testimony.Testimony** consists of direct quotations from either an eyewitness or an expert witness. An eyewitness is someone who has direct experience with a subject; he adds authenticity to an argument based on facts. An expert witness is a person who has extensive experience with a topic. This person studies the facts and provides commentary based on either facts or judgments, or both. An expert witness adds authority and credibility to an argument.
4. **Personal observation.** Personal observation is similar to testimony, but personal observation consists of your testimony. It reflects what you know to be true because you have experiences and have formed either opinions or judgments about them. For instance, if you are one of five children and your thesis states that being part of a large family is beneficial to a child’s social development, you could use your own experience to support your thesis.

Writing at Work

In any job where you devise a plan, you will need to support the steps that you lay out. This is an area in which you would incorporate primary support into your writing. Choosing only the most specific and relevant information to expand upon the steps will ensure that your plan appears well-thought-out and precise.

Tip

You can consult a vast pool of resources to gather support for your stance. Citing relevant information from reliable sources ensures that your reader will take you seriously and consider your assertions. Use any of the following sources for your essay: newspapers or news organization websites, magazines, encyclopedias, and scholarly journals, which are periodicals that address topics in a specialized field.

Choose Supporting Topic Sentences

Each body paragraph contains a **topic sentence** that states one aspect of your thesis and then expands upon it. Like the thesis statement, each topic sentence should be specific and supported by concrete details, facts, or explanations.

Each body paragraph should comprise the following elements.

topic sentence + supporting details (examples, reasons, or arguments)

As you read in Chapter 7 "The Writing Process: How Do I Begin?", topic sentences indicate the location and main points of the basic arguments of your essay. These sentences are vital to writing your body paragraphs because they always refer back to and support your thesis statement. Topic sentences are linked to the ideas you have introduced in your thesis, thus reminding readers what your essay is about. A paragraph without a clearly identified topic sentence may be unclear and scattered, just like an essay without a thesis statement.

Tip

Unless your teacher instructs otherwise, you should include at least three body paragraphs in your essay. A five-paragraph essay, including the introduction and conclusion, is commonly the standard for exams and essay assignments.

Consider the following the thesis statement:

Author J. D. Salinger relied primarily on his personal life and belief system as the foundation for the themes in the majority of his works.

The following topic sentence is a primary support point for the thesis. The topic sentence states exactly what the controlling idea of the paragraph is. Later, you will see the writer immediately provide support for the sentence.

Salinger, a World War II veteran, suffered from posttraumatic stress disorder, a disorder that influenced themes in many of his works.

Exercise 8.2.3

In Exercise 8.2.2, you chose three of your most convincing points to support the thesis statement you selected from the list. Take each point and incorporate it into a topic sentence for each body paragraph.

Supporting point 1: _____

Topic sentence: _____

Supporting point 2: _____

Topic sentence: _____

Supporting point 3: _____

Topic sentence: _____

Collaboration

Please share with a classmate and compare your answers.

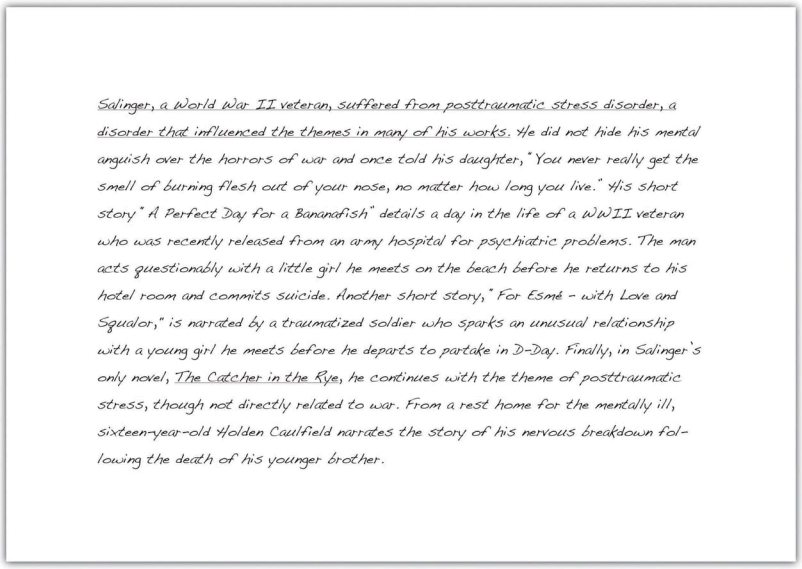
Draft Supporting Detail Sentences for Each Primary Support Sentence

After deciding which primary support points you will use as your topic sentences, you must add details to clarify and demonstrate each of those points. These supporting details provide examples, facts, or evidence that support the topic sentence.

The writer drafts possible supporting detail sentences for each primary support sentence based on the thesis statement:



The following paragraph contains supporting detail sentences for the primary support sentence (the topic sentence), which is underlined.



Exercise 8.2.4

Using the three topic sentences you composed for the thesis statement in Exercise 8.2.1, draft at least three supporting details for each point.

Thesis statement: _____

Primary supporting point 1: _____

Supporting details: _____

Primary supporting point 2: _____

Supporting details: _____

Primary supporting point 3: _____

Supporting details: _____

Tip

You have the option of writing your topic sentences in one of three ways. You can state it at the beginning of the body paragraph, or at the end of the paragraph, or you do not have to write it at all. This is called an implied topic sentence. An implied topic sentence lets readers form the main idea for themselves. For beginning writers, it is best to not use implied topic sentences because it makes it harder to focus your writing. Your instructor may also want to clearly identify the sentences that support your thesis. For more information on the placement of thesis statements and implied topic statements, see Chapter 7 "The Writing Process: How Do I Begin?".

Tip

Print out the first draft of your essay and use a highlighter to mark your topic sentences in the body paragraphs. Make sure they are clearly stated and accurately present your paragraphs, as well as accurately reflect your thesis. If your topic sentence contains information that does not exist in the rest of the paragraph, rewrite it to more accurately match the rest of the paragraph.

KEY TAKEAWAYS

- Your body paragraphs should closely follow the path set forth by your thesis statement.
- Strong body paragraphs contain evidence that supports your thesis.
- Primary support comprises the most important points you use to support your thesis.
- Strong primary support is specific, detailed, and relevant to the thesis.
- Prewriting helps you determine your most compelling primary support.
- Evidence includes facts, judgments, testimony, and personal observation.
- Reliable sources may include newspapers, magazines, academic journals, books, encyclopedias, and firsthand testimony.
- A topic sentence presents one point of your thesis statement while the information in the rest of the paragraph supports that point.
- A body paragraph comprises a topic sentence plus supporting details.

This page titled 8.2: Writing Body Paragraphs is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

8.3: Organizing Your Writing

Learning Objectives

1. Understand how and why organizational techniques help writers and readers stay focused.
2. Assess how and when to use chronological order to organize an essay.
3. Recognize how and when to use order of importance to organize an essay.
4. Determine how and when to use spatial order to organize an essay.

The method of organization you choose for your essay is just as important as its content. Without a clear organizational pattern, your reader could become confused and lose interest. The way you structure your essay helps your readers draw connections between the body and the thesis, and the structure also keeps you focused as you plan and write the essay. Choosing your organizational pattern before you outline ensures that each body paragraph works to support and develop your thesis.

This section covers three ways to organize body paragraphs:

1. Chronological order
2. Order of importance
3. Spatial order

When you begin to draft your essay, your ideas may seem to flow from your mind in a seemingly random manner. Your readers, who bring to the table different backgrounds, viewpoints, and ideas, need you to clearly organize these ideas in order to help process and accept them.

A solid organizational pattern gives your ideas a path that you can follow as you develop your draft. Knowing how you will organize your paragraphs allows you to better express and analyze your thoughts. Planning the structure of your essay before you choose supporting evidence helps you conduct more effective and targeted research.

Chronological Order

In Chapter 7 "The Writing Process: How Do I Begin?", you learned that chronological arrangement has the following purposes:

- To explain the history of an event or a topic
- To tell a story or relate an experience
- To explain how to do or to make something
- To explain the steps in a process

Chronological order is mostly used in **expository writing**, which is a form of writing that narrates, describes, informs, or explains a process. When using chronological order, arrange the events in the order that they actually happened, or will happen if you are giving instructions. This method requires you to use words such as *first*, *second*, *then*, *after that*, *later*, and *finally*. These transition words guide you and your reader through the paper as you expand your thesis.

For example, if you are writing an essay about the history of the airline industry, you would begin with its conception and detail the essential timeline events up until present day. You would follow the chain of events using words such as *first*, *then*, *next*, and so on.

Writing at Work

At some point in your career you may have to file a complaint with your human resources department. Using chronological order is a useful tool in describing the events that led up to your filing the grievance. You would logically lay out the events in the order that they occurred using the key transition words. The more logical your complaint, the more likely you will be well received and helped.

Exercise 8.3.1

Choose an accomplishment you have achieved in your life. The important moment could be in sports, schooling, or extracurricular activities. On your own sheet of paper, list the steps you took to reach your goal. Try to be as specific as possible with the steps you took. Pay attention to using transition words to focus your writing.

Keep in mind that chronological order is most appropriate for the following purposes:

- Writing essays containing heavy research
- Writing essays with the aim of listing, explaining, or narrating
- Writing essays that analyze literary works such as poems, plays, or books

Tip

When using chronological order, your introduction should indicate the information you will cover and in what order, and the introduction should also establish the relevance of the information. Your body paragraphs should then provide clear divisions or steps in chronology. You can divide your paragraphs by time (such as decades, wars, or other historical events) or by the same structure of the work you are examining (such as a line-by-line explication of a poem).

Exercise 8.3.2

On a separate sheet of paper, write a paragraph that describes a process you are familiar with and can do well. Assume that your reader is unfamiliar with the procedure. Remember to use the chronological key words, such as *first*, *second*, *then*, and *finally*.

Order of Importance

Recall from Chapter 7 "The Writing Process: How Do I Begin?" that **order of importance** is best used for the following purposes:

- Persuading and convincing
- Ranking items by their importance, benefit, or significance
- Illustrating a situation, problem, or solution

Most essays move from the least to the most important point, and the paragraphs are arranged in an effort to build the essay's strength. Sometimes, however, it is necessary to begin with your most important supporting point, such as in an essay that contains a thesis that is highly debatable. When writing a persuasive essay, it is best to begin with the most important point because it immediately captivates your readers and compels them to continue reading.

For example, if you were supporting your thesis that homework is detrimental to the education of high school students, you would want to present your most convincing argument first, and then move on to the less important points for your case.

Some key transitional words you should use with this method of organization are *most importantly*, *almost as importantly*, *just as importantly*, and *finally*.

Writing at Work

During your career, you may be required to work on a team that devises a strategy for a specific goal of your company, such as increasing profits. When planning your strategy you should organize your steps in order of importance. This demonstrates the ability to prioritize and plan. Using the order of importance technique also shows that you can create a resolution with logical steps for accomplishing a common goal.

Exercise 8.3.3

On a separate sheet of paper, write a paragraph that discusses a passion of yours. Your passion could be music, a particular sport, filmmaking, and so on. Your paragraph should be built upon the reasons why you feel so strongly. Briefly discuss your reasons in the order of least to greatest importance.

Spatial Order

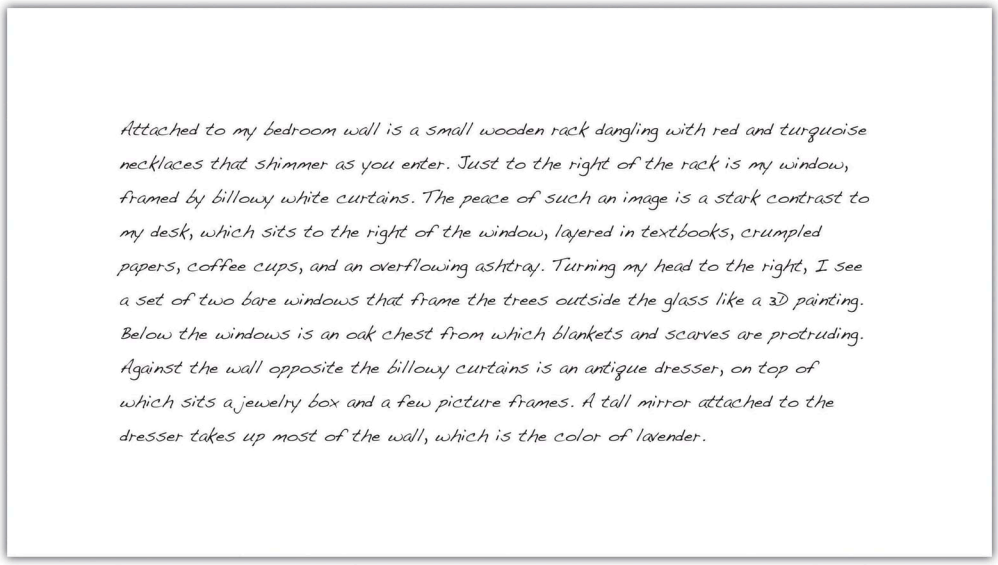
As stated in Chapter 7 "The Writing Process: How Do I Begin?", **spatial order** is best used for the following purposes:

- Helping readers visualize something as you want them to see it
- Evoking a scene using the senses (sight, touch, taste, smell, and sound)
- Writing a descriptive essay

Spatial order means that you explain or describe objects as they are arranged around you in your space, for example in a bedroom. As the writer, you create a picture for your reader, and their perspective is the viewpoint from which you describe what is around you.

The view must move in an orderly, logical progression, giving the reader clear directional signals to follow from place to place. The key to using this method is to choose a specific starting point and then guide the reader to follow your eye as it moves in an orderly trajectory from your starting point.

Pay attention to the following student's description of her bedroom and how she guides the reader through the viewing process, foot by foot.



Attached to my bedroom wall is a small wooden rack dangling with red and turquoise necklaces that shimmer as you enter. Just to the right of the rack is my window, framed by billowy white curtains. The peace of such an image is a stark contrast to my desk, which sits to the right of the window, layered in textbooks, crumpled papers, coffee cups, and an overflowing ashtray. Turning my head to the right, I see a set of two bare windows that frame the trees outside the glass like a 3D painting. Below the windows is an oak chest from which blankets and scarves are protruding. Against the wall opposite the billowy curtains is an antique dresser, on top of which sits a jewelry box and a few picture frames. A tall mirror attached to the dresser takes up most of the wall, which is the color of lavender.

The paragraph incorporates two objectives you have learned in this chapter: using an implied topic sentence and applying spatial order. Often in a descriptive essay, the two work together.

The following are possible transition words to include when using spatial order:

- Just to the left or just to the right
- Behind
- Between
- On the left or on the right
- Across from
- A little further down

- To the south, to the east, and so on
- A few yards away
- Turning left or turning right

Exercise 8.3.4

On a separate sheet of paper, write a paragraph using spatial order that describes your commute to work, school, or another location you visit often.

Collaboration

Please share with a classmate and compare your answers.

KEY TAKEAWAYS

- The way you organize your body paragraphs ensures you and your readers stay focused on and draw connections to, your thesis statement.
- A strong organizational pattern allows you to articulate, analyze, and clarify your thoughts.
- Planning the organizational structure for your essay before you begin to search for supporting evidence helps you conduct more effective and directed research.
- Chronological order is most commonly used in expository writing. It is useful for explaining the history of your subject, for telling a story, or for explaining a process.
- Order of importance is most appropriate in a persuasion paper as well as for essays in which you rank things, people, or events by their significance.
- Spatial order describes things as they are arranged in space and is best for helping readers visualize something as you want them to see it; it creates a dominant impression.

This page titled 8.3: Organizing Your Writing is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

8.4: Writing Introductory and Concluding Paragraphs

Learning Objectives

1. Recognize the importance of strong introductory and concluding paragraphs.
2. Learn to engage the reader immediately with the introductory paragraph.
3. Practice concluding your essays in a more memorable way.

Picture your introduction as a storefront window: You have a certain amount of space to attract your customers (readers) to your goods (subject) and bring them inside your store (discussion). Once you have enticed them with something intriguing, you then point them in a specific direction and try to make the sale (convince them to accept your thesis).

Your introduction is an invitation to your readers to consider what you have to say and then to follow your train of thought as you expand upon your thesis statement.

An introduction serves the following purposes:

1. Establishes your voice and tone, or your attitude, toward the subject
2. Introduces the general topic of the essay
3. States the thesis that will be supported in the body paragraphs

First impressions are crucial and can leave lasting effects in your reader's mind, which is why the introduction is so important to your essay. If your introductory paragraph is dull or disjointed, your reader probably will not have much interest in continuing with the essay.

Attracting Interest in Your Introductory Paragraph

Your introduction should begin with an engaging statement devised to provoke your readers' interest. In the next few sentences, introduce them to your topic by stating general facts or ideas about the subject. As you move deeper into your introduction, you gradually narrow the focus, moving closer to your thesis. Moving smoothly and logically from your introductory remarks to your thesis statement can be achieved using a **funnel technique**, as illustrated in the diagram in Figure 8.4.1: "Funnel Technique".

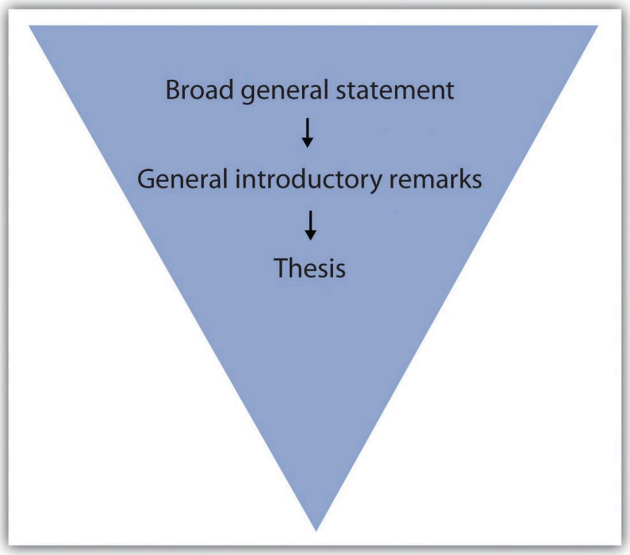


Figure 8.4.1: Funnel Technique

Exercise 8.4.1

On a separate sheet of paper, jot down a few general remarks that you can make about the topic for which you formed a thesis in "Developing a Strong, Clear Thesis Statement".

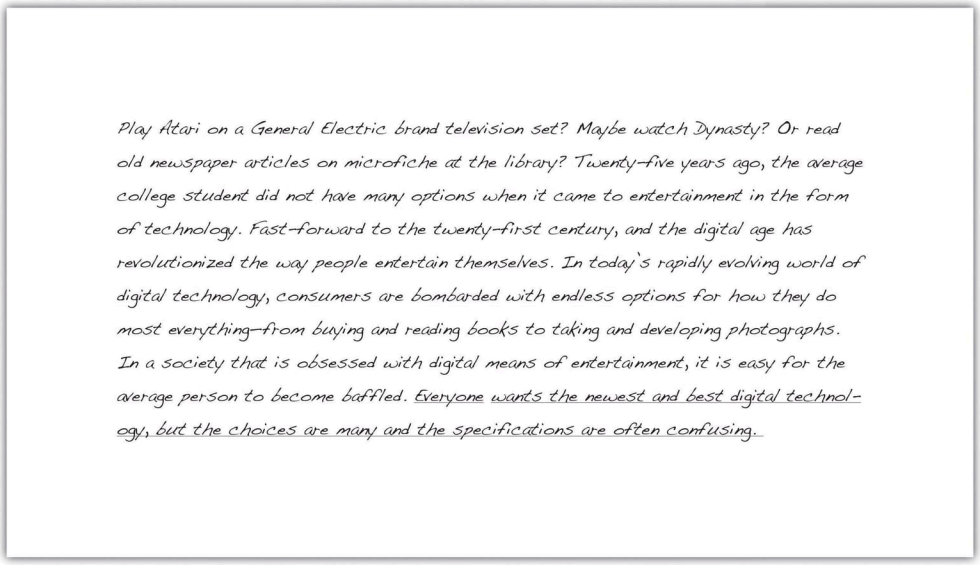
Immediately capturing your readers' interest increases the chances of having them read what you are about to discuss. You can garner curiosity for your essay in a number of ways. Try to get your readers personally involved by doing any of the following:

- Appealing to their emotions
- Using logic
- Beginning with a provocative question or opinion
- Opening with a startling statistic or surprising fact
- Raising a question or series of questions
- Presenting an explanation or rationalization for your essay
- Opening with a relevant quotation or incident
- Opening with a striking image
- Including a personal anecdote

Tip

Remember that your diction, or word choice, while always important, is most crucial in your introductory paragraph. Boring diction could extinguish any desire a person might have to read through your discussion. Choose words that create images or express action. For more information on diction, see Chapter 3 "Working with Words: Which Word Is Right?".

In Chapter 7 "The Writing Process: How Do I Begin?", you followed Mariah as she moved through the writing process. In this chapter, Mariah writes her introduction and conclusion for the same essay. Mariah incorporates some of the introductory elements into her introductory paragraph, which she previously outlined in Chapter 7 "The Writing Process: How Do I Begin?". Her thesis statement is underlined.



Play Atari on a General Electric brand television set? Maybe watch Dynasty? Or read old newspaper articles on microfiche at the library? Twenty-five years ago, the average college student did not have many options when it came to entertainment in the form of technology. Fast-forward to the twenty-first century, and the digital age has revolutionized the way people entertain themselves. In today's rapidly evolving world of digital technology, consumers are bombarded with endless options for how they do most everything—from buying and reading books to taking and developing photographs. In a society that is obsessed with digital means of entertainment, it is easy for the average person to become baffled. Everyone wants the newest and best digital technology, but the choices are many and the specifications are often confusing.

Tip

If you have trouble coming up with a provocative statement for your opening, it is a good idea to use a relevant, attention-grabbing quote about your topic. Use a search engine to find statements made by historical or significant figures about your subject.

Writing at Work

In your job field, you may be required to write a speech for an event, such as an awards banquet or a dedication ceremony. The introduction of a speech is similar to an essay because you have a limited amount of space to attract your audience's attention. Using the same techniques, such as a provocative quote or an interesting statistic, is an effective way to engage your listeners. Using the funnel approach also introduces your audience to your topic and then presents your main idea in a logical manner.

Exercise 8.4.2

Reread each sentence in Mariah's introductory paragraph. Indicate which techniques she used and comment on how each sentence is designed to attract her readers' interest.

Writing a Conclusion

It is not unusual to want to rush when you approach your conclusion, and even experienced writers may fade. But what good writers remember is that it is vital to put just as much attention into the conclusion as in the rest of the essay. After all, a hasty ending can undermine an otherwise strong essay.

A conclusion that does not correspond to the rest of your essay, has loose ends, or is unorganized can unsettle your readers and raise doubts about the entire essay. However, if you have worked hard to write the introduction and body, your conclusion can often be the most logical part to compose.

The Anatomy of a Strong Conclusion

Keep in mind that the ideas in your conclusion must conform to the rest of your essay. In order to tie these components together, restate your thesis at the beginning of your conclusion. This helps you assemble, in an orderly fashion, all the information you have explained in the body. Repeating your thesis reminds your readers of the major arguments you have been trying to prove and also indicates that your essay is drawing to a close. A strong conclusion also reviews your main points and emphasizes the importance of the topic.

The construction of the conclusion is similar to the introduction, in which you make general introductory statements and then present your thesis. The difference is that in the conclusion you first **paraphrase**, or state in different words, your thesis and then follow up with general concluding remarks. These sentences should progressively broaden the focus of your thesis and maneuver your readers out of the essay.

Many writers like to end their essays with a final emphatic statement. This strong closing statement will cause your readers to continue thinking about the implications of your essay; it will make your conclusion, and thus your essay, more memorable. Another powerful technique is to challenge your readers to make a change in either their thoughts or their actions. Challenging your readers to see the subject through new eyes is a powerful way to ease yourself and your readers out of the essay.

Tip

When closing your essay, do not expressly state that you are drawing to a close. Relying on statements such as *in conclusion*, *it is clear that*, *as you can see*, or *in summation* is unnecessary and can be considered trite.

Tip

It is wise to avoid doing any of the following in your conclusion:

- Introducing new material

- Contradicting your thesis
- Changing your thesis
- Using apologies or disclaimers

Introducing new material in your conclusion has an unsettling effect on your reader. When you raise new points, you make your reader want more information, which you could not possibly provide in the limited space of your final paragraph.

Contradicting or changing your thesis statement causes your readers to think that you do not actually have a conviction about your topic. After all, you have spent several paragraphs adhering to a singular point of view. When you change sides or open up your point of view in the conclusion, your reader becomes less inclined to believe your original argument.

By apologizing for your opinion or stating that you know it is tough to digest, you are in fact admitting that even you know what you have discussed is irrelevant or unconvincing. You do not want your readers to feel this way. Effective writers stand by their thesis statement and do not stray from it.

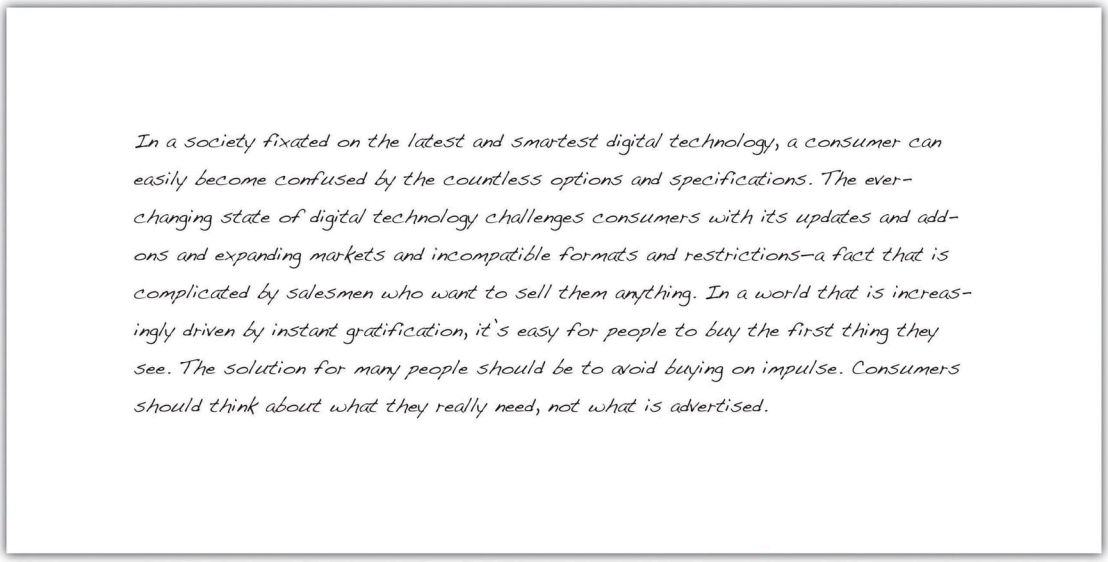
Exercise 8.4.3

On a separate sheet of a paper, restate your thesis from Exercise 8.4.2 of this section and then make some general concluding remarks. Next, compose a final emphatic statement. Finally, incorporate what you have written into a strong conclusion paragraph for your essay.

Collaboration

Please share with a classmate and compare your answers

Mariah incorporates some of these pointers into her conclusion. She has paraphrased her thesis statement in the first sentence.



Tip

Make sure your essay is balanced by not having an excessively long or short introduction or conclusion. Check that they match each other in length as closely as possible, and try to mirror the formula you used in each. Parallelism strengthens the message of your essay.

Writing at Work

On the job you will sometimes give oral presentations based on research you have conducted. A concluding statement to an oral report contains the same elements as a written conclusion. You should wrap up your presentation by restating the purpose of the presentation, reviewing its main points, and emphasizing the importance of the material you presented. A strong conclusion will leave a lasting impression on your audience.

KEY TAKEAWAYS

- A strong opening captures your readers' interest and introduces them to your topic before you present your thesis statement.
- An introduction should restate your thesis, review your main points, and emphasize the importance of the topic.
- The funnel technique to writing the introduction begins with generalities and gradually narrows your focus until you present your thesis.
- A good introduction engages people's emotions or logic, questions or explains the subject, or provides a striking image or quotation.
- Carefully chosen diction in both the introduction and conclusion prevents any confusing or boring ideas.
- A conclusion that does not connect to the rest of the essay can diminish the effect of your paper.
- The conclusion should remain true to your thesis statement. It is best to avoid changing your tone or your main idea and avoid introducing any new material.
- Closing with a final emphatic statement provides closure for your readers and makes your essay more memorable.

This page titled 8.4: Writing Introductory and Concluding Paragraphs is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

8.5: Writing Essays- End-of-Chapter Exercises

Exercises

1. On a separate sheet of paper, choose one of the examples of a proper thesis statement from this chapter (one that interests you) and form three supporting points for that statement. After you have formed your three points, write a topic sentence for each body paragraph. Make sure that your topic sentences can be backed up with examples and details.
2. **Group activity.** Choose one of the topics from Exercise 1 in "Developing a Strong, Clear Thesis Statement" and form a yes-or-no question about that topic. Then, take a survey of the people in your class to find out how they feel about the subject. Using the majority vote, ask those people to write on slips of paper the reasons for their opinion. Using the data you collect, form a thesis statement based on your classmates' perspectives on the topic and their reasons.
3. On a separate sheet of a paper, write an introduction for an essay based on the thesis statement from the group activity using the techniques for introductory paragraphs that you learned in this chapter.
4. Start a journal in which you record "spoken" thesis statements. Start listening closely to the opinions expressed by your teachers, classmates, friends, and family members. Ask them to provide at least three reasons for their opinion and record them in the journal. Use this as material for future essays.
5. Open a magazine and read a lengthy article. See if you can pinpoint the thesis statement as well as the topic sentence for each paragraph and its supporting details.

This page titled 8.5: Writing Essays- End-of-Chapter Exercises is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

CHAPTER 9: EFFECTIVE BUSINESS WRITING

9.1: Oral versus Written Communication

9.2: How Is Writing Learned?

9.3: Good Writing

9.4: Style in Written Communication

9.5: Principles of Written Communication

9.6: Overcoming Barriers to Effective Written Communication

9.7: Additional Resources

pixabay.com/photos/write-plan-desk-notes-pen-writing-593333/

This page titled Chapter 9: Effective Business Writing is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

9.1: Oral versus Written Communication

Learning Objectives

1. Explain how written communication is similar to oral communication, and how it is different.

The written word often stands in place of the spoken word. People often say “it was good to hear from you” when they receive an e-mail or a letter, when in fact they didn’t *hear* the message, they *read* it. Still, if they know you well, they may mentally “hear” your voice in your written words. Writing a message to friends or colleagues can be as natural as talking to them. Yet when we are asked to write something, we often feel anxious and view writing as a more effortful, exacting process than talking would be.

Oral and written forms of communication are similar in many ways. They both rely on the basic communication process, which consists of eight essential elements: source, receiver, message, channel, receiver, feedback, environment, context, and interference. Table 9.1.1 summarizes these elements and provides examples of how each element might be applied in oral and written communication.

Table 9.1.1: Eight Essential Elements of Communication

Element of Communication	Definition	Oral Application	Written Application
1. Source	A source creates and communicates a message.	Jay makes a telephone call to Heather.	Jay writes an e-mail to Heather.
2. Receiver	A receiver receives the message from the source.	Heather listens to Jay.	Heather reads Jay’s e-mail.
3. Message	The message is the stimulus or meaning produced by the source for the receiver.	Jay asks Heather to participate in a conference call at 3:15.	Jay’s e-mail asks Heather to participate in a conference call at 3:15.
4. Channel	A channel is the way a message travels between source and receiver.	The channel is the telephone.	The channel is e-mail.
5. Feedback	Feedback is the message the receiver sends in response to the source.	Heather says yes.	Heather replies with an e-mail saying yes.
6. Environment	The environment is the physical atmosphere where the communication occurs.	Heather is traveling by train on a business trip when she receives Jay’s phone call.	Heather is at her desk when she receives Jay’s e-mail.
7. Context	The context involves the psychological expectations of the source and receiver.	Heather expects Jay to send an e-mail with the call-in information for the call. Jay expects to do so, and does.	Heather expects Jay to dial and connect the call. Jay expects Heather to check her e-mail for the call-in information so that she can join the call.
8. Interference	Also known as noise, interference is anything that blocks or distorts the communication process.	Heather calls in at 3:15, but she has missed the call because she forgot that she is in a different time zone from Jay.	Heather waits for a phone call from Jay at 3:15, but he doesn’t call.

As you can see from the applications in this example, at least two different kinds of interference have the potential to ruin a conference call, and the interference can exist regardless of whether the communication to plan the call is oral or written. Try switching the “Context” and “Interference” examples from Oral to Written, and you will see that mismatched expectations and time zone confusion can happen by phone or by e-mail. While this example has an unfavorable outcome, it points out a way in which oral and written communication processes are similar.

Another way in which oral and written forms of communication are similar is that they can be divided into verbal and nonverbal categories. Verbal communication involves the words you say, and nonverbal communication involves how you say them—your tone of voice, your facial expression, body language, and so forth. Written communication also involves verbal and nonverbal dimensions. The words you choose are the verbal dimension. How you portray or display them is the nonverbal dimension, which can include the medium (e-mail or a printed document), the typeface or font, or the appearance of your signature on a letter. In this sense, oral and written communication are similar in their approach even as they are quite different in their application.

The written word allows for a dynamic communication process between source and receiver, but is often asynchronous, meaning that it occurs at different times. When we communicate face-to-face, we get immediate feedback, but our written words stand in place of that interpersonal interaction and we lack that immediate response. Since we are often not physically present when someone reads what we have written, it is important that we anticipate the reader's needs, interpretation, and likely response to our written messages.

Suppose you are asked to write a message telling clients about a new product or service your company is about to offer. If you were speaking to one of them in a relaxed setting over coffee, what would you say? What words would you choose to describe the product or service, and how it may fulfill the client's needs? As the business communicator, you must focus on the words you use and how you use them. Short, simple sentences, in themselves composed of words, also communicate a business style. In your previous English classes you may have learned to write eloquently, but in a business context, your goal is clear, direct communication. One strategy to achieve this goal is to write with the same words and phrases you use when you talk. However, since written communication lacks the immediate feedback that is present in an oral conversation, you need to choose words and phrases even more carefully to promote accuracy, clarity, and understanding.

Key Takeaway

Written communication involves the same eight basic elements as oral communication, but it is often asynchronous.

Exercises

1. Review the oral and written applications in Table $9.1.1$ and construct a different scenario for each. What could Jay and Heather do differently to make the conference call a success?
2. Visit a business Web site that has an "About Us" page. Read the "About Us" message and write a summary in your own words of what it tells you about the company. Compare your results with those of your classmates.
3. You are your own company. What words describe you? Design a logo, create a name, and present your descriptive words in a way that gets attention. Share and compare with classmates.

This page titled 9.1: Oral versus Written Communication is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 4.1: Oral versus Written Communication by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

9.2: How Is Writing Learned?

Learning Objectives

1. Explain how reading, writing, and critical thinking contribute to becoming a good writer.

You may think that some people are simply born better writers than others, but in fact writing is a reflection of experience and effort. If you think about your successes as a writer, you may come up with a couple of favorite books, authors, or teachers that inspired you to express yourself. You may also recall a sense of frustration with your previous writing experiences. It is normal and natural to experience a sense of frustration at the *perceived* inability to express oneself. The emphasis here is on your perception of yourself as a writer as one aspect of how you communicate. Most people use oral communication for much of their self-expression, from daily interactions to formal business meetings. You have a lifetime of experience in that arena that you can leverage to your benefit in your writing. Reading out loud what you have written is a positive technique we'll address later in more depth.

Martin Luther King Jr.'s statement, "Violence is the language of the unheard" emphasizes the importance of finding one's voice, of being able to express one's ideas. Violence comes in many forms, but is often associated with frustration born of the lack of opportunity to communicate. You may read King's words and think of the Civil Rights movement of the 1960s, or perhaps of the violence of the 9/11 terrorist attacks, or of wars happening in the world today. Public demonstrations and fighting are expressions of voice, from individual to collective. Finding your voice, and learning to listen to others, is part of learning to communicate.

You are your own best ally when it comes to your writing. Keeping a positive frame of mind about your journey as a writer is not a cliché or simple, hollow advice. Your attitude toward writing can and does influence your written products. Even if writing has been a challenge for you, the fact that you are reading this sentence means you perceive the importance of this essential skill. This text and our discussions will help you improve your writing, and your positive attitude is part of your success strategy.

There is no underestimating the power of effort when combined with inspiration and motivation. The catch then is to get inspired and motivated. That's not all it takes, but it is a great place to start. You were not born with a key pad in front of you, but when you want to share something with friends and text them, the words (or abbreviations) come almost naturally. So you recognize you have the skills necessary to begin the process of improving and harnessing your writing abilities for business success. It will take time and effort, and the proverbial journey starts with a single step, but don't lose sight of the fact that your skillful ability to craft words will make a significant difference in your career.

Reading

Reading is one step many writers point to as an integral step in learning to write effectively. You may like Harry Potter books or be a Twilight fan, but if you want to write effectively in business, you need to read business-related documents. These can include letters, reports, business proposals, and business plans. You may find these where you work or in your school's writing center, business department, or library; there are also many Web sites that provide sample business documents of all kinds. Your reading should also include publications in the industry where you work or plan to work, such as *Aviation Week*, *InfoWorld*, *Journal of Hospitality*, *International Real Estate Digest*, or *Women's Wear Daily*, to name just a few. You can also gain an advantage by reading publications in fields other than your chosen one; often reading outside your niche can enhance your versatility and help you learn how other people express similar concepts. Finally, don't neglect general media like the business section of your local newspaper, and national publications like the *Wall Street Journal*, *Fast Company*, and the *Harvard Business Review*. Reading is one of the most useful lifelong habits you can practice to boost your business communication skills.



Figure 9.2.1: Reading is one of the most useful lifelong habits you can practice to boost your business communication skills. Julie Falk – Emily Reading at Wagner Falls – CC BY-NC 2.0.

In the "real world" when you are under a deadline and production is paramount, you'll be rushed and may lack the time to do adequate background reading for a particular assignment. For now, take advantage of your business communication course by exploring common business documents you may be called on to write, contribute to, or play a role in drafting. Some documents have a degree of formula to them, and your familiarity with them will reduce your preparation and production time while increasing your effectiveness. As you read similar documents, take notes on what you observe. As you read several sales letters, you may observe several patterns that can serve you well later on when it's your turn. These patterns are often called conventions, or conventional language patterns for a specific genre.

Writing

Never lose sight of one key measure of the effectiveness of your writing: the degree to which it fulfills readers' expectations. If you are in a law office, you know the purpose of a court brief is to convince the judge that certain points of law apply to the given case. If you are at a newspaper, you know that an editorial opinion article is supposed to convince readers of the merits of a certain viewpoint, whereas a news article is supposed to report facts without bias. If you are writing ad copy, the goal is to motivate consumers to make a purchase decision. In each case, you are writing to a specific purpose, and a great place to start when considering what to write is to answer the following question: what are the readers' expectations?

When you are a junior member of the team, you may be given clerical tasks like filling in forms, populating a database, or coordinating appointments. Or you may be assigned to do research that involves reading, interviewing, and note taking. Don't underestimate these facets of the writing process; instead, embrace the fact that writing for business often involves tasks that a novelist might not even recognize as "writing." Your contribution is quite important and in itself is an on-the-job learning opportunity that shouldn't be taken for granted.

When given a writing assignment, it is important to make sure you understand what you are being asked to do. You may read the directions and try to put them in your own words to make sense of the assignment. Be careful, however, not to lose sight of what the directions say versus what you think they say. Just as an audience's expectations should be part of your consideration of how, what, and why to write, the instructions given by your instructor, or in a work situation by your supervisor, establish expectations. Just as you might ask a mentor more about a business writing assignment at work, you need to use the resources available to you to maximize your learning opportunity. Ask the professor to clarify any points you find confusing, or perceive more than one way to interpret, in order to better meet the expectations.

Before you write an opening paragraph, or even the first sentence, it is important to consider the overall goal of the assignment. The word *assignment* can apply equally to a written product for class or for your employer. You might make a list of the main points and see how those points may become the topic sentences in a series of paragraphs. You may also give considerable thought to whether your word choice, your tone, your language, and what you want to say is in line with your understanding of your audience. We briefly introduced the writing process previously, and will visit it in depth later in our discussion, but for now writing

should about exploring your options. Authors rarely have a finished product in mind when they start, but once you know what your goal is and how to reach it, you writing process will become easier and more effective.

Constructive Criticism and Targeted Practice

Mentors can also be important in your growth as a writer. Your instructor can serve as a mentor, offering constructive criticism, insights on what he or she has written, and life lessons about writing for a purpose. Never underestimate the mentors that surround you in the workplace, even if you are currently working in a position unrelated to your desired career. They can read your rough draft and spot errors, as well as provide useful insights. Friends and family can also be helpful mentors—if your document's meaning is clear to someone not working in your business, it will likely also be clear to your audience.

The key is to be open to criticism, keeping in mind that no one ever improved by repeating bad habits over and over. Only when you know what your errors are—errors of grammar or sentence structure, logic, format, and so on—can you correct your document and do a better job next time. Writing can be a solitary activity, but more often in business settings it is a collective, group, or team effort. Keep your eyes and ears open for opportunities to seek outside assistance before you finalize your document.

Learning to be a successful business writer comes with practice. Targeted practice, which involves identifying your weak areas and specifically working to improve them, is especially valuable. In addition to reading, make it a habit to write, even if it is not a specific assignment. The more you practice writing the kinds of materials that are used in your line of work, the more writing will come naturally and become an easier task—even on occasions when you need to work under pressure.

Critical Thinking

Critical thinking means becoming aware of your thinking process. It's a human trait that allows us to step outside what we read or write and ask ourselves, "Does this really make sense?" "Are there other, perhaps better, ways to explain this idea?" Sometimes our thinking is very abstract and becomes clear only through the process of getting thoughts down in words. As a character in E. M. Forster's *Aspects of the Novel* said, "How can I tell what I think till I see what I say?" (Forster, 1976) Did you really write what you meant to, and will it be easily understood by the reader? Successful writing forms a relationship with the audience, reaching the reader on a deep level that can be dynamic and motivating. In contrast, when writing fails to meet the audience's expectations, you already know the consequences: they'll move on.

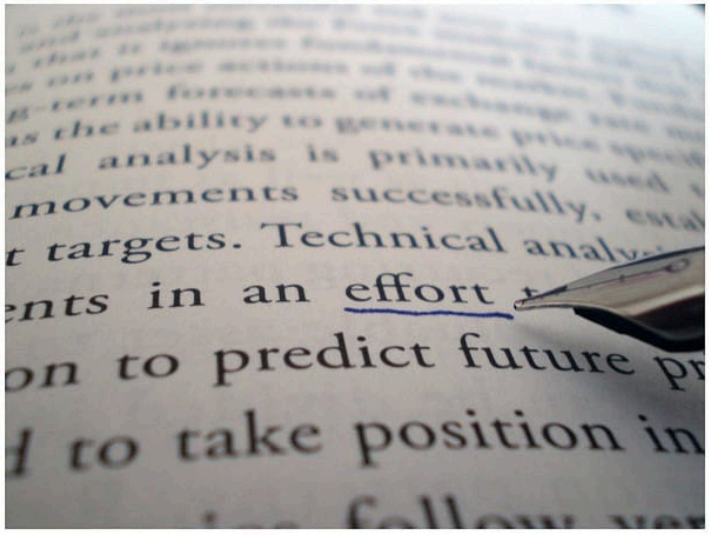


Figure 9.2.2: Excellence in writing comes from effort. Ramunas Geciauskas – Effort II – CC BY 2.0.

Learning to write effectively involves reading, writing, critical thinking, and hard work. You may have seen *The Wizard of Oz* and recall the scene when Dorothy discovers what is behind the curtain. Up until that moment, she believed the Wizard's powers were needed to change her situation, but now she discovers that the power is her own. Like Dorothy, you can discover that the power to write successfully rests in your hands. Excellent business writing can be inspiring, and it is important to not lose that sense of inspiration as we deconstruct the process of writing to its elemental components.

You may be amazed by the performance of Tony Hawk on a skateboard ramp, Mia Hamm on the soccer field, or Michael Phelps in the water. Those who demonstrate excellence often make it look easy, but nothing could be further from the truth. Effort, targeted practice, and persistence will win the day every time. When it comes to writing, you need to learn to recognize clear and concise writing while looking behind the curtain at how it is created. This is not to say we are going to lose the magic associated with the best writers in the field. Instead, we'll appreciate what we are reading as we examine how it was written and how the writer achieved success.

Key Takeaway

Success in writing comes from good habits: reading, writing (especially targeted practice), and critical thinking.

Exercises

1. Interview one person whose job involves writing. This can include writing e-mails, reports, proposals, invoices, or any other form of business document. Where did this person learn to write? What would they include as essential steps to learning to write for success in business? Share your results with a classmate.
2. For five consecutive days, read the business section of your local newspaper or another daily paper. Write a one-page summary of the news that makes the most impression on you. Review your summaries and compare them with those of your classmates.
3. Practice filling out an online form that requires writing sentences, such as a job application for a company that receives applications online. How does this kind of writing compare with the writing you have done for other courses in the past? Discuss your thoughts with your classmates.

References

Forster, E. M. (1976). *Aspects of the novel* (p. 99). Oliver Stallybrass (Ed.). Harmondsworth, UK: Penguin.

This page titled 9.2: How Is Writing Learned? is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 4.2: How Is Writing Learned? by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

9.3: Good Writing

Learning Objectives

1. Identify six basic qualities that characterize good business writing.
2. Identify and explain the rhetorical elements and cognate strategies that contribute to good writing.

One common concern is to simply address the question, what is good writing? As we progress through our study of written business communication we'll try to answer it. But recognize that while the question may be simple, the answer is complex. Edward P. Bailey offers several key points to remember.

Good business writing

- follows the rules,
- is easy to read, and
- attracts the reader.

Let's examine these qualities in more depth.

Bailey's first point is one that generates a fair amount of debate. What are the rules? Do "the rules" depend on audience expectations or industry standards, what your English teacher taught you, or are they reflected in the amazing writing of authors you might point to as positive examples? The answer is "all of the above," with a point of clarification. You may find it necessary to balance audience expectations with industry standards for a document, and may need to find a balance or compromise. Bailey points to common sense as one basic criterion of good writing, but common sense is a product of experience. When searching for balance, reader understanding is the deciding factor. The correct use of a semicolon may not be what is needed to make a sentence work. Your reading audience should carry extra attention in everything you write because, without them, you won't have many more writing assignments.

When we say that good writing follows the rules, we don't mean that a writer cannot be creative. Just as an art student needs to know how to draw a scene in correct perspective before he can "break the rules" by "bending" perspective, so a writer needs to know the rules of language. Being well versed in how to use words correctly, form sentences with proper grammar, and build logical paragraphs are skills the writer can use no matter what the assignment. Even though some business settings may call for conservative writing, there are other areas where creativity is not only allowed but mandated. Imagine working for an advertising agency or a software development firm; in such situations success comes from expressing new, untried ideas. By following the rules of language and correct writing, a writer can express those creative ideas in a form that comes through clearly and promotes understanding.

Similarly, writing that is easy to read is not the same as "dumbed down" or simplistic writing. What is easy to read? For a young audience, you may need to use straightforward, simple terms, but to ignore their use of the language is to create an artificial and unnecessary barrier. An example referring to Miley Cyrus may work with one reading audience and fall flat with another. Profession-specific terms can serve a valuable purpose as we write about precise concepts. Not everyone will understand all the terms in a profession, but if your audience is largely literate in the terms of the field, using industry terms will help you establish a relationship with your readers.

The truly excellent writer is one who can explain complex ideas in a way that the reader can understand. Sometimes ease of reading can come from the writer's choice of a brilliant illustrative example to get a point across. In other situations, it can be the writer's incorporation of definitions into the text so that the meaning of unfamiliar words is clear. It may also be a matter of choosing dynamic, specific verbs that make it clear what is happening and who is carrying out the action.

Bailey's third point concerns the interest of the reader. Will they want to read it? This question should guide much of what you write. We increasingly gain information from our environment through visual, auditory, and multimedia channels, from YouTube to streaming audio, and to watching the news online. Some argue that this has led to a decreased attention span for reading, meaning that writers need to appeal to readers with short, punchy sentences and catchy phrases. However, there are still plenty of people who love to immerse themselves in reading an interesting article, proposal, or marketing piece.

Perhaps the most universally useful strategy in capturing your reader's attention is to state how your writing can meet the reader's needs. If your document provides information to answer a question, solve a problem, or explain how to increase profits or cut costs, you may want to state this in the beginning. By opening with a "what's in it for me" strategy, you give your audience a reason to be interested in what you've written.

More Qualities of Good Writing

To the above list from Bailey, let's add some additional qualities that define good writing. Good writing

- meets the reader's expectations,
- is clear and concise,
- is efficient and effective.

To meet the reader's expectations, the writer needs to understand who the intended reader is. In some business situations, you are writing just to one person: your boss, a coworker in another department, or an individual customer or vendor. If you know the person well, it may be as easy for you to write to him or her as it is to write a note to your parent or roommate. If you don't know the person, you can at least make some reasonable assumptions about his or her expectations, based on the position he or she holds and its relation to your job.

In other situations, you may be writing a document to be read by a group or team, an entire department, or even a large number of total strangers. How can you anticipate their expectations and tailor your writing accordingly? Naturally you want to learn as much as you can about your likely audience. How much you can learn and what kinds of information will vary with the situation. If you are writing Web site content, for example, you may never meet the people who will visit the site, but you can predict why they would be drawn to the site and what they would expect to read there. Beyond learning about your audience, your clear understanding of the writing assignment and its purpose will help you to meet reader expectations.

Our addition of the fifth point concerning clear and concise writing reflects the increasing tendency in business writing to eliminate error. Errors can include those associated with production, from writing to editing, and reader response. Your twin goals of clear and concise writing point to a central goal across communication: fidelity. This concept involves our goal of accurately communicating all the intended information with a minimum of signal or message breakdown or misinterpretation. Designing your documents, including writing and presentation, to reduce message breakdown is an important part of effective business communication.

This leads our discussion to efficiency. There are only twenty-four hours in a day and we are increasingly asked to do more with less, with shorter deadlines almost guaranteed. As a writer, how do you meet ever-increasing expectations? Each writing assignment requires a clear understanding of the goals and desired results, and when either of these two aspects is unclear, the efficiency of your writing can be compromised. Rewrites require time that you may not have, but will have to make if the assignment was not done correctly the first time.

As we have discussed previously, making a habit of reading similar documents prior to beginning your process of writing can help establish a mental template of your desired product. If you can see in your mind's eye what you want to write, and have the perspective of similar documents combined with audience's needs, you can write more efficiently. Your written documents are products and will be required on a schedule that impacts your coworkers and business. Your ability to produce effective documents efficiently is a skill set that will contribute to your success.

Our sixth point reinforces this idea with an emphasis on effectiveness. What is effective writing? It is writing that succeeds in accomplishing its purpose. Understanding the purpose, goals, and desired results of your writing assignment will help you achieve this success. Your employer may want an introductory sales letter to result in an increase in sales leads, or potential contacts for follow-up leading to sales. Your audience may not see the document from that perspective, but will instead read with the mindset of, "How does this help me solve X problem?" If you meet both goals, your writing is approaching effectiveness. Here, effectiveness is qualified with the word "approaching" to point out that writing is both a process and a product, and your writing will continually require effort and attention to revision and improvement.

Rhetorical Elements and Cognate Strategies

Another approach to defining good writing is to look at how it fulfills the goals of two well-known systems in communication. One of these systems comprises the three classical elements of rhetoric, or the art of presenting an argument. These elements are

logos (logic), **ethos** (ethics and credibility), and **pathos** (emotional appeal), first proposed by the ancient Greek teacher Aristotle. Although rhetoric is often applied to oral communication, especially public speaking, it is also fundamental to good writing.

A second set of goals involves what are called cognate strategies, or ways of promoting understanding (Kostelnick & Roberts, 1998), developed in recent decades by Charles Kostelnick and David Rogers. Like rhetorical elements, cognate strategies can be applied to public speaking, but they are also useful in developing good writing. Table 9.3.1 describes these goals, their purposes, and examples of how they may be carried out in business writing.

Table 9.3.1: Rhetorical Elements and Cognate Strategies

Aristotle's Rhetorical Elements	Cognate Strategies	Focus	Example in Business Writing
Logos	Clarity	Clear understanding	An announcement will be made to the company later in the week, but I wanted to tell you personally that as of the first of next month, I will be leaving my position to accept a three-year assignment in our Singapore office. As soon as further details about the management of your account are available, I will share them with you.
	Conciseness	Key points	In tomorrow's conference call Sean wants to introduce the new team members, outline the schedule and budget for the project, and clarify each person's responsibilities in meeting our goals.
	Arrangement	Order, hierarchy, placement	Our department has matrix structure. We have three product development groups, one for each category of product. We also have a manufacturing group, a finance group, and a sales group; different group members are assigned to each of the three product categories. Within the matrix, our structure is flat, meaning that we have no group leaders. Everyone reports to Beth, the department manager.
Ethos	Credibility	Character, trust	Having known and worked with Jesse for more than five years, I can highly recommend him to take my place as your advisor. In addition to having superb qualifications, Jesse is known for his dedication, honesty, and caring attitude. He will always go the extra mile for his clients.
	Expectation	Norms and anticipated outcomes	As is typical in our industry, we ship all merchandise FOB our warehouse. Prices are exclusive of any federal, state, or local taxes. Payment terms are net 30 days from date of invoice.
	Reference	Sources and frames of reference	According to an article in *Business Week* dated October 15, 2009, Doosan is one of the largest business conglomerates in South Korea.
Pathos	Tone	Expression	I really don't have words to express how grateful I am for all the support you've extended to me and my family in this hour of need. You guys are the best.
	Emphasis	Relevance	It was unconscionable for a member of our organization to shout an interruption while the president was speaking. What needs to happen now—and let me be clear about this—is an immediate apology.
	Engagement	Relationship	Faithful soldiers pledge never to leave a fallen comrade on the battlefield.

Key Takeaway

Good writing is characterized by correctness, ease of reading, and attractiveness; it also meets reader expectations and is clear, concise, efficient, and effective. Rhetorical elements (*logos*, *ethos*, and *pathos*) and cognate strategies (clarity, conciseness, arrangement, credibility, expectation, reference, tone, emphasis, and engagement) are goals that are achieved in good business writing.

Exercises

1. Choose a piece of business writing that attracts your interest. What made you want to read it? Share your thoughts with your classmates.

2. Choose a piece of business writing and evaluate it according to the qualities of good writing presented in this section. Do you think the writing qualifies as “good”? Why or why not? Discuss your opinion with your classmates.
3. Identify the ethos, pathos, and logos in a document. Share and compare with classmates.

References

- Bailey, E. (2008). *Writing and speaking*. New York, NY: McGraw-Hill.
- Kostelnick, C., & Roberts, D. (1998). *Designing visual language: Strategies for professional communicators* (p. 14). Needham Heights, MA: Allyn & Bacon.

This page titled 9.3: Good Writing is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 4.3: Good Writing by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

9.4: Style in Written Communication

Learning Objectives

1. Describe and identify three styles of writing.
2. Demonstrate the appropriate use of colloquial, casual, and formal writing in at least one document of each style.

One way to examine written communication is from a structural perspective. Words are a series of symbols that communicate meaning, strung together in specific patterns that are combined to communicate complex and compound meanings. Nouns, verbs, adjectives, adverbs, prepositions, and articles are the building blocks you will use when composing written documents. Misspellings of individual words or grammatical errors involving misplacement or incorrect word choices in a sentence, can create confusion, lose meaning, and have a negative impact on the reception of your document. Errors themselves are not inherently bad, but failure to recognize and fix them will reflect on you, your company, and limit your success. Self-correction is part of the writing process.

Another way to examine written communication is from a goals perspective, where specific documents address stated (or unstated) goals and have rules, customs, and formats that are anticipated and expected. Violations of these rules, customs, or formats—whether intentional or unintentional—can also have a negative impact on the way your document is received.

Colloquial, casual, and formal writing are three common styles that carry their own particular sets of expectations. Which style you use will depend on your audience, and often whether your communication is going to be read only by those in your company (internal communications) or by those outside the organization, such as vendors, customers or clients (external communications). As a general rule, external communications tend to be more formal, just as corporate letterhead and business cards—designed for presentation to the "outside world"—are more formal than the e-mail and text messages that are used for everyday writing within the organization.

Style also depends on the purpose of the document and its audience. If your writing assignment is for Web page content, clear and concise use of the written word is essential. If your writing assignment is a feature interest article for an online magazine, you may have the luxury of additional space and word count combined with graphics, pictures, embedded video or audio clips, and links to related topics. If your writing assignment involves an introductory letter represented on a printed page delivered in an envelope to a potential customer, you won't have the interactivity to enhance your writing, placing an additional burden on your writing and how you represent it.

Colloquial

Colloquial language is an informal, conversational style of writing. It differs from standard business English in that it often makes use of colorful expressions, slang, and regional phrases. As a result, it can be difficult to understand for an English learner or a person from a different region of the country. Sometimes colloquialism takes the form of a word difference; for example, the difference between a "Coke," a "tonic," a "pop, and a "soda pop" primarily depends on where you live. It can also take the form of a saying, as Roy Wilder Jr. discusses in his book *You All Spoken Here: Southern Talk at Its Down-Home Best* (Wilde, 2003). Colloquial sayings like "He could mess up a rainstorm" or "He couldn't hit the ground if he fell" communicate the person is inept in a colorful, but not universal way. In the Pacific Northwest someone might "mosey," or walk slowly, over to the "café," or bakery, to pick up a "maple bar"—a confection known as a "Long John doughnut" to people in other parts of the United States.

Colloquial language can be reflected in texting:

"ok fwiw i did my part n put it in where you asked but my ? is if the group does not participate do i still get credit for my part of what i did n also how much do we all have to do i mean i put in my opinion of the items in order do i also have to reply to the other team members or what? Thxs"

We may be able to grasp the meaning of the message, and understand some of the abbreviations and codes, but when it comes to business, this style of colloquial text writing is generally suitable only for one-on-one internal communications between coworkers who know each other well (and those who do not judge each other on spelling or grammar). For external communications, and

even for group communications within the organization, it is not normally suitable, as some of the codes are not standard, and may even be unfamiliar to the larger audience.

Colloquial writing may be permissible, and even preferable, in some business contexts. For example, a marketing letter describing a folksy product such as a wood stove or an old-fashioned popcorn popper might use a colloquial style to create a feeling of relaxing at home with loved ones. Still, it is important to consider how colloquial language will appear to the audience. Will the meaning of your chosen words be clear to a reader who is from a different part of the country? Will a folksy tone sound like you are "talking down" to your audience, assuming that they are not intelligent or educated enough to appreciate standard English? A final point to remember is that colloquial style is not an excuse for using expressions that are sexist, racist, profane, or otherwise offensive.

Casual

Casual language involves everyday words and expressions in a familiar group context, such as conversations with family or close friends. The emphasis is on the communication interaction itself, and less about the hierarchy, power, control, or social rank of the individuals communicating. When you are at home, at times you probably dress in casual clothing that you wouldn't wear in public—pajamas or underwear, for example. Casual communication is the written equivalent of this kind of casual attire. Have you ever had a family member say something to you that a stranger or coworker would never say? Or have you said something to a family member that you would never say in front of your boss? In both cases, casual language is being used. When you write for business, a casual style is usually out of place. Instead, a respectful, professional tone represents you well in your absence.

Formal

In business writing, the appropriate style will have a degree of formality. Formal language is communication that focuses on professional expression with attention to roles, protocol, and appearance. It is characterized by its vocabulary and syntax, or the grammatical arrangement of words in a sentence. That is, writers using a formal style tend to use a more sophisticated vocabulary—a greater variety of words, and more words with multiple syllables—not for the purpose of throwing big words around, but to enhance the formal mood of the document. They also tend to use more complex syntax, resulting in sentences that are longer and contain more subordinate clauses.

The appropriate style for a particular business document may be very formal, or less so. If your supervisor writes you an e-mail and you reply, the exchange may be informal in that it is fluid and relaxed, without much forethought or fanfare, but it will still reflect the formality of the business environment. Chances are you will be careful to use an informative subject line, a salutation ("Hi [supervisor's name]" is typical in e-mails), a word of thanks for whatever information or suggestion she provided you, and an indication that you stand ready to help further if need be. You will probably also check your grammar and spelling before you click "send."

A formal document such as a proposal or an annual report will involve a great deal of planning and preparation, and its style may not be fluid or relaxed. Instead, it may use distinct language to emphasize the prestige and professionalism of your company. Let's say you are going to write a marketing letter that will be printed on company letterhead and mailed to a hundred sales prospects. Naturally you want to represent your company in a positive light. In a letter of this nature you might write a sentence like "The Widget 300 is our premium offering in the line; we have designed it for ease of movement and efficiency of use, with your success foremost in our mind." But in an e-mail or a tweet, you might use an informal sentence instead, reading "W300—good stapler."

Writing for business often involves choosing the appropriate level of formality for the company and industry, the particular document and situation, and the audience.

Key Takeaway

The best style for a document may be colloquial, casual, informal, or formal, depending on the audience and the situation.

Exercises

1. Refer back to the e-mail or text message example in this section. Would you send that message to your professor? Why

or why not? What normative expectations concerning professor-student communication are there and where did you learn them? Discuss your thoughts with your classmates.
2. Select a business document and describe its style. Is it formal, informal, or colloquial? Can you rewrite it in a different style? Share your results with a classmate.
3. List three words or phrases that you would say to your friends. List three words or phrases that communicate similar meanings that you would say to an authority figure. Share and compare with classmates.
4. When is it appropriate to write in a casual tone? In a formal tone? Write a one- to two-page essay on this topic and discuss it with a classmate.
5. How does the intended audience influence the choice of words and use of language in a document? Think of a specific topic and two specific kinds of audiences. Then write a short example (250–500 words) of how this topic might be presented to each of the two audiences.

References

Wilde, J., Jr. (2003). *You all spoken here: Southern talk at its down-home best*. Athens: University of Georgia Press.

This page titled 9.4: Style in Written Communication is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 4.4: Style in Written Communication by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

9.5: Principles of Written Communication

Learning Objectives

1. Understand the rules that govern written language.
2. Understand the legal implications of business writing.

You may not recall when or where you learned all about nouns, verbs, adjectives, adverbs, prepositions, articles, and phrases, but if you understand this sentence we'll take for granted that you have a firm grasp of the basics. But even professional writers and editors, who have spent a lifetime navigating the ins and outs of crafting correct sentences, have to use reference books to look up answers to questions of grammar and usage that arise in the course of their work. Let's examine how the simple collection of symbols called a word can be such a puzzle.

Words Are Inherently Abstract

There is no universally accepted definition for love, there are many ways to describe desire, and there are countless ways to draw patience. Each of these terms is a noun, but it's an abstract noun, referring to an intangible concept.

While there are many ways to define a chair, describe a table, or draw a window, they each have a few common characteristics. A chair may be made from wood, crafted in a Mission style, or made from plastic resin in one solid piece in nondescript style, but each has four legs and serves a common function. A table and a window also have common characteristics that in themselves form a basis for understanding between source and receiver. The words "chair," "table," and "window" are concrete terms, as they describe something we can see and touch.

Concrete terms are often easier to agree on, understand, or at least define the common characteristics of. Abstract terms can easily become even more abstract with extended discussions, and the conversational partners may never agree on a common definition or even a range of understanding.

In business communication, where the goal is to be clear and concise, limiting the range of misinterpretation, which type of word do you think is preferred? Concrete terms serve to clarify your writing and more accurately communicate your intended meaning to the receiver. While all words are abstractions, some are more so than others. To promote effective communication, choose words that can be easily referenced and understood.

Words Are Governed by Rules

Perhaps you like to think of yourself as a free spirit, but did you know that all your communication is governed by rules? You weren't born knowing how to talk, but learned to form words and sentences as you developed from infancy. As you learned language, you learned rules. You learned not only what a word means in a given context, and how to pronounce it; you also learned the social protocol of when to use it and when not to. When you write, your words represent you in your absence. The context may change from reader to reader, and your goal as an effective business communicator is to get your message across (and some feedback) regardless of the situation.

The better you know your audience and context, the better you can anticipate and incorporate the rules of how, what, and when to use specific words and terms. And here lies a paradox. You may think that, ideally, the best writing is writing that is universally appealing and understood. Yet the more you design a specific message to a specific audience or context, the less universal the message becomes. Actually, this is neither a good or bad thing in itself. In fact, if you didn't target your messages, they wouldn't be nearly as effective. By understanding this relationship of a universal or specific appeal to an audience or context, you can look beyond vocabulary and syntax and focus on the reader. When considering a communication assignment like a sales letter, knowing the intended audience gives you insight to the explicit and implicit rules.

All words are governed by rules, and the rules are vastly different from one language and culture to another. A famous example is the decision by Chevrolet to give the name "Nova" to one of its cars. In English, nova is recognized as coming from Latin meaning "new"; for those who have studied astronomy, it also refers to a type of star. When the Chevy Nova was introduced in

Latin America, however, it was immediately ridiculed as the “car that doesn’t go.” Why? Because “*no va*” literally means “doesn’t go” in Spanish.

By investigating sample names in a range of markets, you can quickly learn the rules surrounding words and their multiple meaning, much as you learned about subjects and objects, verbs and nouns, adjectives and adverbs when you were learning language. Long before you knew formal grammar terms, you observed how others communicate and learned by trial and error. In business, error equals inefficiency, loss of resources, and is to be avoided. For Chevrolet, a little market research in Latin America would have gone a long way.

Words Shape Our Reality

Aristotle is famous for many things, including his questioning of whether the table you can see, feel, or use is real (Aristotle, 1941). This may strike you as strange, but imagine that we are looking at a collection of antique hand tools. What are they? They are made of metal and wood, but what are they used for? The words we use help us to make sense of our reality, and we often use what we know to figure out what we don’t know. Perhaps we have a hard time describing the color of the tool, or the table, as we walk around it. The light itself may influence our perception of its color. We may lack the vocabulary to accurately describe to the color, and instead say it is “like a” color, but not directly describe the color itself (Russell, 1962). The color, or use of the tool, or style of the table are all independent of the person perceiving them, but also a reflection of the person perceiving the object.



Figure 9.5.3: Meaning is a reflection of the person perceiving the object or word. Leland Francisco – The Meaning to Life – CC BY 2.0.

In business communication, our goal of clear and concise communication involves anticipation of this inability to label a color or describe the function of an antique tool by constructing meaning. Anticipating the language that the reader may reasonably be expected to know, as well as unfamiliar terms, enables the writer to communicate in a way that describes with common reference points while illustrating the new, interesting, or unusual. Promoting understanding and limiting misinterpretations are key goals of the effective business communicator.

Your letter introducing a new product or service relies, to an extent, on your preconceived notions of the intended audience and their preconceived notions of your organization and its products or services. By referencing common ground, you form a connection between the known and the unknown, the familiar and the new. People are more likely to be open to a new product or service if they can reasonably relate it to one they are familiar with, or with which they have had good experience in the past. Your initial measure of success is effective communication, and your long term success may be measured in the sale or new contract for services.

Words and Your Legal Responsibility

Your writing in a business context means that you represent yourself and your company. What you write and how you write it can be part of your company’s success, but can also expose it to unintended consequences and legal responsibility. When you write,

keep in mind that your words will keep on existing long after you have moved on to other projects. They can become an issue if they exaggerate, state false claims, or defame a person or legal entity such as a competing company. Another issue is plagiarism, using someone else's writing without giving credit to the source. Whether the "cribbed" material is taken from a printed book, a Web site, or a blog, plagiarism is a violation of copyright law and may also violate your company policies. Industry standards often have legal aspects that must be respected and cannot be ignored. For the writer this can be a challenge, but it can be a fun challenge with rewarding results.

The rapid pace of technology means that the law cannot always stay current with the realities of business communication. Computers had been in use for more than twenty years before Congress passed the Digital Millennium Copyright Act of 1998, the first federal legislation to "move the nation's copyright law into the digital age" (United States Copyright Office, 1998). Think for a moment about the changes in computer use that have taken place since 1998, and you will realize how many new laws are needed to clarify what is fair and ethical, what should be prohibited, and who owns the rights to what.

For example, suppose your supervisor asks you to use your Facebook page or Twitter account to give an occasional "plug" to your company's products. Are you obligated to comply? If you later change jobs, who owns your posts or tweets—are they yours, or does your now-former employer have a right to them? And what about your network of "friends"? Can your employer use their contact information to send marketing messages? These and many other questions remain to be answered as technology, industry practices, and legislation evolve (Tahmincioglu, 2009).

"Our product is better than X company's product. Their product is dangerous and you would be a wise customer to choose us for your product solutions."

What's wrong with these two sentences? They may land you and your company in court. You made a generalized claim of one product being better than another, and you stated it as if it were a fact. The next sentence claims that your competitor's product is dangerous. Even if this is true, your ability to prove your claim beyond a reasonable doubt may be limited. Your claim is stated as fact again, and from the other company's perspective, your sentences may be considered libel or defamation.

Libel is the written form of defamation, or a false statement that damages a reputation. If a false statement of fact that concerns and harms the person defamed is published—including publication in a digital or online environment—the author of that statement may be sued for libel. If the person defamed is a public figure, they must prove malice or the intention to do harm, but if the victim is a private person, libel applies even if the offense cannot be proven to be malicious. Under the First Amendment you have a right to express your opinion, but the words you use and how you use them, including the context, are relevant to their interpretation as opinion versus fact. Always be careful to qualify what you write and to do no harm.

Key Takeaway

Words are governed by rules and shape our reality. Writers have a legal responsibility to avoid plagiarism and libel.

Exercises

1. Define the word "chair." Describe what a table is. Draw a window. Share, compare, and contrast results with classmates
2. Define love. Describe desire. Draw patience.
3. Identify a target audience and indicate at least three words that you perceive would be appropriate and effective for that audience. Identify a second audience (distinct from the first) and indicate three words that you perceive would be appropriate and effective. How are the audiences and their words similar or different? Compare your results with those of your classmates.
4. Create a sales letter for an audience that comes from a culture other than your own. Identify the culture and articulate how your message is tailored to your perception of your intended audience. Share and compare with classmates.
5. Do an online search on "online libel cases" and see what you find. Discuss your results with your classmates.
6. In other examples beyond the grammar rules that guide our use of words, consider the online environment. Conduct a search on the word "netiquette" and share your findings.

References

Aristotle. (1941). De anima. In R. McKeon (Ed.), *The basic works of Aristotle* (J. A. Smith, Trans.). New York, NY: Random House.

Russell, B. (1962). *The problems of philosophy* (28th ed., p. 9). Oxford, UK: Oxford University Press. (Original work published 1912).

Tahmincioglu, E. (2009, October 11). Your boss wants you on Twitter: Companies recognizing value of having workers promote products. MSNBC Careers. Retrieved from www.msnbc.msn.com/id/33090717/ns/business-careers.

United States Copyright Office (1998). Executive summary: Digital millennium copyright act. Washington, DC: U.S. Government Printing Office. Retrieved from http://www.copyright.gov/reports/studies/dmca/dmca_executive.html.

This page titled 9.5: Principles of Written Communication is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 4.5: Principles of Written Communication by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

9.6: Overcoming Barriers to Effective Written Communication

Learning Objectives

1. Describe some common barriers to written communication and how to overcome them.

In almost any career or area of business, written communication is a key to success. Effective writing can prevent wasted time, wasted effort, aggravation, and frustration. The way we communicate with others both inside of our business and on the outside goes a long way toward shaping the organization's image. If people feel they are listened to and able to get answers from the firm and its representatives, their opinion will be favorable. Skillful writing and an understanding of how people respond to words are central to accomplishing this goal.

How do we display skillful writing and a good understanding of how people respond to words? Following are some suggestions.

Do Sweat the Small Stuff

Let us begin with a college student's e-mail to a professor:

"i am confused as to why they are not due intil 11/10 i mean the calender said that they was due then so thats i did them do i still get credit for them or do i need to due them over on one tape? please let me know thanks. also when are you grading the stuff that we have done?"

What's wrong with this e-mail? What do you observe that may act as a barrier to communication? Let's start with the lack of formality, including the fact that the student neglected to tell the professor his or her name, or which specific class the question referred to. Then there is the lack of adherence to basic vocabulary and syntax rules. And how about the lower case "i's" and the misspellings?

One significant barrier to effective written communication is failure to sweat the small stuff. Spelling errors and incorrect grammar may be considered details, but they reflect poorly on you and, in a business context, on your company. They imply either that you are not educated enough to know you've made mistakes or that you are too careless to bother correcting them. Making errors is human, but making a habit of producing error-filled written documents makes negative consequences far more likely to occur. When you write, you have a responsibility to self-edit and pay attention to detail. In the long run, correcting your mistakes before others see them will take less time and effort than trying to make up for mistakes after the fact.

Get the Target Meaning

How would you interpret this message?

"You must not let inventory build up. You must monitor carrying costs and keep them under control. Ship any job lots of more than 25 to us at once."

Bypassing involves the misunderstanding that occurs when the receiver completely misses the source's intended meaning. Words mean different things to different people in different contexts. All that difference allows for both source and receiver to completely miss one another's intended goal.

Did you understand the message in the example? Let's find out. Jerry Sullivan, in his article *Bypassing in Managerial Communication* (Sullivan, Kameda, & Nobu, 1991), relates the story of Mr. Sato, a manager from Japan who is new to the United States. The message came from his superiors at Kumitomo America, a firm involved with printing machinery for the publishing business in Japan. Mr. Sato delegated the instructions (in English as shown above) to Ms. Brady, who quickly identified there were three lots in excess of twenty-five and arranged for prompt shipment.

Six weeks later Mr. Sato received a second message:

"Why didn't you do what we told you? Your quarterly inventory report indicates you are carrying 40 lots which you were supposed to ship to Japan. You must not violate our instructions."

What's the problem? As Sullivan relates, it is an example of one word, or set of words, having more than one meaning (Sullivan, Kameda, & Nobu, 1991). According to Sullivan, in Japanese "more than x" includes the reference number twenty-five. In other words, Kumitomo wanted all lots with twenty-five or more to be shipped to Japan. Forty lots fit that description. Ms. Brady interpreted the words as written, but the cultural context had a direct impact on the meaning and outcome.

You might want to defend Ms. Brady and understand the interpretation, but the lesson remains clear. Moreover, cultural expectations differ not only internationally, but also on many different dimensions from regional to interpersonal.

Someone raised in a rural environment in the Pacific Northwest may have a very different interpretation of meaning from someone from New York City. Take, for example, the word "downtown." To the rural resident, downtown refers to the center or urban area of any big city. To a New Yorker, however, downtown may be a direction, not a place. One can go uptown or downtown, but when asked, "Where are you from?" the answer may refer to a borough ("I grew up in Manhattan") or a neighborhood ("I'm from the East Village").

This example involves two individuals who differ by geography, but we can further subdivide between people raised in the same state from two regions, two people of the opposite sex, or two people from different generations. The combinations are endless, as are the possibilities for bypassing. While you might think you understand, requesting feedback and asking for confirmation and clarification can help ensure that you get the target meaning.

Sullivan also notes that in stressful situations we often think in terms of either/or relationships, failing to recognize the stress itself. This kind of thinking can contribute to source/receiver error. In business, he notes that managers often incorrectly assume communication is easier than it is, and fail to anticipate miscommunication (Sullivan, Kameda, & Nobu, 1991).

As writers, we need to keep in mind that words are simply a means of communication, and that meanings are in people, not the words themselves. Knowing which words your audience understands and anticipating how they will interpret them will help you prevent bypassing.

Consider the Nonverbal Aspects of Your Message

Let's return to the example at the beginning of this section of an e-mail from a student to an instructor. As we noted, the student neglected to identify himself or herself and tell the instructor which class the question referred to. Format is important, including headers, contact information, and an informative subject line.

This is just one example of how the nonverbal aspects of a message can get in the way of understanding. Other nonverbal expressions in your writing may include symbols, design, font, and the timing of delivering your message.

Suppose your supervisor has asked you to write to a group of clients announcing a new service or product that directly relates to a service or product that these clients have used over the years. What kind of communication will your document be? Will it be sent as an e-mail or will it be a formal letter printed on quality paper and sent by postal mail? Or will it be a tweet, or a targeted online ad that pops up when these particular clients access your company's Web site? Each of these choices involves an aspect of written communication that is nonverbal. While the words may communicate a formal tone, *the font may not*. The paper chosen to represent your company influences the perception of it. An e-mail may indicate that it is less than formal and be easily deleted.

As another example, suppose you are a small business owner and have hired a new worker named Bryan. You need to provide written documentation of asking Bryan to fill out a set of forms that are required by law. Should you send an e-mail to Bryan's home the night before he starts work, welcoming him aboard and attaching links to IRS form W-4 and Homeland Security form I-9? Or should you wait until he has been at work for a couple of hours, then bring him the forms in hard copy along with a printed memo stating that he needs to fill them out? There are no right or wrong answers, but you will use your judgment, being aware that these nonverbal expressions are part of the message that gets communicated along with your words.

Review, Reflect, and Revise

Do you review what you write? Do you reflect on whether it serves its purpose? Where does it miss the mark? If you can recognize it, then you have the opportunity to revise.

Writers are often under deadlines, and that can mean a rush job where not every last detail is reviewed. This means more mistakes, and there is always time to do it right the second time. Rather than go through the experience of seeing all the mistakes in your "final" product and rushing off to the next job, you may need to focus more on the task at hand and get it done correctly the first time. Go over each step in detail as you review.

A mental review of the task and your performance is often called reflection. Reflection is not procrastination. It involves looking at the available information and, as you review the key points in your mind, making sure each detail is present and perfect. Reflection also allows for another opportunity to consider the key elements and their relationship to each other.

When you revise your document, you change one word for another, make subtle changes, and improve it. Don't revise simply to change the good work you've completed, but instead look at it from the perspective of the reader—for example, how could this be clearer to them? What would make it visually attractive while continuing to communicate the message? If you are limited to words only, then does each word serve the article or letter? No extras, but just about right.

Key Takeaway

To overcome barriers to communication, pay attention to details; strive to understand the target meaning; consider your nonverbal expressions; and review, reflect, and revise.

Exercises

1. Review the example of a student's e-mail to a professor in this section, and rewrite it to communicate the message more clearly.
2. Write a paragraph of 150–200 words on a subject of your choice. Experiment with different formats and fonts to display it and, if you wish, print it. Compare your results with those of your classmates.
3. How does the purpose of a document define its format and content? Think of a specific kind of document with a specific purpose and audience. Then create a format or template suitable to that document, purpose, and audience. Show your template to the class or post it on a class bulletin board.
4. Write one message of at least three sentences with at least three descriptive terms and present it to at least three people. Record notes about how they understand the message, and to what degree their interpretations are the same of different. Share and compare with classmates.

References

Sullivan, J., Kameda, N., & Nobu, T. (1991). Bypassing in managerial communication. *Business Horizons*, *34*(1), 71–80.

This page titled 9.6: Overcoming Barriers to Effective Written Communication is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 4.6: Overcoming Barriers to Effective Written Communication by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

9.7: Additional Resources

Visit AllYouCanRead.com for a list of the top ten business magazines. http://www.allyoucanread.com/top-10-business-magazines

The Wall Street Executive Library presents a comprehensive menu of business Web sites, publications, and other resources. http://www.executivelibrary.com

The Web site 4hb.com (For Home Business) provides many sample business documents, as well as other resources for the small business owner. www.4hb.com/index.html

The Business Owner's Toolkit provides sample documents in more than a dozen categories from finance to marketing to worker safety. www.toolkit.com/tools/index.aspx

Words mean different things to different people—especially when translated from one language to another. Visit this site for a list of car names "*que no va*" (that won't go) in foreign languages. http://www.autoblog.com/2008/04/30/nissan-360-the-otti-and-the-moco

Visit "Questions and Quandaries," the *Writer's Digest* blog by Brian Klems, for a potpourri of information about writing. www.writersdigest.com/editor-blogs/questions-and-quandaries

Appearance counts. Read an article by communications expert Fran Lebo on enhancing the nonverbal aspects of your document. http://ezinearticles.com/?The-Second-Law-of-Business-Writing—Appearance-Counts&id=3039288

Visit this site to access the Sullivan article on bypassing in managerial communication. http://econpapers.repec.org/article/eeebushor/v_3a34_3ay_3a1991_3ai_3a1_3ap_3a71-80.htm

References

Sullivan, J., Kameda, N., & Nobu, T. (1991). Bypassing in managerial communication. *Business Horizons*, *34*(1), 71–80.

This page titled 9.7: Additional Resources is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 4.7: Additional Resources by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

CHAPTER 10: WRITING PREPARATION

“How do I prepare myself for writing?” is a common question and one that has no single correct answer. When do you do your best work? Whatever your work or task may be, it doesn’t have to be writing. Some people work best in the morning, others only after their daily dose of coffee. Still others burn the midnight oil and work well late into the night while their colleagues lose their productive edge as the sun sets. “To thine own self be true,” is a great idea when you have the freedom to choose when you work, but increasingly our lives are governed by schedules and deadlines that we do not control. You may have a deadline that requires you to work late at night when you recognize that you are far more productive early in the morning. If you can, consider one important step to writing success: know when you are most productive. If you cannot choose your timing, then dedication and perseverance are required. The job must be completed and the show must go on. Your effort demonstrates self-control and forbearance (as opposed to impatience and procrastination) and implies professionalism.

10.1: Think, Then Write - Writing Preparation

10.2: A Planning Checklist for Business Messages

10.3: Research and Investigation - Getting Started

10.4: Ethics, Plagiarism, and Reliable Sources

10.5: Completing Your Research and Investigation

10.6: Reading and Analyzing

10.7: Additional Resources

pixabay.com/photos/concept-man-papers-person-plan-1868728/

This page titled Chapter 10: Writing Preparation is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

10.1: Think, Then Write - Writing Preparation

Learning Objectives

1. Explain why preparation is important in business writing.
2. Think critically and employ strategies to overcome common fears of writing.

To be productive, you have to be alert, ready to work, and can accomplish tasks with relative ease. You will no doubt recognize that sometimes tasks take a lot longer, the solution is much harder to find, and you may find work more frustrating at other times. If you have the option, try to adjust your schedule so the writing tasks before you can be tackled at times when you are most productive, where you ability to concentrate is best, and when you are your most productive. If you don't have the option, focus clearly on the task before you.

Every individual is different, and what works for one person may be ineffective for someone else. One thing that professional writers agree on, however, is that you don't need to be in the "right mood" to write—and that, in fact, if you wait for the right mood to strike, you will probably never get started at all. Ernest Hemingway, who wrote some of the most famous novels of the twentieth century as well as hundreds of essays, articles, and short stories, advised writers to "work every day. No matter what has happened the day or night before, get up and bite on the nail" (Hemingway, 1999).

In order for your work to be productive, you will need to focus your attention on your writing. The stereotype of the writer tucked away in an attic room or a cabin in the woods, lost in the imaginary world created by the words as they flow onto the page, is only a stereotype. Our busy lives involve constant interruption. In a distraction-prone business environment, much of your writing will be done while colleagues are talking on the phone, having face-to-face conversations as they walk by, and possibly stopping at your desk to say hello or ask a question. Your phone may ring or you may have incoming instant messages (IMs) that need to be answered quickly. These unavoidable interruptions make it even more important to develop a habit of concentrating when you write.

The mind has been likened to a brace of wild horses; if you have ever worked with horses, you know they each have a mind of their own. Taken individually they can be somewhat manageable, but together they can prove to be quite a challenge. Our minds can multitask and perform several tasks simultaneously, but we can also get easily distracted. We can get sidetracked and lose valuable time away from our designated task. Our ability to concentrate is central to our ability to write effectively, whether we work alone or as part of a team.

In many business situations, you may not be writing solo but instead collaborating on a document with various coworkers, vendors, or customers. The ability to concentrate is perhaps even more important in these group writing situations (Nickerson, Perkins, & Smith, 1985). In this discussion, we'll consider the writing process from a singular perspective, where you are personally responsible for planning, researching, and producing a product of writing. In other areas of this text we also consider the collaborative process, its strengths and weaknesses, and how to negotiate and navigate the group writing process.

Thinking Critically

As you approach your writing project, it is important to practice the habit of thinking critically. Critical thinking can be defined as "self-directed, self-disciplined, self-monitored, and self-corrective thinking" (Paul & Elder, 2007). It is the difference between watching television in a daze versus analyzing a movie with attention to its use of lighting, camera angles, and music to influence the audience. One activity requires very little mental effort, while the other requires attention to detail, the ability to compare and contrast, and sharp senses to receive all the stimuli.

As a habit of mind, critical thinking requires established standards and attention to their use, effective communication, problem solving, and a willingness to acknowledge and address our own tendency for confirmation bias, egocentrism, and sociocentrism. We'll use the phrase "habit of mind" because clear, critical thinking is a habit that requires effort and persistence. People do not start an exercise program, a food and nutrition program, or a stop-smoking program with 100 percent success the first time. In the same way, it is easy to fall back into lazy mental short cuts, such as "If it costs a lot, it must be good," when in fact the statement may very well be false. You won't know until you gather information that supports (or contradicts) the assertion.

As we discuss getting into the right frame of mind for writing, keep in mind that the same recommendations apply to reading and research. If you only pay attention to information that reinforces your existing beliefs and ignore or discredit information that contradicts your beliefs, you are guilty of confirmation bias (Gilovich, 1993). As you read, research, and prepare for writing, make an effort to gather information from a range of reliable sources, whether or not this information leads to conclusions you didn't expect. Remember that those who read your writing will be aware of, or have access to, this universe of data as well and will have their own confirmation bias. Reading and writing from an audience-centered view means acknowledging your confirmation bias and moving beyond it to consider multiple frames of references, points of view, and perspectives as you read, research, and write.

Egocentrism and sociocentrism are related concepts to confirmation bias. Egocentrism can be defined as the use of self-centered standards to determine what to believe and what to reject. Similarly, sociocentrism involves the use of society-centered standards (Paul & Elder, 2007). Both ways of thinking create an "us versus them" relationship that can undermine your credibility and alienate readers who don't share your viewpoint.

This leads to confirmation bias and groupthink, resulting in false conclusions with little or no factual support for a belief. If a person believes the earth is flat and never questions that belief, it serves as an example of egocentric thinking. The person believes it is true even though he has never questioned why he believes it. If the person decides to look for information but only finds information that supports his pre-existing belief, ignoring or discrediting information that contradicts that belief, he is guilty of confirmation bias. If he believes the earth is flat because everyone in his group or community believes it, even though he himself has never questioned or confirmed the belief, he is guilty of sociocentrism.

In each case, the false thinking strategy leads to poor conclusions. Watch out for your tendency to read, write, and believe that which reflects only what you think you know without solid research and clear, critical thinking.

Overcoming Fear of Writing

For many people, one of the most frightening things in life is public speaking. For similar reasons, whether rational or irrational, writing often generates similar fears. There is something about exposing one's words to possible criticism that can be truly terrifying. In this chapter, we are going to break down the writing process into small, manageable steps that, in turn, will provide you with a platform for success. To take advantage of these steps, you need to acknowledge any reluctance or fear that may be holding you back, and bring your interests and enthusiasm to this discussion on writing.

Having a positive attitude about writing in general, and your effort, is also a key ingredient to your success. If you approach a writing assignment with trepidation and fear, you will spend your valuable time and attention in ways that do not contribute positively to your writing. People often fear the writing process because of three main reasons:

1. Negative orientation
2. Risk of failure
3. Fear of the unknown

Let's take each reason in turn. Negative orientation means the writer has a pre-existing negative association or view of the task or activity. We tend to like people who like us (Gudykunst & Kim, 1997), tend to pursue activities where we perceive rewards and appreciation for our efforts, and are more likely to engage in activities where we perceive we are successful. Conversely, we tend to not like people who we perceive as not like us, tend to ignore or avoid activities where we perceive we are not appreciated or are not rewarded, and are less likely to engage in activities where we perceive we are not successful. For some writers, previous experiences have led to a pre-existing association with writing. That association may be positive if they have been encouraged, affirmed, or rewarded as they demonstrated measurable gain. That association may also be negative if efforts have been met with discouraging feedback, a lack of affirmation, or negative reinforcement.

Effective business writing is a highly valued skill, and regardless of the degree to which writing will be a significant aspect of your designated job duties, your ability to do it well will be a boost to your career. If you have a negative orientation toward writing, admitting this fact is an important first step. Next, we need to actively seek ways to develop your skills in ways that will demonstrate measurable gain and lead to positive affirmation. Not everyone develops in the same way on the same schedule, and measurable gain means that from one writing assignment to the next you can demonstrate positive progress. In an academic setting, measurable gain is one of your clear goals as a writer. In a business or industry setting, you may lack the time to revise and improve, meaning that you will need to get it right the first time. Take advantage of the academic setting to set positive, realistic goals to improve your writing. Surround yourself with resources, including people who will help you reach your goal. If your college or university has a writing center, take advantage of it. If it does not, seek out assistance from those whose writing has been effective and well received.

It is a given that you do not want to fail. Risk of failure is a common fear across public speaking and writing situations, producing predictable behavioral patterns we can recognize, address, and resolve. In public speaking, our minds may go blank at the start of a presentation as we confront our fear of failure. In writing, we may experience a form of blankness often referred to as "writer's block"—the overwhelming feeling of not knowing what to write or where to start—and sit helplessly waiting for our situation to change.

But we have the power to change our circumstances and to overcome our risk of failure. You may be familiar with the concept of a rough draft, but it may compete in your mind with a desire for perfection. Writing is a dynamic process, a reflection of the communication process itself. It won't be perfect the first time you attempt it. Awareness that your rough draft serves a purpose, but doesn't represent your final product, should serve in the same way a rehearsal for a speech serves a speaker. You get a second (or third) chance to get it right. Use this process to reduce your fear of failure and let go of your perfectionist tendencies, if only for a moment. Your desire for perfection will serve you well when it comes to polishing your finished document, but everything has its time and place. Learning where and when to place your effort is part of writing preparation.

Finally, we often fear the unknown. It is part of being human, and is reflected across all contexts, including public speaking and writing. If you have never given a speech before, your first time on stage can be quite an ordeal. If you have never written a formal business report, your fear of the unknown is understandable. How can you address this fear? Make the unknown known. If we take the mystery out of the process and product, we can see it for its essential components, its organizational pattern, and start to see how our product may look before we even start to produce it. In many organizations, you can ask your supervisor or coworkers for copies of similar documents to the one you have been assigned, even if the content is quite different. If this is not an option, simply consider the way most documents in your company are written—even something as basic as an interoffice e-mail will provide some clues. Your goal is to become familiar with the type of document and to examine several successful examples. Once you see a couple of reports, you will have a better feel for what you have to produce and the unknown will be far less mysterious.

Key Takeaway

There are several reasons why people fear writing, but there are also several strategies to reduce or eliminate those fears.

Exercises

1. How would you describe your orientation to writing? Where does this orientation come from? Discuss your thoughts with a classmate.
2. If you could identify one aspect of your writing you would like to improve, what would it be and why? Write a one- two-page essay on this subject.
3. What kinds of writing do you like? Dislike? Explain why and provide an example of each. Share and compare with the class.
4. Who is your favorite author? What do you like about her or his writing? Discuss your opinion with a classmate.

References

- Gilovich, T. (1993). *How we know what isn't so: The fallibility of human reason in everyday life*. New York, NY: The Free Press.
- Gudykunst, W. B., & Kim, Y. Y. (1997). *Communicating with strangers: An approach to intercultural communication* (3rd ed.). New York, NY: McGraw-Hill.
- Hemingway, E. (1999). *Ernest Hemingway on writing* (L. W. Phillips, Ed.). New York, NY: Simon & Schuster Adult Publishing Group.
- Nickerson, R. S., Perkins, D. N., & Smith, E. E. (1985). *The teaching of thinking*. Hillsdale, NJ: Lawrence Erbaum Associates.
- Paul, R., & Elder, L. (2007). *The miniature guide to critical thinking: Concepts and tools*. Dillon Beach, CA: The Foundation for Critical Thinking Press.

This page titled 10.1: Think, Then Write - Writing Preparation is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 5.1: Think, Then Write - Writing Preparation by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

10.2: A Planning Checklist for Business Messages

Learning Objectives

1. Understand who, what, where, when, why, and how as features of writing purpose.
2. Describe the planning process and essential elements of a business document.

John Thill and Courtland Bovee (Thill, J. V., & Bovee, C. L., 2004), two leading authors in the field of business communication, have created a checklist for planning business messages. The following twelve-item checklist, adapted here, serves as a useful reminder of the importance of preparation in the writing process:

1. Determine your general purpose: are you trying to inform, persuade, entertain, facilitate interaction, or motivate a reader?
2. Determine your specific purpose (the desired outcome).
3. Make sure your purpose is realistic.
4. Make sure your timing is appropriate.
5. Make sure your sources are credible.
6. Make sure the message reflects positively on your business.
7. Determine audience size.
8. Determine audience composition.
9. Determine audience knowledge and awareness of topic.
10. Anticipate probable responses.
11. Select the correct channel.
12. Make sure the information provided is accurate, ethical, and pertinent.

Throughout this chapter we will examine these various steps in greater detail.

Determining Your Purpose

Preparation for the writing process involves purpose, research and investigation, reading and analyzing, and adaptation. In the first section we consider how to determine the purpose of a document, and how that awareness guides the writer to effective product.

While you may be free to create documents that represent yourself or your organization, your employer will often have direct input into their purpose. All acts of communication have general and specific purposes, and the degree to which you can identify these purposes will influence how effective your writing is. General purposes involve the overall goal of the communication interaction: to inform, persuade, entertain, facilitate interaction, or motivate a reader. The general purpose influences the presentation and expectation for feedback. In an informative message—the most common type of writing in business—you will need to cover several predictable elements:

- Who
- What
- When
- Where
- How
- Why (optional)

Some elements may receive more attention than others, and they do not necessarily have to be addressed in the order you see here. Depending on the nature of your project, as a writer you will have a degree of input over how you organize them.

Note that the last item, *Why*, is designated as optional. This is because business writing sometimes needs to report facts and data objectively, without making any interpretation or pointing to any cause-effect relationship. In other business situations, of course, identifying why something happened or why a certain decision is advantageous will be the essence of the communication.

In addition to its general purpose (e.g., to inform, persuade, entertain, or motivate), every piece of writing also has at least one

specific purpose, which is the intended outcome; the result that will happen once your written communication has been read.

For example, imagine that you are an employee in a small city's housing authority and have been asked to draft a letter to city residents about radon. Radon is a naturally occurring radioactive gas that has been classified by the United States Environmental Protection Agency as a health hazard. In the course of a routine test, radon was detected in minimal levels in an apartment building operated by the housing authority. It presents a relatively low level of risk, but because the incident was reported in the local newspaper, the mayor has asked the housing authority director to be proactive in informing all the city residents of the situation.

The general purpose of your letter is to inform, and the specific purpose is to have a written record of informing all city residents about how much radon was found, when, and where; where they can get more information on radon; and the date, time, and place of the meeting. Residents may read the information and attend or they may not even read the letter. But once the letter has been written, signed, and distributed, your general and specific purposes have been accomplished.

Now imagine that you begin to plan your letter by applying the above list of elements. Recall that the letter informs residents on three counts: (1) the radon finding, (2) where to get information about radon, and (3) the upcoming meeting. For each of these pieces of information, the elements may look like the following:

1. Radon Finding
    - Who: The manager of the apartment building (give name)
    - What: Discovered a radon concentration of 4.1 picocuries per liter (pCi/L) and reported it to the housing authority director, who informed the city health inspector, environmental compliance office, and mayor
    - When: During the week of December 15
    - Where: In the basement of the apartment building located at (give address)
    - How: In the course of performing a routine annual test with a commercially available do-it-yourself radon test kit
2. Information about radon
    - Who: According to the city health inspector and environmental compliance officer
    - What: Radon is a naturally occurring radioactive gas that results from the breakdown of uranium in soil; a radon test level above 4.0 pCi/L may be cause for concern
    - When: Radon levels fluctuate from time to time, so further testing will be done; in past years, test results were below 4.0 pCi/L
    - Where: More information is available from the U.S. Environmental Protection Agency or the state radon office
    - How: By phone, mail, or on the Internet (provide full contact information for both sources)
    - Why: To become better informed and avoid misunderstandings about radon, its health risks, and the meaning of radon test results
3. City meeting about radon
    - Who: All city residents are welcome
    - What: Attend an informational meeting where the mayor, director of the housing authority, city health inspector, and city environmental compliance officer will speak and answer questions
    - When: Monday, January 7, at 7 p.m.
    - Where: City hall community room
    - Why: To become better informed and avoid misunderstandings about radon, its health risks, and the meaning of radon test results

Once you have laid out these elements of your informative letter, you have an outline from which it will be easy to write the actual letter.



Figure 10.2.1: Communication about health care concerns requires careful planning and preparation. Nicolas Raymond – Biohazard Grunge Sign – CC BY 2.0.

Your effort serves as a written record of correspondence informing them that radon was detected, which may be one of the specific or primary purposes. A secondary purpose may be to increase attendance at the town hall meeting, but you will need feedback from that event to determine the effectiveness of your effort.

Now imagine that instead of being a housing authority employee, you are a city resident who receives that informative letter, and you happen to operate a business as a certified radon mitigation contractor. You may decide to build on this information and develop a persuasive message. You may draft a letter to the homeowners and landlords in the neighborhood near the building in question. To make your message persuasive, you may focus on the perception that radiation is inherently dangerous and that no amount of radon has been declared safe. You may cite external authorities that indicate radon is a contributing factor to several health ailments, and even appeal to emotions with phrases like “protect your children” and “peace of mind.” Your letter will probably encourage readers to check with the state radon office to verify that you are a certified contractor, describe the services you provide, and indicate that friendly payment terms can be arranged.

Credibility, Timing, and Audience

At this point in the discussion, we need to visit the concept of credibility. Credibility, or the perception of integrity of the message based on an association with the source, is central to any communication act. If the audience perceives the letter as having presented the information in an impartial and objective way, perceives the health inspector’s and environmental compliance officer’s expertise in the field as relevant to the topic, and generally regards the housing authority in a positive light, they will be likely to accept your information as accurate. If, however, the audience does not associate trust and reliability with your message in particular and the city government in general, you may anticipate a lively discussion at the city hall meeting.

In the same way, if the reading audience perceives the radon mitigation contractor’s letter as a poor sales pitch without their best interest or safety in mind, they may not respond positively to its message and be unlikely to contact him about any possible radon problems in their homes. If, however, the sales letter squarely addresses the needs of the audience and effectively persuades them, the contractor may look forward to a busy season.

Returning to the original housing authority scenario, did you consider how your letter might be received, or the fear it may have generated in the audience? In real life you don’t get a second chance, but in our academic setting, we can go back and take more time on our assignment, using the twelve-item checklist we presented earlier. Imagine that you are the mayor or the housing authority director. Before you assign an employee to send a letter to inform residents about the radon finding, take a moment to consider how realistic your purpose is. As a city official, you may want the letter to serve as a record that residents were informed of the radon finding, but will that be the only outcome? Will people be even more concerned in response to the letter than they were when the item was published in the newspaper? Would a persuasive letter serve the city’s purposes better than an informative one?

Another consideration is the timing. On the one hand, it may be important to get the letter sent as quickly as possible, as the newspaper report may have already aroused concerns that the letter will help calm. On the other hand, given that the radon was discovered in mid-December, many people are probably caught up in holiday celebrations. If the letter is mailed during the week of Christmas, it may not get the attention it deserves. After January 1, everyone will be paying more attention to their mail as they anticipate the arrival of tax-related documents or even the dreaded credit card statement. If the mayor has scheduled the city hall meeting for January 7, people may be unhappy if they only learn about the meeting at the last minute. Also consider your staff; if many of them will be gone over the holidays, there may not be enough staff in place to respond to phone calls that will likely come in response to the letter, even though the letter advises residents to contact the state radon office and the Environmental Protection Agency.

Next, how credible are the sources cited in the letter? If you as a housing authority employee have been asked to draft it, to whom should it go once you have it written? The city health inspector and environmental compliance officer are mentioned as sources; will they each read and approve the letter before it is sent? Is there someone at the county, state, or even the federal level who can, or should, check the information before it is sent?

The next item on the checklist is to make sure the message reflects positively on your business. In our hypothetical case, the "business" is city government. The letter should acknowledge that city officials and employees are servants of the taxpayers. "We are here to serve you" should be expressed, if not in so many words, in the tone of the letter.

The next three items on the checklist are associated with the audience profile: audience size, composition, knowledge, and awareness of the topic. Since your letter is being sent to all city residents, you likely have a database from which you can easily tell how many readers constitute your audience. What about audience composition? What else do you know about the city's residents? What percentage of households includes children? What is the education level of most of the residents? Are there many residents whose first language is not English; if so, should your letter be translated into any other languages? What is the range of income levels in the city? How well informed are city residents about radon? Has radon been an issue in any other buildings in the city in recent years? The answers to these questions will help determine how detailed the information in your letter should be.

Finally, anticipate probable responses. Although the letter is intended to inform, could it be misinterpreted as an attempt to "cover up" an unacceptable condition in city housing? If the local newspaper were to reprint the letter, would the mayor be upset? Is there someone in public relations who will be doing media interviews at the same time the letter goes out? Will the release of information be coordinated, and if so by whom?

One additional point that deserves mention is the notion of decision makers. Even if your overall goal is to inform or persuade, the basic mission is to simply communicate. Establishing a connection is a fundamental aspect of the communication audience, and if you can correctly target key decision makers you increase your odds for making the connection with those you intend to inform or persuade. Who will open the mail, or e-mail? Who will act upon it? The better you can answer those questions, the more precise you can be in your writing efforts.

In some ways this is similar to asking your professor to write a letter of recommendation for you, but to address it to "to whom it may concern." If you can provide a primary contact name for the letter of recommendation it will increase its probable impact on the evaluation process. If your goal is to get a scholarship or a job offer, you want to take the necessary steps to increase your positive impact on the audience.

Communication Channels

Purpose is closely associated with channel. We need to consider the purpose when choosing a channel. From source to receiver, message to channel, feedback to context, environment, and interference, all eight components play a role in the dynamic process. While writing often focuses on an understanding of the receiver (as we've discussed) and defining the purpose of the message, the channel—or the "how" in the communication process—deserves special mention.

So far, we have discussed a simple and traditional channel of written communication: the hardcopy letter mailed in a standard business envelope and sent by postal mail. But in today's business environment, this channel is becoming increasingly rare as electronic channels become more widely available and accepted.

When is it appropriate to send an instant message (IM) or text message versus a conventional e-mail or fax? What is the difference between a letter and a memo? Between a report and a proposal? Writing itself is the communication medium, but each of these specific channels has its own strengths, weaknesses, and understood expectations that are summarized in Table 10.2.1.

Table 10.2.1: Written Communication Channels

Channel	Strengths	Weaknesses	Expectations	When to Choose
IM or Text Message	• Very fast • Good for rapid exchanges of small amounts of information • Inexpensive	• Informal • Not suitable for large amounts of information • Abbreviations lead to misunderstandings	Quick response	• Informal use among peers at similar levels within an organization • You need a fast, inexpensive connection with a colleague over a small issue and limited amount of information

Channel	Strengths	Weaknesses	Expectations	When to Choose
E-mail	• Fast • Good for relatively fast exchanges of information • "Subject" line allows compilation of many messages on one subject or project • Easy to distribute to multiple recipients • Inexpensive	• May hit "send" prematurely • May be overlooked or deleted without being read • "Reply to all" error • "Forward" error • Large attachments may cause the e-mail to be caught in recipient's spam filter	Normally a response is expected within 24 hours, although norms vary by situation and organizational culture	• You need to communicate but time is not the most important consideration • You need to send attachments (provided their file size is not too big)
Fax	• Fast • Provides documentation	• Receiving issues (e.g., the receiving machine may be out of paper or toner) • Long distance telephone charges apply • Transitional telephone-based technology losing popularity to online information exchange	Normally, a long (multiple page) fax is not expected	• You want to send a document whose format must remain intact as presented, such as a medical prescription or a signed work order • Allows use of letterhead to represent your company

Channel	Strengths	Weaknesses	Expectations	When to Choose
Memo	• Official but less formal than a letter • Clearly shows who sent it, when, and to whom	• Memos sent through e-mails can get deleted without review • Attachments can get removed by spam filters	Normally used internally in an organization to communicate directives from management on policy and procedure, or documentation	You need to communicate a general message within an organization
Letter	• Formal • Letterhead represents your company and adds credibility	• May get filed or thrown away unread • Cost and time involved in printing, stuffing, sealing, affixing postage, and travel through the postal system	Specific formats associated with specific purposes	You need to inform, persuade, deliver bad news or negative message, and document the communication
Report	Significant time for preparation and production	Requires extensive research and documentation	Specific formats for specific purposes; generally reports are to inform	You need to document the relationship(s) between large amounts of data to inform an internal or external audience
Proposal	Significant time for preparation and production	Requires extensive research and documentation	Specific formats for specific purposes; generally proposals are to persuade	You need to persuade an audience with complex arguments and data

By choosing the correct channel for a message, you can save yourself many headaches and increase the likelihood that your writing will be read, understood, and acted upon in the manner you intended.

Our discussion of communication channels would not be complete without mentioning the issues of privacy and security in electronic communications. The American Management Association estimates that about two thirds of employers monitor their employees' electronic communications or Internet use. When you call and leave a voice message for a friend or colleague at work, do you know where your message is stored? There was a time when the message may have been stored on an analog cassette in an answering machine, or even on a small pink handwritten note which a secretary deposited in your friend's in-box. Today the "where" is irrelevant, as the in-box is digital and can be accessed from almost anywhere on the planet. That also means the message you left, with the representation of your voice, can be forwarded via e-mail as an attachment to anyone. Any time you send an IM, text, or e-mail or leave a voice message, your message is stored on more than one server, and it can be intercepted or forwarded to persons other than the intended receiver. Are you ready for your message to be broadcast to the world? Do your words represent you and your business in a positive light?

Newsweek columnist Jennifer Ordoñez raises this question when she writes, "For desk jockeys everywhere, it has become as routine as a tour of the office-supply closet: the consent form attesting that you understand and accept that any e-mails you write, Internet sites you visit or business you conduct on your employer's computer network are subject to inspection" (Ordoñez, J., 2008). As you use MySpace, update your Facebook page, get LinkedIn, Twitter, text, and IM, you leave an electronic trail of "bread crumbs" that merge personal and professional spheres, opening up significant issues of privacy. In our discussion we address research for specific business document production, and all the electronic research conducted is subject to review. While the case law is evolving as the technology we use to interface expands, it is wise to consider that anything you write or record can and will be stored for later retrieval by people for whom your message was not initially intended.

In terms of writing preparation, you should review any electronic communication before you send it. Spelling and grammatical errors will negatively impact your credibility. With written documents we often take time and care to get it right the first time, but the speed of IM, text, or e-mail often deletes this important review cycle of written works. Just because the document you prepare in IM is only one sentence long doesn't mean it can't be misunderstood or expose you to liability. Take time when preparing your written messages, regardless of their intended presentation, and review your work before you click "send."

Key Takeaway

Choose the most effective channel for your document and consider the possible ramifications of what you have written before you send it.

Exercises

1. Write a one-page letter to a new customer introducing a new product or service. Compare your result to the letters your classmates wrote. What do the letters have in common? How do they differ from one another?
2. Write a memo that addresses a new norm or protocol, such as the need to register with a new company that will be handling all the organization's business-related travel, with specific expectations including what information is needed, when, and to whom.
3. Make a list of the written communication that you read, skim, or produce in a one day. Please share your results with the class.

References

- American Management Association. (2007). *Electronic monitoring & surveillance survey: Over half of all employers combined fire workers for e-mail & Internet abuse*. Retrieved from press.amanet.org/press-releases/177/2007-electronic-monitoring-surveillance-survey.
- Ordoñez, J. (2008, July 14). *The technologist: They can't hide their pryin' eyes*. Retrieved from www.newsweek.com/id/143737.
- Thill, J. V., & Bovee, C. L. (2004). *Business communication today* (8th ed.). Upper Saddle River, NJ: Prentice Hall.

This page titled 10.2: A Planning Checklist for Business Messages is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 5.2: A Planning Checklist for Business Messages by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

10.3: Research and Investigation - Getting Started

Learning Objectives

1. Compare and contrast ways of knowing your reading audience.
2. Conduct research and investigation to gather information.

Clearly, not every piece of business writing requires research or investigation. If you receive an e-mail asking for the correct spelling of your boss's name and her official title, you will probably be able to answer without having to look anything up. But what if the sender of the e-mail wants to know who in your company is the decision maker for purchasing a certain supply item? Unless you work for a very small company, you will likely have to look through the organizational chart, and possibly make a phone call or two, before you are able to write an e-mail answering this question. There—you have just done the research for a piece of business writing.

Even if you need to write something much more complex than an e-mail, such as a report or proposal, research does not have to be all about long hours at a library. Instead, start by consulting with business colleagues who have written similar documents and ask what worked, what didn't work, what was well received by management and the target audience. Your efforts will need to meet similar needs. Your document will not stand alone but will exist within a larger agenda. How does your proposed document fit within this agenda at your place of work, within the larger community, or with the target audience? It's worth noting that the word "investigation" contains the word "invest." You will need to invest your time and effort to understand the purpose and goal of your proposed document.

Before you go to the library, look over the information sources you already have in hand. Do you regularly read a magazine that relates to the topic? Was there an article in the newspaper you read that might work? Is there a book, CD-ROM or mp3 that has information you can use? Think of what you want the audience to know and how you could show it to them. Perhaps a famous quote or a line from a poem may make an important contribution to your document. You might even know someone that has experience in the area you want to research, someone who has been involved with skydiving locally for his or her whole life. Consider how you are going to tell and show your audience what your document is all about.

Once you have an assignment or topic, know your general and specific purposes, and have good idea of your reader's expectations, it's time to gather information. Your best sources may be all around you, within your business or organization. Information may come from reports from the marketing department or even from a trusted and well-versed colleague, but you will still need to do your homework. After you have written several similar documents for your organization, you may have your collection of sample documents, but don't be tempted to take shortcuts and "repurpose" existing documents to meet a tight deadline. Creating an original work specifically tailored to the issue and audience at hand is the best approach to establish credibility, produce a more effective document, and make sure no important aspect of your topic is left out.

Narrowing Your Topic

By now you have developed an idea of your topic, but even with a general and specific purpose, you may still have a broad subject that will be a challenge to cover within the allotted time before the deadline. You might want to revisit your purpose and ask yourself, how specific is my topic?

Imagine that you work for a local skydiving training facility. Your boss has assembled a list of people who might be candidates for skydiving and asks you to write a letter to them. Your general purpose is to persuade, and your specific purpose is to increase the number of students enrolled in classes. You've decided that skydiving is your topic area and you are going to tell your audience how exhilarating the experience is, discuss the history and basic equipment, cover the basic requirements necessary to go on a first jump, and provide reference information on where your audience could go to learn more (links and Web sites, for example).

But at this point you might find that a one-page letter simply is not enough space for the required content. Rather than expand the letter to two pages and risk losing the reader, consider your audience and what they might want to learn. How can you narrow your topic to better consider their needs? As you edit your topic, considering what the essential information is and what can be cut, you'll come to focus on the key points naturally and reduce the pressure on yourself to cover too much information in a limited space environment.

Perhaps starting with a testimony about a client's first jump, followed by basic equipment and training needed, and finally a reference to your organization may help you define your document. While the history may be fascinating, and may serve as a topic in itself for another day, it may add too much information in this persuasive letter. Your specific purpose may be to increase enrollment, but your general goal will be to communicate goodwill and establish communication. If you can get your audience to view skydiving in a positive light and consider the experience for themselves, or people they know, you have accomplished your general purpose.

Focus on Key Points

As a different example, let's imagine that you are the office manager for a pet boarding facility that cares for dogs and cats while their owners are away. The general manager has asked you to draft a memo to remind employees about safety practices. Your general purpose is twofold: to inform employees about safety concerns and to motivate them to engage in safe work practices. Your specific purpose is also twofold: to prevent employees from being injured or infected with diseases on the job, and to reduce the risk of the animal patients being injured or becoming sick while in your care.

You are an office manager, not a veterinary or medical professional, and clearly there are volumes written about animal injuries and illnesses, not to mention entire schools devoted to teaching medicine to doctors who care for human patients. In a short memo you cannot hope to cover all possible examples of injury or illness. Instead, focus on the following behaviors and situations you observe:

- Do employees wash their hands thoroughly before and after contact with each animal?
- Are hand-washing facilities kept clean and supplied with soap and paper towels?
- When cleaning the animals' cages, do employees wear appropriate protection such as gloves?
- What is the procedure for disposing of animal waste, and do all employees know and follow the procedure?
- When an animal is being transferred from one cage to another, are there enough staff members present to provide backup assistance in case the animal becomes unruly?
- What should an employee do if he or she is bitten or scratched?
- What if an animal exhibits signs of being ill?
- Have there been any recent incidents that raised concerns about safety?

Once you have posed and answered questions like these, it should be easier to narrow down the information so that the result is a reasonably brief, easy to read memo that will get employees' attention and persuade them to adopt safe work practices.

Planning Your Investigation for Information

Now let's imagine that you work for a small accounting firm whose president would like to start sending a monthly newsletter to clients and prospective clients. He is aware of newsletter production service vendors that provide newsletters to represent a particular accounting firm. He has asked you to compile a list of such services, their prices and practices, so that the firm can choose one to employ.

If you are alert, you will begin your planning immediately, while your conversation with the president is still going on, as you will need more information before you can gauge the scope of the assignment. Approximately how many newsletter vendors does your president want to know about—is three or four enough? Would twenty be too many? Is there a set budget figure that the newsletter cost must not exceed? How soon does your report need to be done?

Once you have these details, you will be able to plan when and where to gather the needed information. The smartest place to begin is right in your office. If the president has any examples of newsletters he has seen from other businesses, you can examine them and note the contact information of the companies that produced them. You may also have an opportunity to ask coworkers if they know or even have copies of any such newsletters.

Assuming that your president wants to consider more than just a couple of vendors, you will need to expand your search. The next logical place to look is the Internet. In some companies, employees have full Internet access from their office computers; other companies provide only a few terminals with Internet access. Some workplaces allow no Internet access; if this is the case, you can visit your nearest public library.

As anyone who has spent an entire evening aimlessly Web surfing can attest, the Internet is a great place to find loads and loads of interesting but irrelevant information. Knowing what questions you are seeking to answer will help you stay focused on your

report's topic, and knowing the scope of the report will help you to decide how much research time to plan in your schedule.

Staying Organized

Once you open up a Web browser such as Google and type in a search parameter like "newsletter production," you will have a wealth of information to look at. Much of it may be irrelevant, but even the information that fits with your project will be so much that you will be challenged to keep track of it.

Perhaps the most vital strategy for staying organized while doing online research is to open a blank page in your word processor and title it "Sources." Each time you find a Web page that contains what you believe may be useful and relevant information, copy the URL and paste it on this Sources page. Under the URL, copy and paste a paragraph or two as an example of the information you found on this Web page. Err on the side of listing too many sources; if in doubt about a source, list it for the time being—you can always discard it later. Having these source URLs and snippets of information all in one place will save you a great deal of time and many headaches later on.

As you explore various Web sites of companies that provide newsletter production services, you will no doubt encounter new questions that your president did not answer in the original conversation:

- Does the newsletter need to be printed on paper and mailed? Or would an e-mail newsletter be acceptable, or even preferable?
- Does your firm want the newsletter vendor to write all of the content customized to your firm, provide a menu of pre-existing articles for your firm to choose from, or let your firm provide some—or even all—of the content?
- What are the advantages and disadvantages of these various options?

You also realize that in order to get any cost estimates, even when the above questions are settled, you will need to know the desired length of the newsletter (in pages or in words), and how many recipients are on your firm's mailing list. At this point in your research and investigation, it may make sense to give your president an informal interim report, summarizing what you have found out and what additional questions need to be answered.

Having a well-organized list of the information you have assembled, the new questions that have arisen, and the sources where you found your information will allow you to continue researching effectively as soon as you have gotten answers and more specific direction from your president.

Key Takeaway

To make a writing project manageable, narrow your topic, focus on key points, plan your investigation for information, and stay organized as you go along.

Exercises

1. Think of a time when someone asked you to gather information to make a decision, whether for work, school, or in your personal life. How specific was the request? What did you need to know before you could determine how much and what kind of information to gather? Discuss your answer with those of your classmates.
2. Make a list of all the ways you procrastinate, noting how much time is associated with each activity or distraction. Share and compare your results with a classmate.
3. You are the manager. Write an e-mail requesting an employee to gather specific information on a topic. Give clear directions and due date(s). Please share your results with the class.
4. How do you prepare yourself for a writing project? How do others? What strategies work best for you? Survey ten colleagues or coworkers and compare your results with your classmates.

This page titled 10.3: Research and Investigation - Getting Started is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 5.3: Research and Investigation - Getting Started by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

10.4: Ethics, Plagiarism, and Reliable Sources

Learning Objectives

1. Understand how to be ethical, avoid plagiarism, and use reputable sources in your writing.

Unlike writing for personal or academic purposes, your business writing will help determine how well your performance is evaluated in your job. Whether you are writing for colleagues within your workplace or outside vendors or customers, you will want to build a solid, well-earned favorable reputation for yourself with your writing. Your goal is to maintain and enhance your credibility, and that of your organization, at all times.

Make sure as you start your investigation that you always question the credibility of the information. Sources may have no reviews by peers or editor, and the information may be misleading, biased, or even false. Be a wise information consumer.

Business Ethics

Many employers have a corporate code of ethics; even if your employer does not, it goes without saying that there are laws governing how the company can and cannot conduct business. Some of these laws apply to business writing. As an example, it would be not only unethical but also illegal to send out a promotional letter announcing a special sale on an item that ordinarily costs $500, offering it for $100, if in fact you have only one of this item in inventory. When a retailer does this, the unannounced purpose of the letter is to draw customers into the store, apologize for running out of the sale item, and urge them to buy a similar item for $400. Known as “bait and switch,” this is a form of fraud and is punishable by law.

Let’s return to our previous newsletter scenario to examine some less clear-cut issues of business ethics. Suppose that, as you confer with your president and continue your research on newsletter vendors, you remember that you have a cousin who recently graduated from college with a journalism degree. You decide to talk to her about your project. In the course of the conversation, you learn that she now has a job working for a newsletter vendor. She is very excited to hear about your firm’s plans and asks you to make her company “look good” in your report.

You are now in a situation that involves at least two ethical questions:

1. Did you breach your firm’s confidentiality by telling your cousin about the plan to start sending a monthly newsletter?
2. Is there any ethical way you can comply with your cousin’s request to show her company in an especially favorable light?

On the question of confidentiality, the answer may depend on whether you signed a confidentiality agreement as a condition of your employment at the accounting firm, or whether your president specifically told you to keep the newsletter plan confidential. If neither of these safeguards existed, then your conversation with your cousin would be an innocent, unintentional and coincidental sharing of information in which she turned out to have a vested interest.

As for representing her company in an especially favorable light—you are ethically obligated to describe all the candidate vendors according to whatever criteria your president asked to see. The fact that your cousin works for a certain vendor may be an asset or a liability in your firm’s view, but it would probably be best to inform them of it and let them make that judgment.

As another example of ethics in presenting material, let’s return to the skydiving scenario we mentioned earlier. Because you are writing a promotional letter whose goal is to increase enrollment in your skydiving instruction, you may be tempted to avoid mentioning information that could be perceived as negative. If issues of personal health condition or accident rates in skydiving appear to discourage rather than encourage your audience to consider skydiving, you may be tempted to omit them. But in so doing, you are not presenting an accurate picture and may mislead your audience.

Even if your purpose is to persuade, deleting the opposing points presents a one-sided presentation. The audience will naturally consider not only what you tell them but also what you are not telling them, and will raise questions. Instead, consider your responsibility as a writer to present information you understand to be complete, honest, and ethical. Lying by omission can also expose your organization to liability. Instead of making a claim that skydiving is completely safe, you may want to state that your school complies with the safety guidelines of the United States Parachute Association. You might also state how many jumps your

school has completed in the past year without an accident.

Giving Credit to Your Sources

You have photos of yourself jumping but they aren't very exciting. Since you are wearing goggles to protect your eyes and the image is at a distance, who can really tell if the person in the picture is you or not? Why not find a more exciting photo on the Internet and use it as an illustration for your letter? You can download it from a free site and the "fine print" at the bottom of the Web page states that the photos can be copied for personal use.

Not so fast—do you realize that a company's promotional letter does not qualify as personal use? The fact is that using the photo for a commercial purpose without permission from the photographer constitutes an infringement of copyright law; your employer could be sued because you decided to liven up your letter by taking a shortcut. Furthermore, falsely representing the more exciting photo as being your parachute jump will undermine your company's credibility if your readers happen to find the photo on the Internet and realize it is not yours.

Just as you wouldn't want to include an image more exciting than yours and falsely state that it is your jump, you wouldn't want to take information from sources and fail to give them credit. Whether the material is a photograph, text, a chart or graph, or any other form of media, taking someone else's work and representing it as your own is plagiarism. Plagiarism is committed whether you copy material verbatim, paraphrase its wording, or even merely take its ideas—if you do any of these things—without giving credit to the source.

This does not mean you are forbidden to quote from your sources. It's entirely likely that in the course of research you may find a perfect turn of phrase or a way of communicating ideas that fits your needs perfectly. Using it in your writing is fine, provided that you credit the source fully enough that your readers can find it on their own. If you fail to take careful notes, or the sentence is present in your writing but later fails to get accurate attribution, it can have a negative impact on you and your organization. That is why it is important that when you find an element you would like to incorporate in your document, in the same moment as you copy and paste or make a note of it in your research file, you need to note the source in a complete enough form to find it again.

Giving credit where credit is due will build your credibility and enhance your document. Moreover, when your writing is authentically yours, your audience will catch your enthusiasm, and you will feel more confident in the material you produce. Just as you have a responsibility in business to be honest in selling your product of service and avoid cheating your customers, so you have a responsibility in business writing to be honest in presenting your idea, and the ideas of others, and to avoid cheating your readers with plagiarized material.

Challenges of Online Research

Earlier in the chapter we have touched on the fact that the Internet is an amazing source of information, but for that very reason, it is a difficult place to get information you actually need. In the early years of the Internet, there was a sharp distinction between a search engine and a Web site. There were many search engines competing with one another, and their home pages were generally fairly blank except for a search field where the user would enter the desired search keywords or parameters. There are still many search sites, but today, a few search engines have come to dominate the field, including Google and Yahoo! Moreover, most search engines' home pages offer a wide range of options beyond an overall Web search; buttons for options such as news, maps, images, and videos are typical. Another type of search engine performs a metasearch, returning search results from several search engines at once.

When you are looking for a specific kind of information, these relatively general searches can still lead you far away from your desired results. In that case, you may be better served by an online dictionary, encyclopedia, business directory, or phone directory. There are also specialized online databases for almost every industry, profession, and area of scholarship; some are available to anyone, others are free but require opening an account, and some require paying a subscription fee. For example, www.zillow.com allows for in-depth search and collation of information concerning real estate and evaluation, including the integration of public databases that feature tax assessments and ownership transfers. Table 10.4.2 provides a few examples of different kinds of search sites.

Table 10.4.2: Some Examples of Internet Search Sites

Description	URL
General Web searches that can also be customized according to categories like news, maps, images, video	• http://altavista.com • http://www.google.com • http://go.com • http://www.itools.com/research-it • www.live.com • http://www.yahoo.com
Metasearch engines	• www.dogpile.com • www.info.com • www.metacrawler.com • http://www.search.com • www.webcrawler.com
Dictionaries and encyclopedias	• http://www.britannica.com • http://dictionary.reference.com • encarta.msn.com • http://www.encyclopedia.com • http://www.merriam-webster.com • http://en.Wikipedia.org/wiki/Main_Page
Very basic information on a wide range of topics	• http://www.about.com • http://www.answers.com • http://wiki.answers.com
To find people or businesses in white pages or yellow pages listings	• www.anywho.com • www.peoplelookup.com • www.switchboard.com • www.whitepages.com • http://www.yellowpages.com
Specialized databases—may be free, require registration, or require a paid subscription	• www.apa.org/psycinfo • http://clinicaltrials.gov/ct/screen/AdvancedSearch • medline.cos.com • http://www.northernlight.com • www.zillow.com

At the end of this chapter, under “Additional Resources,” you will find a list of many Web sites that may be useful for business research.

Evaluating Your Sources

One aspect of Internet research that cannot be emphasized enough is the abundance of online information that is incomplete, outdated, misleading, or downright false. Anyone can put up a Web site; once it is up, the owner may or may not enter updates or

corrections on a regular basis. Anyone can write a blog on any subject, whether or not that person actually has any expertise on that subject. Anyone who wishes to contribute to a Wikipedia article can do so—although the postings are moderated by editors who have to register and submit their qualifications. In the United States, the First Amendment of the Constitution guarantees freedom of expression. This freedom is restricted by laws prohibiting libel (false accusations against a person) and indecency, especially child pornography, but those laws are limited in scope and sometimes difficult to enforce. Therefore, it is always important to look beyond the surface of a site to assess who sponsors it, where the information displayed came from, and whether the site owner has a certain agenda.

When you write for business and industry you will want to draw on reputable, reliable sources—printed as well as electronic ones—because they reflect on the credibility of the message and the messenger. Analyzing and assessing information is an important skill in the preparation of writing, and here are six main points to consider when evaluating a document, presentation, or similar source of information[1]. In general, documents that represent quality reasoning have the following traits:

- A clearly articulated purpose and goal
- A question, problem, or issue to address
- Information, data, and evidence that is clearly relevant to the stated purpose and goals
- Inferences or interpretations that lead to conclusions based on the presented information, data, and evidence
- A frame of reference or point of view that is clearly articulated
- Assumptions, concepts, and ideas that are clearly articulated

An additional question that is central to your assessment of your sources is how credible the source is. This question is difficult to address even with years of training and expertise. You may have heard of academic fields called “disciplines,” but may not have heard of each field’s professors called “disciples.” Believers, keepers of wisdom, and teachers of tomorrow’s teachers have long played a valuable role establishing, maintaining, and perpetuating credibility. Academics have long cultivated an understood acceptance of the role of objective, impartial use of the scientific method to determine validity and reliability. But as research is increasingly dependent on funding, and funding often brings specific points of view and agendas with it, pure research can be—and has been—compromised. You can no longer simply assume that “studies show” something without awareness of who conducted the study, how was it conducted, and who funded the effort. This may sound like a lot of investigation and present quite a challenge, but again it is worth the effort.

Information literacy is an essential skill set in the process of writing. As you learn to spot key signs of information that will not serve to enhance your credibility and contribute to your document, you can increase your effectiveness as you research and analyze your resources. For example, if you were researching electronic monitoring in the workplace, you might come upon a site owned by a company that sells workplace electronic monitoring systems. The site might give many statistics illustrating what percentage of employers use electronic monitoring, what percentage of employees use the Internet for nonwork purposes during work hours, what percentage of employees use company e-mail for personal messages, and so on. But the sources of these percentage figures may not be credited. As an intelligent researcher, you need to ask yourself, did the company that owns the site perform its own research to get these numbers? Most likely it did not—so why are the sources not cited? Moreover, such a site would be unlikely to mention any court rulings about electronic monitoring being unnecessarily invasive of employees’ privacy. Less biased sources of information would be the American Management Association, the U.S. Department of Labor, and other not-for-profit organizations that study workplace issues.

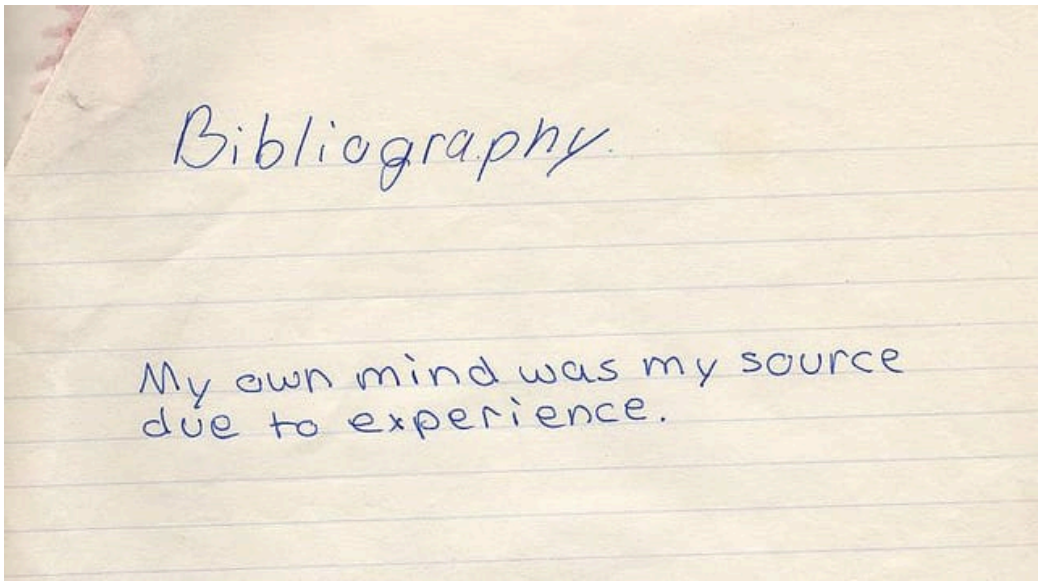


Figure 10.4.2: Discover something new as you research, but always evaluate the source. papertrix – bibliography – CC BY-NC 2.0.

The Internet also encompasses thousands of interactive sites where readers can ask and answer questions. Some sites, like Askville by Amazon.com, WikiAnswers, and Yahoo! Answers, are open to almost any topic. Others, like ParentingQuestions and WebMD, deal with specific topics. Chat rooms on bridal Web sites allow couples who are planning a wedding to share advice and compare prices for gowns, florists, caterers, and so on. Reader comment sites like Newsvine facilitate discussions about current events. Customer reviews are available for just about everything imaginable, from hotels and restaurants to personal care products, home improvement products, and sports equipment. The writers of these customer reviews, the chat room participants, and the people who ask and answer questions on many of these interactive sites are not experts, nor do they pretend to be. Some may have extreme opinions that are not based in reality. Then, too, it is always possible for a vendor to "plant" favorable customer reviews on the Internet to make its product look good. Although the "terms of use" which everyone registering for interactive sites must agree to usually forbid the posting of advertisements, profanity, or personal attacks, some sites do a better job than others in monitoring and deleting such material. Nevertheless, if your business writing project involves finding out how the "average person" feels about an issue in the news, or whether a new type of home exercise device really works as advertised, these comment and customer review sites can be very useful indeed.

It may seem like it's hard work to assess your sources, to make sure your information is accurate and truthful, but the effort is worth it. Business and industry rely on reputation and trust (just as we individuals do) in order to maintain healthy relationships. Your document, regardless of how small it may appear in the larger picture, is an important part of that reputation and interaction.

Key Takeaway

Evaluating your sources is a key element of the preparation process in business writing. To avoid plagiarism, always record your sources so that you can credit them in your writing.

Exercises

1. Before the Internet improved information access, how did people find information? Are the strategies they used still valid and how might they serve you as a business writer? Interview several people who are old enough to have done research in the "old days" and report your findings.
2. Visit the Web site of the United States Copyright Office at http://www.copyright.gov. Find something on the Web site that you did not know before reviewing it and share it with your classmates.
3. On the United States Copyright Office Web site at http://www.copyright.gov view the multimedia presentation for students and teachers, "Taking the Mystery out of Copyright." Download the "Copyright Basics" document and discuss it with your class.
4. Look over the syllabus for your business communication course and assess the writing assignments you will be completing. Is all the information you are going to need for these assignments available in electronic form? Why or why not?
5. Does the fact that Internet search results are often associated with advertising influence your research and investigation?

Why or why not? Discuss with a classmate.

6. Find an example of a bogus or less than credible Web site. Indicate why you perceive it to be untrustworthy, and share it with your classmates.
7. Visit the parody Web site The Onion at http://www.theonion.com and find one story that you think has plausible or believable elements. Share your findings with the class.

[1]Adapted from Paul, R., & Elder, L. (2007). *The miniature guide to critical thinking: Concepts and tools*. Dillon Beach, CA: The Foundation for Critical Thinking Press.

This page titled 10.4: Ethics, Plagiarism, and Reliable Sources is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 5.4: Ethics, Plagiarism, and Reliable Sources by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

10.5: Completing Your Research and Investigation

Learning Objectives

1. Demonstrate your ability to manage your time and successfully conduct research and investigation for a writing assignment.

Once you become immersed in your sources, it can be easy to get carried away in the pursuit of information and lose sight of why you are doing all this research and investigation. As a responsible writer, you will need to plan not only how you will begin your information gathering, but also how you will bring it to a conclusion.

Managing Your Time

Given the limited time for research involved in most business writing, how can you make the most of your information-gathering efforts? Part of learning to write effectively involves learning to read quickly and efficiently while conducting research. You are not required to read each word, and if you did, you would slow yourself down greatly. At the same time, if you routinely skip large sections of print and only focus on the bullet lists, you may miss valuable examples that could inspire you in your writing.

How can you tell when to skim and when to pay attention to detail? One strategy is to look for abstracts (or brief summaries of information) before you commit time to reading an article all the way through. Look for indexes to identify key terms you might want to cover before eliminating them as you narrow your topic.

As we mentioned earlier in this chapter, it is smart to make a list of your sources as you search; you may also want to bookmark pages with you Web browser. Sometimes a source that does not look very promising may turn out to offer key information that will drive home an important point in your document. If you have done a good job of recording your sources, it will be easy to go back to a site or source that at first you passed over, but now think may make a relevant contribution.

Compiling Your Information

Patricia Andrews, James Andrews, and Glen Williams provide a useful outline of a process to consider when compiling your information. Compiling involves composing your document out of materials from other documents or sources. This process has seven major steps, adapted from the Andrews, Andrews, and Williams model, which we will consider: sensitivity, exposure, assimilation and accommodation, incubation, incorporation, production and revision.

Let's say your letter introducing skydiving to a new audience was relatively successful and the regional association asks you to write a report on the status of skydiving services in your region, with the hope that the comprehensive guide may serve to direct and enhance class enrollment across the region. Your task has considerably expanded and involves more research, but given the opportunity this assignment presents, you are excited at the challenge. As you begin to research, plan, and design the document, you will touch on the process of compiling information. If you are aware of each step, your task can be accomplished effectively and efficiently.

Sensitivity refers to your capacity to respond to stimulation, being excited, responsive or susceptible to new information. This starts with a self-inventory of your current or past interests and activities. If you are intrigued by a topic or area of interest, your enthusiasm will carry through to your document and make it more stimulating for your reading audience. You may not have considered, or even noticed elements or ideas associated with your topic, but now that you have begun the process of investigation, you see them everywhere. For example, have you ever heard someone say a word or phrase that you never heard before, but now that you are familiar with it, you hear it everywhere? This same principle applies to your sensitivity to ideas related to your topic. You'll notice information and it will help you as you develop your awareness of your topic and the many directions you could take the speech. Cognitive psychologist use the term priming to refer to this excited state of awareness (Yaniv, I. & Meyer, D., 1987).

Exposure involves your condition of being presented views, ideas, or experiences made known to you through direct experience. If you are going to select a topic on flying but have never flown before, your level of exposure may be low. Your level of awareness

may be high, however, in terms of the importance of security on airplanes after reading about, watching on television, or hearing on the radio stories after the events of September 11, 2001. You may decide to expose yourself to more information through a range of sources as you investigate the topic of airline security. And the more you become exposed to the issues, processes, and goals of your topic, the more likely you are to see areas of interest, new ideas that might fit in your speech, and form patterns of awareness you did not perceive earlier. We have previously discussed at length the importance of selection as a stage in the perceptual process, and selective exposure is one way you gain awareness. You may want to revisit this chapter as you develop your topic or choose where to look for information or decide what kinds of information to expose yourself to as you research your topic.

Assimilation and accommodation refer to the processes by which you assimilate (or integrate) new ideas into your thinking patterns and accommodate (or adopt, adapt, or filter out) new sources of information as they relate to your goal. You may have had preconceived notions or ideas about airline security before you began your investigation, but new information has changed the way you view your topic. You might also find issues (e.g., right to privacy) that may be points of conflict with your beliefs as you review information. This stage is important to the overall process of developing your topic, and it takes time. You need time to be able to contemplate, review, and reflect on how the new information fits or fails to connect clearly to your chosen topic.

Incubation is the process by which you cause an idea or ideas to develop in your mind. This might not happen all at once, and you might spend time thinking about the new information, directions, or ways you might develop or focus your topic. Consider the meaning of the word as it relates to chickens and eggs. An egg may be produced, but it needs time and a warm environment to develop. You might have an idea, but you need to create an environment for it to develop. This might involve further investigation and exploration, or it may involve removing yourself from active research to “digest” or “incubate” what you have already learned. You may feel stuck on an idea or perceive an inability to move on in the development of your ideas or topic, and giving it a rest may be the best course of action. You may also find that just when you least expect it, an idea, fully formed, flashes in your mind and you think, “Why didn’t I see that before?” Before the idea escapes you, write it down and make sure you can refer to it later.

Incorporation refers to the process by which you bring the information into a whole or complete topic. By now you have investigated, chosen some information over others, and have started to see how the pieces will come together. Your perceptions of how the elements come together will form the basis for your development of the organization of your document. It will contribute to the *logos*, or logic, of your thought and its representation in your document, and help you produce a coherent, organized message that your audience can follow clearly.

Production involves the act of creating your document from the elements you have gathered. You may start to consider what comes first, what goes last, and how you will link your ideas and examples together. You may find that you need additional information and need to go back to your notes that you have taken to find the source quickly and easily. You may also start to communicate with friends, sharing some of the elements or even practicing the first drafts of your document, learning where the connections are clear and where they need work.

Revision is the process by which you look over again in order to correct or improve your message. You will notice elements that need further investigation, development, or additional examples and visual aids as you produce your document. This is an important step to the overall production of your message, much like revising an essay for an English course. The first time you said, thought, or wrote something it may have made sense to you, but upon reflection and after trying an idea out, you need it to be revised in order to work effectively as part of your document. You may revisit the place in which you started (and start all speeches) by reconsidering the rhetorical situation and see if what you have produces is in line with the expectations of the audience. Your awareness of the content, audience, and purpose of the rhetorical situation will guide you through the revision process and contribute to the production of a more effective document.

Once you have gathered what you think is enough material—or, perhaps, once your eyes begin to glaze over—take a step back and return to the general and specific purpose of the document you set out to write. Look again at the basic elements (i.e., who, what, when, etc.) and fill in the “answers” based on what you have found. It is not unusual at this stage to have some “holes” in the information that require more research to fill. You may also realize that your research findings have disproved part or even all of your original agenda, making it necessary to change your message significantly.

Leave enough time before your deadline so that you can sketch out a detailed outline and rough draft of your document and leave it alone for at least a day. When you look at it again, it will probably be clear which additional details need more support, and you can perform targeted research to fill in those gaps.

Key Takeaway

Be mindful of your result and your time frame as you conduct your research and investigation. Allow enough time to let the writing rest before you return to it and make revisions.

Exercises

1. Choose a topic related to a career that interests you and think about how you would research that topic on the Internet. Set a timer for fifteen minutes. Ready, set, go! At the end of fifteen minutes, review the sources you have recorded in your list and think about the information you have found. How well did you use your limited time? Could you do better next time? Try it again.
2. Complete an Internet search of your name and report your findings to the class.
3. Complete an Internet search of your favorite product or service and report your findings to the class.
4. You've been assigned to a marketing team tasked to engage an audience just like you. Make a list of what services or products your target audience would find attractive. Pick one and develop a slogan that is sure to get attention. Share your results with the class.

References

Andrews, P. H., Andrews, J., & Williams, G. (1999). *Public speaking: Connecting you and your audience*. Boston, MA: Houghton Mifflin Company.

Yaniv, I., & Meyer, D. (1987). Activation and metacognition of inaccessible stored information: potential bases for incubation effects in problem loving. *Journal of Experimental Psychology: Learning, Memory, and Cognition, 13*, 187–205.

This page titled 10.5: Completing Your Research and Investigation is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 5.5: Completing Your Research and Investigation by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

10.6: Reading and Analyzing

Learning Objectives

1. Understand different types of reading and analyzing that business documents encounter.
2. Demonstrate how to write for skimming and for analytical reading in at least one written document of each kind.

When you read, do you read each and every word? Do you skim over the document and try to identify key terms and themes? Do you focus on numbers and statistics, or ignore the text and go straight to the pictures or embedded video? Because people read in many diverse ways, you as a writer will want to consider how your audience may read and analyze your document.

Ever since Benjamin Franklin said that "time is money," (Franklin, 1748) business managers have placed a high value on getting work done quickly. Many times, as a result, a document will be skimmed rather than read in detail. This is true whether the communication is a one-paragraph e-mail or a twenty-page proposal. If you anticipate that your document will be skimmed, it behooves you to make your main points stand out for the reader.

In an e-mail, use a "subject" line that tells the reader the gist of your message before he or she opens it. For example, the subject line "3 p.m. meeting postponed to 4 p.m." conveys the most important piece of information; in the body of the e-mail you may explain that Wednesday's status meeting for the XYZ project needs to be postponed to 4 p.m. because of a conflict with an offsite luncheon meeting involving several XYZ project team members. If you used the subject line "Wednesday meeting" instead, recipients might glance at their in-box, think, "Oh, I already know I'm supposed to attend that meeting," and not read the body of the message. As a result, they will not find out that the meeting is postponed.

For a longer piece of writing such as a report or proposal, here are some techniques you can use to help the reader grasp key points.

- Present a quick overview, or "executive summary," at the beginning of the document.
- Use boldface headings as signposts for the main sections and their subsections.
- Where possible, make your headings informative; for example, a heading like "Problem Began in 1992" is more informative than one that says "Background."
- Within each section, begin each paragraph with a topic sentence that indicates what the paragraph discusses.
- When you have a list of points, questions, or considerations, format them with bullets rather than listing them in sentences.
- The "bottom line," generally understood to mean the total cost of a given expenditure or project, can also refer to the conclusions that the information in the report leads to. As the expression indicates, these conclusions should be clearly presented at the end of the document, which is the place where the time-pressed reader will often turn immediately after reading the first page.

Imagine how unhappy you would be if you submitted a report and your audience came away with a message completely different from what you had intended. For example, suppose your manager is considering adopting a specific new billing system in your office and has asked you to report on the pros and cons of this system. You worked hard, gathered plenty of information, and wrote a detailed report which, in your opinion, gave strong support for adopting the new system.

However, the first few pages of your report described systems other than the one under consideration. Next, you presented the reasons not to implement the new system. Throughout the report, embedded in the body of several different paragraphs, you mentioned the advantages offered by the new system; but they were not grouped together so that you could emphasize them with a heading or other signpost for the reader. At the end of the report, you reviewed the current billing system and stated that few problems were encountered with it.

When you delivered your report, the manager and colleagues who received it missed your most important information and decided not to consider the new system any further. Worse, your manager later criticized you for spending too much time on the report, saying it was not very informative. Situations like this can be avoided if you provide a clear organizational framework to draw your reader's attention to your main points.

Analyzing is distinct from reading. When you read, you attempt to grasp the author's meaning via words and symbols, and you may come away with a general emotional feeling about what the writer has written instead of an arsenal of facts. When you analyze a

document, you pay more attention to how the author assembled the information to present a coherent message. Business writing often involves communication via words and symbols in ways that meet audience expectations; in many cases, the audience needs to be able to analyze the content, and reading is secondary. For this reason, a solid organizational pattern will greatly enhance your document's effectiveness.

Key Takeaway

Logical organization is important to promote reader understanding and analysis.

Exercises

1. Take a news article and mark it up to reveal its organizational structure. Does it have an informative opening paragraph? Does each additional paragraph begin with a topic sentence? Does it use subheadings? Is there a conclusion that follows logically from the information presented?
2. Find an article that you do not like and review it. State specific reasons why you dislike it and share your opinion with your classmates.
3. Find an article that you do like and review it. State specific reasons why you like it and share your opinion with your classmates.
4. You've been assigned to a sales team that has not been performing at optimal levels. Develop an incentive program to improve the team's performance. Present your idea to the class.

References

Franklin, B. (1748). *Advice to a young tradesman, written by an old one*. Philadelphia, PA: B. Franklin and D. Hall.

This page titled 10.6: Reading and Analyzing is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 5.6: Reading and Analyzing by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

10.7: Additional Resources

The Library of Congress is the nation's oldest federal cultural institution and serves as the research arm of the U.S. Congress. It is also the largest library in the world, with millions of books, recordings, photographs, maps, and manuscripts in its collections. http://www.loc.gov/index.html

The Copyright Office of the Library of Congress offers a wide variety of resources for understanding copyright law and how to avoid plagiarism. http://www.copyright.gov

The Learning Center is designed to help educators and students develop a better sense of what plagiarism means in the information age, and to teach the planning, organizational, and citation skills essential for producing quality writing and research. www.plagiarism.org/learning_center/home.html

The New York Public Library's Science, Industry, and Business Library (SIBL) is the nation's largest public information center devoted solely to science and business. www.nypl.org/research/sibl

The Lippincott Library serves the Wharton School of the University of Pennsylvania, one of the world's top business schools. http://www.library.upenn.edu/lippincott

Thunderbird School of Global Management operates Thunderbird Knowledge Network, an interactive forum on contemporary business issues delivered in stories, columns, videos, podcasts, and blogs. https://thunderbird.asu.edu/

The *Wall Street Journal* is one of the most widely read sources of business news. http://online.wsj.com/home-page

Personalize your business news and analysis with *Business Week*'s member service, Business Exchange. bx.businessweek.com

INSEAD: The Business School for the World, one of the largest and most highly regarded schools for MBA, Executive MBA, and PhD degrees in business, makes its library resources available online. www.insead.edu/library/index.cfm

As an example of an industry trade association, the Association of Construction Project Managers (ACPM) is a voluntary association of specialist project management professionals working in the built environment. http://www.acpm.co.za

The United States Government's Small Business Administration has a mandate to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise, and to maintain and strengthen the overall economy of our nation. http://www.sba.gov

The U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) sets the standards and conducts inspections to ensure safety and prevent accidents in the workplace. www.osha.gov

The Society for Human Resource Management is a key source of news and information on HR topics. http://www.shrm.org/Pages/default.aspx

The Chicago Board of Trade, the world's oldest futures and options exchange, trades treasury bonds, corn, soybean, wheat, gold, silver, and other commodities. www.cbot.com

Yahoo! Finance is a useful site for tracking the Dow, S&P 500, and other major stock indices in the United States and abroad; it also has areas for financial news, investing, and personal finance. finance.yahoo.com

The *Occupational Outlook Handbook*, published every two years by the U.S. Bureau of Labor Statistics, describes hundreds of different types of jobs, the training and education each job requires, the typical earnings in that job, and more. www.bls.gov/OCO

CareerBuilder.com, which describes itself as the largest online job search site, offers a vast online and print network to help job seekers connect with employers. www.careerbuilder.com

According to its Web site, *Fast Company* "sets the agenda, charting the evolution of business through a unique focus on the most creative individuals sparking change in the marketplace." www.fastcompany.com

LinkedIn, which has been described as the professional counterpart to social networking sites such as Facebook and MySpace, is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. http://www.linkedin.com

Intuit, maker of QuickBooks, Quicken, TurboTax, and other accounting software, provides a small business information center on its Web site. What would you expect to find here that is different from the resources a noncommercial source would offer? http://smallbusiness.intuit.com

This page titled 10.7: Additional Resources is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 5.7: Additional Resources by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

CHAPTER 11: WRITING

The purpose of business writing is to communicate facts and ideas. In order to accomplish that purpose, each document has key components that need to be present in order for your reading audience to understand the message. These elements may seem simple to the point that you may question how any writer could neglect them. But if you take note of how often miscommunication and misunderstanding happen, particularly in written communications, you will realize that it happens all the time. Omission or neglect may be intentional, but it is often unintentional; the writer assumes (wrongly) that the reader will easily understand a concept, idea, or the meaning of the message.

11.1: Organization

11.2: Writing Style

11.3: Making an Argument

11.4: Paraphrase and Summary versus Plagiarism

11.5: Additional Resources

This page titled Chapter 11: Writing is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

11.1: Organization

Learning Objectives

1. Understand how to develop and organize content in patterns that are appropriate for your document and audience.
2. Demonstrate your ability to order, outline, and emphasize main points in one or more written assignments.
3. Demonstrate how to compose logically organized paragraphs, sentences, and transitions in one or more written assignments.

The purpose of business writing is to communicate facts and ideas. In order to accomplish that purpose, each document has key components that need to be present in order for your reading audience to understand the message. These elements may seem simple to the point that you may question how any writer could neglect them. But if you take note of how often miscommunication and misunderstanding happen, particularly in written communications, you will realize that it happens all the time. Omission or neglect may be intentional, but it is often unintentional; the writer assumes (wrongly) that the reader will easily understand a concept, idea, or the meaning of the message. From background to language, culture to education, there are many variables that come into play and make effective communication a challenge. The degree to which you address these basic elements will increase the effectiveness of your documents. Each document must address the following:

- Who
- What
- When
- Where
- How
- (and sometimes) Why

If you have these elements in mind as you prepare your document, it will be easier to decide what to write and in what order. They will also be useful when you are reviewing your document before delivering it. If your draft omits any one of these elements or addresses it in an unclear fashion, you will know what you need to do to fix it.

Another way to approach organizing your document is with the classical proofs known as *ethos*, *logos*, and *pathos*. Ethos, or your credibility, will come through with your choice of sources and authority on the subject(s). Your logos, or the logic of your thoughts represented across the document, will allow the reader to come to understand the relationships among who, what, where, when, and so forth. If your readers cannot follow your logic they will lose interest, fail to understand your message, and possibly not even read it at all. Finally, your pathos, or passion and enthusiasm, will be reflected in your design and word choices. If your document fails to convey enthusiasm for the subject, how can you expect the reader to be interested? Every document, indeed every communication, represents aspects of these classical elements.

General Purpose and Thesis Statements

No matter what your business writing project involves, it needs to convey some central idea. To clarify the idea in your mind and make sure it comes through to your audience, write a thesis statement. A thesis statement, or central idea, should be short, specific, and to the point. Steven Beebe and Susan Beebe recommend five guiding principles when considering your thesis statement. The thesis statement should

1. be a declarative statement;
2. be a complete sentence;
3. use specific language, not vague generalities;
4. be a single idea;
5. reflect consideration of the audience.



Figure 11.1.1: Begin with a clear purpose statement. Pixabay – CC0 Public Domain.

This statement is key to the success of your document. If your audience has to work to find out what exactly you are talking about, or what your stated purpose or goal is, they will be less likely to read, be influenced, or recall what you have written. By stating your point clearly in your introduction, and then referring back to it in the body of the document and at the end, you will help your readers to understand and remember your message.

Organizing Principles

Once you know the basic elements of your message, you need to decide in what order to present them to your audience. A central organizing principle will help you determine a logical order for your information. One common organizing principle is chronology, or time: the writer tells what happened first, then what happened next, then what is happening now, and, finally, what is expected to happen in the future. Another common organizing principle is comparison: the writer describes one product, an argument on one side of an issue, or one possible course of action; and then compares it with another product, argument, or course of action.

As an example, let's imagine that you are a business writer within the transportation industry and you have been assigned to write a series of informative pieces about an international initiative called the "TransAmerica Transportation System Study." Just as the First Transcontinental Railroad once unified the United States from east to west, which was further reinforced by the Interstate Highway System, the proposed TransAmerica Transportation System will facilitate integrating the markets of Mexico, the United States, and Canada from north to south. Rail transportation has long been an integral part of the transportation and distribution system for goods across the Americas, and its role will be important in this new system.

In deciding how to organize your report, you have several challenges and many possibilities of different organizing principles to use. Part of your introduction will involve a historical perspective, and a discussion of the events that led from the First Transcontinental Railroad to the TransAmerica Transportation System proposal. Other aspects will include comparing the old railroad and highway systems to the new ones, and the transformative effect this will have on business and industry. You will need to acknowledge the complex relationships and challenges that collaboration has overcome, and highlight the common benefits. You will be called on to write informative documents as part of a public relations initiative, persuasive essays to underscore the benefits for those who prefer the status quo, and even write speeches for celebrations and awards.

Table 11.1.1 lists seventeen different organizing principles and how they might be applied to various pieces you would write about the TransAmerican Transportation System. The left column provides the name of the organizing principle. The center column explains the process of organizing a document according to each principle, and the third column provides an example.

Table 11.1.1*: Organizing Principles*

Organizing Principle	Explanation of Process	Example
1. Time (Chronological)	Structuring your document by time shows a series of events or steps in a process, which typically has a beginning, middle, and end. “Once upon a time stories” follow a chronological pattern.	Before the First Transcontinental Railroad, the events that led to its construction, and its impact on early America. Additional examples may include the national highway projects and the development of reliable air freight. Now we can consider the TransAmerica Transportation System and the similar and distinct events that led us to today.
2. Comparison	Structuring your document by comparison focuses on the similarities and/or differences between points or concepts.	A comparison of pre– and post–First Transcontinental Railroad America, showing how health and life expectancy improved with the increased access to goods and services. Another example could be drawn from air freight, noting that organ donation in one part of the country can now save a life in another state or on the opposite coast. In a similar way, the TransAmerica Transportation System will improve the lives of the citizens of Mexico, the United States, and Canada.
3. Contrast	Structuring your document by using contrasting points highlights the differences between items and concepts.	A contrast of pre– and post–First Transcontinental Railroad America showing how much time it took to communicate via letter, or how long it took to move out West. Just in time delivery and the modern highway system and trucking may serve as an example for contrast. The TransAmerica Transportation System will reduce customs clearing time while increasing border security along the distribution network.
4. Cause and Effect	Structuring your document by cause and effect structuring establishes a relationship between two events or situations, making the connection clear.	The movement of people and goods out West grew considerably from 1750 to 1850. With the availability of a new and faster way to go West, people generally supported its construction. Both the modern highway and air transportation systems may serve as examples, noting how people, goods, and services can be delivered in drastically reduced time frames. Citizens of all three countries involved have increasingly been involved in trade, and movement across common borders through the TransAmerica Transportation System will enable the movement of goods and services with great efficiency.
5. Problem and Solution	Structuring your document by problem and solution means you state the problem and detail how it was solved. This approach is effective for persuasive speeches.	Manufacturers were producing better goods for less money at the start of the Industrial Revolution, but they lacked a fast and effective method of getting their goods to growing markets. The First Transcontinental Railroad gave them speed, economy, and access to new markets. Highways and air routes have dramatically increased this trend. In a similar way, this new system is the next evolutionary step in the integration and growth of our common marketplaces.

Organizing Principle	Explanation of Process	Example
6. Classification (Categorical)	Structuring your document by classification establishes categories.	At the time the United States considered the First Transcontinental Railroad, there were three main types of transportation: by water, by horse, and by foot. Now rail, road, and air transportation are the norm across business and industry.
7. Biographical	Structuring your document by biography means examining specific people as they relate to the central topic.	• 1804: Lewis and Clark travel 4,000 miles in over two years across America • 1862: President Lincoln signs the Pacific Railroad Act • 1876: The Transcontinental Express from New York arrives in San Francisco with a record-breaking time of 83 hours and 39 minutes • 2009: President Obama can cross America by plane in less than 5 hours • So why shouldn't the ratio of time from import to consumer be reduced?
8. Space (Spatial)	Structuring your document by space involves the parts of something and how they fit to form the whole.	A train uses a heat source to heat water, create steam, and turn a turbine, which moves a lever, causing a wheel to move on a track. A package picked up from an office in New York in the morning is delivered to another in Los Angeles in the afternoon. From a Pacific port in Northern Mexico to a market in Chicago or Canada, this system unifies the movement of goods and services.
9. Ascending and Descending	Structuring your document by ascending or descending order involves focusing on quantity and quality. One good story (quality) leads to the larger picture, or the reverse.	A day in the life of a traveler in 1800. Incremental developments in transportation to the present, expressed through statistics, graphs, maps, and charts. A day in the life of a traveler in 1960, 1980, or even 2000, with visual examples of changes and trends may also contribute to the document. A day in the life of a traveler in 2009 compared to the relatively slow movement of goods and services, constrained by an antiquated transportation network that negatively impacts efficiency.
10. Psychological	It is also called "Monroe's Motivated Sequence" (Ayres, 1994). Structuring your document on the psychological aspects of the audience involves focusing on their inherent needs and wants. See Maslow and Schutz. The author calls *attention* to a *need*, then focuses on the satisfaction of the need, *visualization* of the solution, and ends with a proposed or historical *action*. Useful for a persuasive message.	When families in the year 1800 went out West, they rarely returned to see family and friends. The country as a whole was an extension of this distended family, separated by time and distance. The railroad, the highways, and air travel brought families and the country together. In the same way, common markets already exist across the three countries, but remain separated by time, distance, and an antiquated system scheduled for significant improvement.

Organizing Principle	Explanation of Process	Example
11. Elimination	Structuring your document using the process of elimination involves outlining all the possibilities.	The First Transcontinental Railroad helped pave the way for the destruction of the Native American way of life in 1870. After examining treaties, relocation and reservations, loss of the buffalo, disease, and war, the railroad can be accurately considered the catalyst for the end of an era. From the lessons of history we can learn to protect and preserve our distinct cultures, languages, and sovereign territories as we integrate a common transportation system for our mutual benefit and security.
12. Example	Structuring your document by example involves providing vivid, specific examples (as opposed to abstract representations of data) to support main points.	Just as it once took weeks, even months, for a simple letter to move from coast to coast, goods and services have had a long and arduous process from importation to market. For example, the popular Christmas toy X, imported to Mexico from China in September, may well not be on store shelves by December 25 under the old system. Now it can move from importation to market in under two weeks.
13. Process and Procedure	Structuring your document by process and procedure is similar to the time (chronological) organizational pattern with the distinction of steps or phases that lead to a complete end goal. This is often referred to as the “how-to” organizational pattern.	From conception to design, manufacturing to packaging, to transportation and inspection, to sales and sales support, let’s examine how the new transportation system facilitates increased efficiency in delivery to market and product support.
14. Point Pattern	Structuring your document in a series of points allows for the presentation of diverse assertions to be aligned in a cohesive argument with clear support.	The TransAmerica Transportation System offers several advantages: security, speed, efficiency, and cost reduction.
15. Definition	Structuring your document with a guiding definition allows for a clear introduction of terms and concepts while reducing the likelihood of misinterpretation.	The TransAmerica Transportation System can be defined by its purpose, its integrated components, and its impact on the secure movement of goods and services across common borders.
16. Testimonial	Structuring your document around a testimony, or first person account of an experience, can be an effective way to make an abstract concept clearer to an audience.	According to Ms. X, owner of InterCountry Trading Company, it previously took 12 weeks to import, clear, and deliver a product from Mexico to the United States, and an additional four weeks to take delivery in Canada. Now the process takes less than two weeks.
17. Ceremonial (Events, Ceremonies, or Celebrations)	Structuring your document by focusing on the following: 1. Thanking dignitaries and representatives 2. The importance of the event 3. The relationship of the event to the audience 4. Thanking the audience for participation in the event, ceremony, or celebration	Thanking the representatives, builders, and everyone involved with the construction of the TransAmerica Transportation System. The railroad will unite America, and bring us closer in terms of trade, communication, and family. Thank you for participating in today’s dedication.

Outlines

Chances are you have learned the basic principles of outlining in English writing courses: an outline is a framework that organizes main ideas and subordinate ideas in a hierarchical series of roman numerals and alphabetical letters. The right column of Table 11.1.1 presents a generic outline in a classical style. In the left column, the three main structural elements of an informative document are tied to the outline. Your task is to fill in the right column outline with the actual ideas and points you are making in your writing project. Feel free to adapt and tailor it to your needs, depending on the specifics of your report, letter, or other document.

Table 11.1.2: Outline 1

Introduction	Main Idea
Body	I. Main idea: Point 1 Subpoint 1 A.1 specific information 1 A.2 specific information 2
Body	II. Main idea: Point 2 Subpoint 1 B.1 specific information 1 B.2 specific information 2
	III. Main idea: Point 3 Subpoint 1 C.1 specific information 1 C.2 specific information 2
Conclusion	Summary: Main points 1–3

Table 11.1.3 presents an alternate outline form that may be more suitable for brief documents like letters and e-mails. You can use this format as a model or modify it as needed.

Table 11.1.3: Outline 2

1	Introduction	General purpose, statement, or thesis statement
2	Body	Point 1:
		Point 2:
		Point 3:
3	Conclusion	Summarize main points

Paragraphs

Paragraphs are how we package information in business communication, and the more efficient the package, the easier the

meaning can be delivered.

You may wish to think of each paragraph as a small essay within a larger information platform, defined by a guiding thesis and an organizing principle. The standard five-paragraph essay format used on college term papers is mirrored in individual paragraphs. Often college essays have minimum or maximum word counts, but paragraphs hardly ever have established limits. Each paragraph focuses on one central idea. It can be as long or as short as it needs to be to get the message across, but remember your audience and avoid long, drawn-out paragraphs that may lose your reader's attention.

Just as a document generally has an introduction, body, and conclusion, so does a paragraph. Each paragraph has one idea, thought, or purpose that is stated in an introductory sentence. This is followed by one or more supporting sentences and concluded with a summary statement and transition or link to the next idea, or paragraph. Let's address each in turn:

- The topic sentence states the main thesis, purpose, or topic of the paragraph; it defines the subject matter to be addressed in that paragraph.
- Body sentences support the topic sentence and relate clearly to the subject matter of the paragraph and overall document. They may use an organizing principle similar to that of the document itself (chronology, contrast, spatial) or introduce a related organizing principle (point by point, process or procedure).
- The conclusion sentence brings the paragraph to a close; it may do this in any of several ways. It may reinforce the paragraph's main point, summarize the relationships among the body sentences, and/or serve as a transition to the next paragraph.

Effective Sentences

We have talked about the organization of documents and paragraphs, but what about the organization of sentences? You have probably learned in English courses that each sentence needs to have a subject and a verb; most sentences also have an object. There are four basic types of sentences: declarative, imperative, interrogative, and exclamatory. Here are some examples:

- **Declarative** – You are invited to join us for lunch.
- **Imperative** – Please join us for lunch.
- **Interrogative** – Would you like to join us for lunch?
- **Exclamatory** – I'm so glad you can join us!

Declarative sentences make a statement, whereas interrogative sentences ask a question. Imperative sentences convey a command, and exclamatory sentences express a strong emotion. Interrogative and exclamatory sentences are easy to identify by their final punctuation, a question mark and an exclamation point, respectively. In business writing, declarative and imperative sentences are more frequently used.

There are also compound and complex sentences, which may use two or more of the four basic types in combination:

1. *Simple sentence*. Sales have increased.
2. *Compound sentence*. Sales have increased and profits continue to grow.
3. *Complex sentence*. Sales have increased and we have the sales staff to thank for it.
4. *Compound complex sentence*. Although the economy has been in recession, sales have increased, and we have sales staff to thank for it.

In our simple sentence, "sales" serves as the subject and "have increased" serves as the verb. The sentence can stand alone because it has the two basic parts that constitute a sentence. In our compound sentence we have two independent clauses that could stand alone; they are joined by the conjunction "and." In our complex sentence, we have an independent clause, which can stand on its own, combined with a fragment (not a sentence) or dependent clause which, if it were not joined to the independent clause, would not make any sense. The fragment "and we have the sales staff to thank" on its own would have us asking "for what?" as the subject is absent. Complex compound sentences combine a mix of independent and dependent clauses, and at least one of the clauses must be dependent.

The ability to write complete, correct sentences is like any other skill—it comes with practice. The more writing you do, as you make an effort to use correct grammar, the easier it will become. Reading audiences, particularly in a business context, will not waste their time on poor writing and will move on. Your challenge as an effective business writer is to know what you are going to write and then to make it come across, via words, symbols, and images, in a clear and concise manner.

Sentences should avoid being vague and focus on specific content. Each sentence should convey a complete thought; a vague sentence fails to meet this criteria. The reader is left wondering what the sentence was supposed to convey.

- Vague – We can facilitate solutions in pursuit of success by leveraging our core strengths.
- Specific – By using our knowledge, experience, and capabilities, we can achieve the production targets for the coming quarter.

Effective sentences also limit the range and scope of each complete thought, avoiding needless complexity. Sometimes writers mistakenly equate long, complex sentences with excellence and skill. Clear, concise, and often brief sentences serve to communicate ideas and concepts in effective and efficient ways that complex, hard-to-follow sentences do not.

- *Complex*. Air transportation features speed of delivery in ways few other forms of transportation can match, including tractor-trailer and rail, and is readily available to the individual consumer and the corporate client alike.
- *Clear*. Air transportation is accessible and faster than railroad or trucking.

Effective sentences are complete, containing a subject and a verb. Incomplete sentences—also known as sentence fragments—demonstrate a failure to pay attention to detail. They often invite misunderstanding, which is the opposite of our goal in business communication.

- Fragments – Although air transportation is fast. Costs more than trucking.
- Complete – Although air transportation is fast, it costs more than trucking.

Effective business writing avoids bureaucratic language and phrase that are the hallmark of decoration. Decoration is a reflection of ritual, and ritual has its role. If you are the governor of a state, and want to make a resolution declaring today as HIV/AIDS Awareness Day, you are allowed to start the document with “Whereas” because of its ritual importance. Similarly, if you are writing a legal document, tradition calls for certain standard phrases such as “know all men by these presents.” However, in standard business writing, it is best to refrain from using bureaucratic phrases and ritualistic words that decorate and distract the reader from your clear, essential meaning. If the customer, client, or supplier does not understand the message the first time, each follow-up attempt to clarify the meaning through interaction is a cost. Table 11.1.4 presents a few examples of common bureaucratic phrases and standard English alternatives.

Table 11.1.4: Bureaucratic Phrases and Standard Alternatives

Bureaucratic Phrase	Standard English Alternatives
At the present time	Now, today
Concerning the matter of	Regarding, about
Despite the fact that	Although, while, even though
Due to the fact that	Because, since, as
Implement an investigation of	Find out, investigate
Inasmuch as	Because, since, as
It has been suggested	[name of person or organization] has suggested, said, or stated
It is believed that	[name of person or organization] believes, thinks, or says that
It is the opinion of the author	I believe, I think, in my opinion
Until such time as	Until, when
With the exception of	Except, apart from

In oral communication, repetition can be an effective strategy to reinforce a message, but in written communication it adds needless length to a document and impairs clarity.

- Redundant – In this day and age air transportation by air carrier is the clear winner over alternative modes of conveyance for speed and meeting tight deadlines.
- Clear – Today air transportation is faster than other methods.

When a writer states that something is a “true fact,” a group achieved a “consensus of opinion,” or that the “final outcome” was declared, the word choices reflect an unnecessary redundancy. A fact, consensus, or outcome need not be qualified with words that state similar concepts. If it is fact, it is true. A consensus, by definition, is formed in a group from diverse opinions. An outcome is the final result, so adding the word “final” repeats the fact unnecessarily.

In business writing we seek clear and concise writing that speaks for itself with little or no misinterpretation. The more complex a sentence becomes, the easier it is to lose track of its meaning. When we consider that it may read by someone for whom English is a second language, the complex sentence becomes even more problematic. If we consider its translation, we add another layer of complexity that can lead to miscommunication. Finally, effective sentences follow the KISS formula for success: Keep It Simple—Simplify!

Transitions

If you were going to build a house, you would need a strong foundation. Could you put the beams to hold your roof in place without anything to keep them in place? Of course not; they would fall down right away. In the same way, the columns or beams are like the main ideas of your document. They need to have connections to each other so that they become interdependent and stay where you want them so that your house, or your writing, doesn’t come crashing down.

Transitions involve words or visual devices that help the audience follow the author’s ideas, connect the main points to each other, and see the relationships you’ve created in the information you are presenting. They are often described as bridges between ideas, thought or concepts, providing some sense of where you’ve been and where you are going with your document. Transitions guide the audience in the progression from one significant idea, concept, or point to the next. They can also show the relationships between the main point and the support you are using to illustrate your point, provide examples for it, or refer to outside sources. Table 11.1.5 is a summary of fourteen different types of transitions. Consider them as you contemplate how to bring together your information and make notes on your outline.

Table 11.1.5: Types of Transitions in Writing

Type	Definition	Examples
1. Internal Previews	An **internal preview** is a brief statement referring to a point you are going to make. It can forecast or foreshadow a main point in your document.	If we look ahead to, next we’ll examine, now we can focus our attention on, first we’ll look at, then we’ll examine
2. Signposts	A **signpost** alerts the audience you are moving from one topic to the next. Sign posts or signal words draw attention to themselves and focus the audience’s attention.	Stop and consider, we can now address, turning from/to, another, this reminds me of, I would like to emphasize
3. Internal Summaries	An **internal summary** briefly covers information or alludes to information introduced previously. It can remind an audience of a previous point and reinforce information covered in your document.	As I have said, as we have seen, as mentioned earlier, in any event, in conclusion, in other words, in short, on the whole, therefore, to summarize, as a result, as has been noted previously,
4. Sequence	A **sequence transition** outlines a hierarchical order or series of steps in your document. It can illustrate order or steps in a logical process.	First…second…third, furthermore, next, last, still, also, and then, besides, finally
5. Time	A **time transition** focuses on the chronological aspects of your order. Particularly useful in an article utilizing a story, this transition can illustrate for the audience progression of time.	Before, earlier, immediately, in the meantime, in the past, lately, later, meanwhile, now, presently, shortly, simultaneously, since, so far, soon as long as, as soon as, at last, at length, at that time, then, until, afterward
6. Addition	An **addition or additive transition** contributes to a previous point. This transition can build on a previous point and extend the discussion.	Additionally, not to mention, in addition to, furthermore, either, neither, besides, on, in fact, as a matter of fact, actually, not only, but also, as well as
7. Similarity	A **transition by similarity** draws a parallel between two ideas, concepts or examples. It can indicate a common area between points for the audience.	In the same way, by the same token, equally, similarly, just as we have seen, in the same vein

Type	Definition	Examples
8. Comparison	A **transition by comparison** draws a distinction between two ideas, concepts or examples. It can indicate a common or divergent area between points for the audience.	Like, in relation to, bigger than, the fastest, larger than, than any other, is bigger than, both, either...or, likewise
9. Contrast	A **transition by contrast** draws a distinction of difference, opposition, or irregularity between two ideas, concepts or examples. This transition can indicate a key distinction between points for the audience.	But, neither...nor, however on the other hand, although, despite, even though, in contrast, in spite of, on the contrary conversely, unlike, while instead, nevertheless, nonetheless, regardless, still, though, yet, although

Type	Definition	Examples
10. Cause and Effect, Result	A **transition by cause and effect or result** illustrates a relationship between two ideas, concepts or examples and may focus on the outcome or result. It can illustrate a relationship between points for the audience.	As a result, because, consequently, for this purpose, accordingly, so, then, therefore, thereupon, thus, to this end, for this reason, as a result, because , therefore, consequently, as a consequence, and the outcome was
11. Examples	A **transition by example** illustrates a connection between a point and an example or examples. You may find visual aids work well with this type of transition.	In fact, as we can see, after all, even, for example, for instance, of course, specifically, such as, in the following example, to illustrate my point
12. Place	A **place transition** refers to a location, often in a spatially organized essay, of one point of emphasis to another. Again, visual aids work well when discussing physical location with the reading audience.	opposite to, there, to the left, to the right, above, adjacent to, elsewhere, far, farther on, below, beyond, closer to, here, near, nearby, next to
13. Clarification	A **clarification transition** restates or further develops a main idea or point. It can also serve as a signal to a key point.	To clarify, that is, I mean, in other words, to put it another way that is to say, to rephrase it, in order to explain, this means
14. Concession	A **concession transition** indicates knowledge of contrary information. It can address a perception the audience may hold and allow for clarification.	We can see that while, although it is true that, granted that, while it may appear that, naturally, of course, I can see that, I admit that while

Key Takeaway

Organization is the key to clear writing. Organize your document using key elements, an organizing principle, and an outline. Organize your paragraphs and sentences so that your audience can understand them, and use transitions to move from one point to the next.

Exercises

1. What functions does organization serve in a document? Can they be positive or negative? Explain and discuss with a classmate.
2. Create an outline from a sample article or document. Do you notice an organizational pattern? Explain and discuss with a classmate.
3. Which of the following sentences are good examples of correct and clear business English? For sentences needing improvement, describe what is wrong and write a sentence that corrects the problem. Discuss your answers with your classmates.
    1. Marlys has been chosen to receive a promotion next month.
    2. Because her work is exemplary.
    3. At such time as it becomes feasible, it is the intention of our department to facilitate a lunch meeting to congratulate Marlys
    4. As a result of budget allocation analysis and examination of our financial condition, it is indicated that salary compensation for Marlys can be increased to a limited degree.
    5. When will Marlys's promotion be official?

6. I am so envious!
7. Among those receiving promotions, Marlys, Bob, Germaine, Terry, and Akiko.
8. The president asked all those receiving promotions come to the meeting.
9. Please attend a meeting for all employees who will be promoted next month.
10. Marlys intends to use her new position to mentor employees joining the firm, which will encourage commitment and good work habits.

4. Find an example of a poor sentence or a spelling or grammar error that was published online or in print and share your finding with the class.

References

Ayres, J., & Miller, J. (1994). *Effective public speaking* (4th ed., p. 274). Madison, WI: Brown & Benchmark.

Beebe, S. [Steven], & Beebe, S. [Susan]. (1997). *Public speaking: An audience-centered approach* (3rd ed., pp. 121–122). Boston, MA: Allyn & Bacon.

Maslow, A. (1970). *Motivation and personality* (2nd ed.). New York, NY: Harper & Row.

Schutz, W. (1966). *The interpersonal underworld*. Palo Alto, CA: Science and Behavior Books.

This page titled 11.1: Organization is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 6.1: Organization by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

11.2: Writing Style

Learning Objectives

1. Demonstrate your ability to prepare and present information using a writing style that will increase understanding, retention, and motivation to act.

You are invited to a business dinner at an expensive restaurant that has been the top-rated dining establishment in your town for decades. You are aware of the restaurant's dress code, which forbids casual attire such as jeans, T-shirts, and sneakers. What will you wear? If you want to fit in with the other guests and make a favorable impression on your hosts, you will choose a good quality suit or dress (and appropriately dressy shoes and accessories). You will avoid calling undue attention to yourself with clothing that is overly formal—an evening gown or a tuxedo, for example—or that would distract from the business purpose of the occasion by being overly revealing or provocative. You may feel that your freedom to express yourself by dressing as you please is being restricted, or you may appreciate the opportunity to look your best. Either way, adhering to these style conventions will serve you well in a business context.



Figure 11.2.1: Your writing style reflects on you when you are not there to represent yourself. Make sure your style is professional. Pixabay – CC0 Public Domain.

The same is true in business writing. Unlike some other kinds of writing such as poetry or fiction, business writing is not an opportunity for self-expression. Instead it calls for a fairly conservative and unadorned style. Writing style, also known as voice or tone, is the manner in which a writer addresses the reader. It involves qualities of writing such as vocabulary and figures of speech, phrasing, rhythm, sentence structure, and paragraph length. Developing an appropriate business writing style will reflect well on you and increase your success in any career.

Formal versus Informal

There was a time when many business documents were written in third person to give them the impression of objectivity. This formal style was often passive and wordy. Today it has given way to active, clear, concise writing, sometimes known as "Plain English" (Bailey, 2008). As business and industry increasingly trade across borders and languages, writing techniques that obscure meaning or impede understanding can cause serious problems. Efficient writing styles have become the norm. Still, you will experience in your own writing efforts this "old school versus new school" writing debate over abbreviations, contractions, and the use of informal language in what was once considered a formal business context. Consider the following comparison of informal versus formal and bureaucratic styles.

Bureaucratic: Attached is the latest delivery data represented in topographical forms pursuant to the directive ABC123 of the air transportation guide supplied by the Federal Aviation Administration in September of 2008.

- Formal – Please note the attached delivery data for July 2009.
- Informal – Here's the delivery data for last month.

While it is generally agreed that bureaucratic forms can obscure meaning, there is a debate on the use of formal versus informal styles in business communication. Formal styles often require more detail, adhere to rules of etiquette, and avoid shortcuts like contractions and folksy expressions. Informal styles reflect everyday speech patterns and may include contractions and colloquial expressions. Many managers prefer not to see contractions in a formal business context. Others will point out that a comma preceding the last item in a series (known as the "serial comma") is the standard, not the exception. Some will make a general recommendation that you should always "keep it professional." Here lies the heart of the debate: what *is* professional writing in a business context? If you answered "it depends," you are correct.

Keep in mind that audiences have expectations and your job is to meet them. Some business audiences prefer a fairly formal tone. If you include contractions or use a style that is too casual, you may lose their interest and attention; you may also give them a negative impression of your level of expertise. If, however, you are writing for an audience that expects informal language, you may lose their interest and attention by writing too formally; your writing may also come across as arrogant or pompous. It is not that one style is better than the other, but simply that styles of writing vary across a range of options. Business writing may need to meet legal standards and include references, as we see in the bureaucratic example above, but that is generally not the norm for communications within an organization. The skilled business writer will know his or her audience and will adapt the message to best facilitate communication. Choosing the right style can make a significant impact on how your writing is received.

You may hear reference to a conversational tone in writing as one option in business communication. A conversational tone, as the name implies, resembles oral communication in style, tone, and word choice. It can be appropriate for some audiences, and may serve you well in specific contexts, but it can easily come across as less than professional.

If you use expressions that imply a relationship or a special awareness of information such as "you know," or "as we discussed," without explaining the necessary background, your writing may be seen as overly familiar, intimate, or even secretive. Trust is the foundation for all communication interactions and a careless word or phrase can impair trust.

If you want to use humor, think carefully about how your audience will interpret it. Humor is a fragile form of communication that requires an awareness of irony, of juxtaposition, or a shared sense of attitudes, beliefs, and values. Different people find humor in different situations, and what is funny to one person may be dull, or even hurtful, to someone else.

Although there are business situations such as an interview or a performance self-evaluation where you need to state your accomplishments, in general business writing it is best to avoid self-referential comments that allude to your previous successes. These can come across as selfish or arrogant. Instead, be generous in giving credit where credit is due. Take every opportunity to thank your colleagues for their efforts and to acknowledge those who contributed good ideas.

Jargon is a vocabulary that has been developed by people in a particular group, discipline, or industry, and it can be a useful shorthand as long as the audience knows its meaning. For example, when writing for bank customers, you could refer to "ATM transactions" and feel confident that your readers would know what you meant. It would be unnecessary and inappropriate to write "Automated Teller Machine transactions." Similarly, if you were working in a hospital, you would probably use many medical terms in your interactions with other medical professionals. However, if you were a hospital employee writing to a patient, using medical jargon would be inappropriate, as it would not contribute to the patient's understanding.



Figure 11.2.2: Sewing, like many other fields of expertise, has its own jargon. plaisanter~ – Sewing – CC BY-SA 2.0.

Finally, in a business context, remember that conversational style is not an excuse to use poor grammar, disrespectful or offensive slang, or profanity. Communication serves as the bridge between minds and your written words will represent you in your absence. One strategy when trying to use a conversation tone is to ask yourself, "Would I say it in this way to their face?" A follow-up question to consider is, "Would I say it in this way in front of everyone?" Your professional use of language is one the hallmark skills in business, and the degree to which you master its use will reflect itself in your success. Take care, take time, and make sure what you write communicates a professional tone that positively represents you and your organization.

Introductions: Direct and Indirect

Sometimes the first sentence is the hardest to write. When you know the two main opening strategies it may not make it any easier, but it will give a plan and form a framework. Business documents often incorporate one of two opening strategies regardless of their organizational pattern. The direct pattern states the main purpose directly, at the beginning, and leaves little room for misinterpretation. The indirect pattern, where you introduce your main idea after the opening paragraph, can be useful if you need a strong opening to get the attention of what you perceive may be an uninterested audience. Normally, if you expect a positive response from the reader you will choose a direct opening, being clear from the first sentence about your purpose and goal. If you do not expect a positive reception, or have to deliver bad news, you may want to be less direct. Each style has its purpose and use; the skilled business writer will learn to be direct and be able to present bad news with a positive opening paragraph.

Adding Emphasis

There are times when you will want to add emphasis to a word, phrase, or statistic so that it stands out from the surrounding text. The use of visual aids in your writing can be an excellent option, and can reinforce the written discussion. For example, if you write that sales are up 4 percent over this time last year, the number alone may not get the attention it deserves. If, however, near the text section you feature a bar graph demonstrating the sales growth figures, the representation of the information in textual and graphical way may reinforce its importance.

As you look across the top of your word processing program you may notice **bold**, *italic*s, underline, highlights, your choice of colors, and a host of interesting fonts. Although it can be entertaining to experiment with these visual effects, do not use them just for the sake of decoration. Consistency and branding are important features of your firm's public image, so you will want the visual aspects of your writing to support that image. Still, when you need to highlight an important fact or emphasize a key question in a report, your readers will appreciate your use of visual effects to draw their attention. Consider the following examples:

- Bullets can be effective when used with discretion.

Take care when using the following:

1. Numbers
2. With subheadings
3. In serial lists
4. As they can get
5. A bit overwhelming to the point where
6. The reader loses his or her interest

Emphasis can be influenced by your choice of font. Serif fonts, such as Times New Roman and Garamond, have decorative ends that make the font easy to read. Sans serif fonts, like Arial, lack these visual cues and often serve better as headers.

You can also vary the emphasis according to where you place information within a sentence:

- *Maximum emphasis*. Sales have increased across the United States because of our latest promotion efforts in our largest and most successful market.
- *Medium emphasis*. Because of our latest promotion efforts in our largest and most successful market, sales have increased across the United States.
- *Minimum emphasis*. The United States, which has experienced a sales increase, is our largest and most successful market.

The information at end of the sentence is what people often recall, and is therefore normally considered the location of maximum emphasis. The second best position for recall is the beginning of the sentence, while the middle of the sentence is the area with the least recall. If you want to highlight a point, place it at the beginning or end of the sentence, and if you want to deemphasize a point, the middle is your best option (McLean, 2003).

Active versus Passive Voice

You want your writing to be engaging. Which sentence would you rather read?

- A – All sales orders are processed daily by Mackenzie.
- B – Mackenzie processes all sales orders daily.

Most readers prefer sentence B, but why? You'll recall that all sentences have a subject and a verb, but you may not have paid much attention to their functions. Let's look at how the subject and verb function in these two sentences. In sentence A, the subject is "Mackenzie," and the subject is the doer of the action expressed by the verb (processes). In sentence A, the subject is "sales orders," and the subject is the receiver of the action expressed by the verb (are processed). Sentence A is written in active voice—a sentence structure in which the subject carries out the action. Sentence B is written in passive voice—a sentence structure in which the subject receives the action.

Active sentences tend to be shorter, more precise, and easier to understand. This is especially true because passive sentences can be written in ways that do not tell the reader who the doer of the action is. For example, "All sales orders are processed daily" is a complete and correct sentence in passive voice.

Active voice is the clear choice for a variety of contexts, but not all. When you want to deemphasize the doer of the action, you may write, "Ten late arrivals were recorded this month" and not even mention who was late. The passive form doesn't place blame or credit, so it can be more diplomatic in some contexts. Passive voice allows the writer to avoid personal references or personal pronouns (he, she, they) to create a more objective tone. There are also situations where the doer of the action is unknown, as in "graffiti was painted on the side of our building last night."

Overall, business communication resources tend to recommend active voice as the preferred style. Still, the styles themselves are not the problem or challenge, but it is how we use them that matters. A skilled business writer will see both styles as options within a range of choices and learn to distinguish when each style is most appropriate to facilitate communication.

Commonly Confused Words

The sentences in Table 11.2.6 focus on some of the most common errors in English. You may recall this exercise from the introduction of this chapter. How did you do? Visit the "Additional Resources" section at the end of the chapter for some resources on English grammar and usage.

Table 11.2.1 *Common Errors in English*

1. *accept* or *except*	The office will _____ applications until 5 p.m. on the 31st.	accept	Attendance is required for all employees _____ supervisors.	except
2. *affect* or *effect*	To _____ the growth of plants, we can regulate the water supply.	affect	A lack of water has a predictable _____ on most plants.	effect
3. *e.g.* or *i.e.*	Please order 2,000 imprinted giveaways (_____, pens or coffee mugs)	e.g.	Charge them to my account (_____, account #98765).	i.e.
4. *its* or *it's*	The department surpassed _____ previous sales record this quarter.	its	_____ my opinion that we reached peak oil in 2008.	It's
5. *lay* or *lie*	Please _____ the report on the desk.	lay	The doctor asked him to _____ down on the examination table.	lie
6. *pressure* or *pressurize*	We need to _____ the liquid nitrogen tanks.	pressurize	It might be possible to _____ him to resign.	pressure
7. *principle* or *principal*	It's the basic _____ of farming: no water, no food.	principle	The _____ reason for the trip is to attend the sales meeting.	principal
8. *regardless* or *irregardless*	_____ of what we do, gas prices are unlikely to go back down.	Regardless	_____ of your beliefs, please try to listen with an open mind.	Regardless (*Irregardless* is not a standard word; see your dictionary)
9. *than* or *then*	This year's losses were worse _____ last year's.	than	If we can cut our costs, _____ it might be possible to break even.	then
10. *that* or *which*	_____ type of marketing data did you need?	Which	Karen misplaced the report, _____ caused a delay in making a decision.	which
	There are several kinds of data _____ could be useful.	that		
11 *there* *their*, or *they're*	The report is _____, in the top file drawer.	there	_____ strategic advantage depends on a wide distribution network.	Their
	_____ planning to attend the sales meeting in Pittsburgh.	They're		
12. *to*, *too*, or *two*	Customers need _____ drive slower if they want to save gas.	to	After sales meeting, you should visit customers in the Pittsburgh area _____.	too
	In fact, the _____ of you should make some customer visits together.	two		
13. *uninterested* or *disinterested*	He would be the best person to make a decision, since he isn't biased and is relatively _____ in the outcome.	disinterested	The sales manager tried to speak dynamically, but the sales reps were simply _____ in what he had to say.	uninterested
14. *who*, *whom*, *who's*, or *whose*	_____ truck is that?	Whose	_____ going to pay for the repairs?	Who's
	_____ will go to the interview?	Who	To _____ should we address the thank-you note?	whom
15 *your* or *you're*	My office is bigger than _____ cubicle.	your	_____ going to learn how to avoid making these common mistakes in English.	You're

Making Errors at the Speed of Light

In business and industry there is increasing pressure to produce under deadlines that in some respects have been artificially accelerated by the immediacy inherent in technological communication devices. If you receive an e-mail or text message while you are in the middle of studying a complex problem, you may be tempted to “get it out of the way” by typing out a quick reply, but in your haste you may fail to qualify, include important information, or even check to make sure you have hit “Reply” and not “Reply to All” or even “Delete.” Take care to pause and review your text message, e-mail, or document before you consider it complete. Here is a quick electronic communication do/don’t list to keep in mind before you click “send.”

Do remember the following:

- Everything you access via an employer’s system is subject to inspection.
- Everything you write or record reflects you and your business or organization, even if it is stored in a Google or Yahoo! account.
- Respect personal space by not forwarding every e-mail you think is funny.
- Use a concise but relevant and informative phrase for the subject line.
- E-mail the receiver before sending large attachments, as they may exceed the limit of the receiver’s in-box.
- Attach your intended attachments.

Key Takeaway

An appropriate business writing style can be formal or informal, depending on the context, but it should always reflect favorably on the writer and the organization.

Exercises

1. Select at least three examples of writing from different kinds of sources, such as a government Web site, a textbook, a popular magazine, and a novel. According to the style characteristics discussed in this section, how would you characterize the style of each? Select a paragraph to rewrite in a different style—for example, if the style is formal, make it informal; if the selection is written in active voice, make it passive. Discuss your results with your classmates.
2. What are some qualities of a good business writing style? What makes certain styles more appropriate for business than others? Discuss your thoughts with a classmate.
3. Find an example of formal writing and write an informal version. Please share with your classmates.
4. Find an example of informal writing and write a formal version. Please share with your classmates
5. You are assigned to a work team that has to come up with a formal declaration and an informal explanation for the declaration. The declaration could be a memo indicating that your business will be observing a holiday (each team should have a different holiday).
6. How would you characterize your writing style? Do you need to make modifications to make your style suitable for business writing? Write a one- to two-page essay on this subject.

References

- Bailey, E. P. (2008). *Plain English at work: A guide to business writing and speaking*. New York, NY: McGraw-Hill.
- McLean, S. (2003). *The basics of speech communication*. Boston, MA: Allyn & Bacon.

This page titled 11.2: Writing Style is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 6.2: Writing Style by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

11.3: Making an Argument

Learning Objectives

1. Demonstrate how to form a clear argument with appropriate support to persuade your audience.
2. Recognize and understand inherent weaknesses in fallacies.

According to the famous satirist Jonathan Swift, “Argument is the worst sort of conversation.” You may be inclined to agree. When people argue, they are engaged in conflict and it’s usually not pretty. It sometimes appears that way because people resort to fallacious arguments or false statements, or they simply do not treat each other with respect. They get defensive, try to prove their own points, and fail to listen to each other.

But this should not be what happens in written argument. Instead, when you make an argument in your writing, you will want to present your position with logical points, supporting each point with appropriate sources. You will want to give your audience every reason to perceive you as ethical and trustworthy. Your audience will expect you to treat them with respect, and to present your argument in a way that does not make them defensive. Contribute to your credibility by building sound arguments and using strategic arguments with skill and planning.

In this section we will briefly discuss the classic form of an argument, a more modern interpretation, and finally seven basic arguments you may choose to use. Imagine that these are tools in your toolbox and that you want to know how each is effectively used. Know that the people who try to persuade you—from telemarketers to politicians—usually have these tools at hand.

Let’s start with a classical rhetorical strategy. It asks the rhetorician, speaker, or author to frame arguments in the following steps:

Table 11.3.1*L Classical Rhetorical Strategy*

1. Exordium	Prepares the audience to consider your argument
2. Narration	Provides the audience with the necessary background or context for your argument
3. Proposition	Introduces your claim being argued in the document
4. Confirmation	Offers the audience evidence to support your argument
5. Refutation	Introduces to the audience and then discounts or refutes the counterarguments or objections
6. Peroration	Your conclusion of your argument

This is a standard pattern in rhetoric and you will probably see it in both speech and English courses. The pattern is useful to guide you in preparing your document and can serve as a valuable checklist to insure you are prepared. While this formal pattern has distinct advantages, you may not see it used exactly as indicated here on a daily basis. What may be more familiar to you is Stephen Toulmin’s rhetorical strategy, which focuses on three main elements (Table 11.3.2).

Table 11.3.2 *Toulmin’s Three-Part Rhetorical Strategy*

Element	Description	Example
1. Claim	Your statement of belief or truth	It is important to spay or neuter your pet.
2. Data	Your supporting reasons for the claim	Millions of unwanted pets are euthanized every year.
3. Warrant	You create the connection between the claim and the supporting reasons	Pets that are spayed or neutered do not reproduce, preventing the production of unwanted animals.

Toulmin’s rhetorical strategy is useful in that it makes the claim explicit, clearly illustrates the relationship between the claim and the data, and allows the reader to follow the writer’s reasoning. You may have a good idea or point, but your audience will want to know how you arrived at that claim or viewpoint. The warrant addresses the inherent and often unsaid question, “Why is this data so important to your topic?” In so doing, it helps you to illustrate relationships between information for your audience.

Effective Argumentation Strategies: GASCAP/T

Here is a useful way of organizing and remembering seven key argumentative strategies:

1. Argument by **G**eneralization
2. Argument by **A**nalogy
3. Argument by **S**ign
4. Argument by **C**onsequence
5. Argument by **A**uthority
6. Argument by **P**rinciple
7. Argument by **T**estimony

Richard Fulkerson notes that a single strategy is sufficient to make an argument some of the time, but it is often better to combine several strategies to make an effective argument (Fulkerson, 1996). He organized the argumentative strategies in this way to compare the differences, highlight the similarities, and allow for their discussion. This model, often called by its acronym GASCAP, is a useful strategy to summarize six key arguments and is easy to remember. Here we have adapted it, adding one argument that is often used in today's speeches and presentations, the argument by testimony. Table 11.3.3 presents each argument, provides a definition of the strategy and an example, and examines ways to evaluate each approach.

Table 11.3.3: GASCAP/T Strategies

	Argument by	Claim	Example	Evaluation
G	Generalization	Whatever is true of a good example or sample will be true of everything like it or the population it came from.	If you can vote, drive, and die for your country, you should also be allowed to buy alcohol.	STAR System: For it to be reliable, we need a (S) sufficient number of (T) typical, (A) accurate, and (R) reliable examples.
A	Analogy	Two situations, things or ideas are alike in observable ways and will tend to be alike in many other ways	Alcohol is a drug. So is tobacco. They alter perceptions, have an impact physiological and psychological systems, and are federally regulated substances.	Watch for adverbs that end in "ly," as they qualify, or lessen the relationship between the examples. Words like "probably," "maybe," "could, "may," or "usually" all weaken the relationship.
S	Sign	Statistics, facts, or cases indicate meaning, much like a stop sign means "stop."	Motor vehicle accidents involving alcohol occur at significant rates among adults of all ages in the United States.	Evaluate the relationship between the sign and look for correlation, where the presenter says what the facts "mean." Does the sign say that? Does it say more? What is not said? Is it relevant?
C	Cause	If two conditions always appear together, they are causally related.	The U.S. insurance industry has been significantly involved in state and national legislation requiring proof of insurance, changes in graduated driver's licenses, and the national change in the drinking age from age 18 to age 21.	Watch out for "after the fact, therefore because of the fact" (*post hoc, ergo propter hoc*) thinking. There might not be a clear connection, and it might not be the whole picture. Mothers Against Drunk Driving might have also been involved with each example of legislation.
A	Authority	What a credible source indicates is probably true.	According to the National Transportation Safety Board, older drivers are increasingly involved in motor vehicle accidents.	Is the source legitimate and is their information trustworthy? Institutes, boards, and people often have agendas and distinct points of view.

	Argument by	Claim	Example	Evaluation
P	Principle	An accepted or proper truth	The change in the drinking age was never put to a vote. It's not about alcohol, it's about our freedom of speech in a democratic society.	Is the principle being invoked generally accepted? Is the claim, data or warrant actually related to the principle stated? Are there common exceptions to the principle? What are the practical consequences of following the principle in this case?
T	Testimony	Personal experience	I've lost friends from age 18 to 67 to alcohol. It impacts all ages, and its effects are cumulative. Let me tell you about two friends in particular.	Is the testimony authentic? Is it relevant? Is it representative of other's experiences? Use the STAR system to help evaluate the use of testimony.

Evidence

Now that we've clearly outlined several argument strategies, how do you support your position with evidence or warrants? If your premise or the background from which you start is valid, and your claim is clear and clearly related, the audience will naturally turn their attention to "prove it." This is where the relevance of evidence becomes particularly important. Here are three guidelines to consider in order to insure your evidence passes the "so what?" test of relevance in relation to your claim. Make sure your evidence has the following traits:

1. *Supportive*. Examples are clearly representative, statistics are accurate, testimony is authoritative, and information is reliable.
2. *Relevant*. Examples clearly relate to the claim or topic, and you are not comparing "apples to oranges."
3. *Effective*. Examples are clearly the best available to support the claim, quality is preferred to quantity, there are only a few well-chosen statistics, facts, or data.

Appealing to Emotions

While we've highlighted several points to consider when selecting information to support your claim, know that Aristotle strongly preferred an argument based in logic over emotion. Can the same be said for your audience, and to what degree is emotion and your appeal to it in your audience a part of modern life?

Emotions are a psychological and physical reaction, such as fear or anger, to stimuli that we experience as a feeling. Our feelings or emotions directly impact our own point of view and readiness to communicate, but also influence how, why, and when we say things. Emotions influence not only how you say or what you say, but also how you hear or what you hear. At times, emotions can be challenging to control. Emotions will move your audience, and possibly even move you, to change or act in certain ways.

Aristotle thought the best and most preferable way to persuade an audience was through the use of logic, free of emotion. He also recognized that people are often motivated, even manipulated, by the exploitation of their emotions. In a business context, we still engage in this debate, demanding to know the facts separate from personal opinion or agenda, but see the use of emotional appeal to sell products.

Marketing experts are famous for creating a need or associating an emotion with a brand or label in order to sell it. You will speak the language of your audience in your document, and may choose to appeal to emotion, but you need to consider how the strategy works, as it may be considered a tool that has two edges.

If we think of the appeal to emotion as a knife, we can see it has two edges. One edge can cut your audience, and the other can cut you. If you advance an appeal to emotion in your document on spaying and neutering pets, and discuss the millions of unwanted pets that are killed each year, you may elicit an emotional response. If you use this approach repeatedly, your audience may grow weary of this approach, and it will lose its effectiveness. If you change your topic to the use of animals in research, the same strategy may apply, but repeated attempts to elicit an emotional response may backfire (i.e., in essence "cutting" you) and produce a negative response called "emotional resistance."

Emotional resistance involves getting tired, often to the point of rejection, of hearing messages that attempt to elicit an emotional response. Emotional appeals can wear out the audience's capacity to receive the message. As Aristotle outlined, ethos (credibility), logos (logic), and pathos (passion, enthusiasm, and emotional response) constitute the building blocks of any document. It's up to you to create a balanced document, where you may appeal to emotion, but choose to use it judiciously.

On a related point, the use of an emotional appeal may also impair your ability to write persuasively or effectively. For example, if you choose to present an article about suicide to persuade people against committing it and you start showing a photo of your brother or sister that you lost to suicide, your emotional response may cloud your judgment and get in the way of your thinking. Never use a personal story, or even a story of someone you do not know, if the inclusion of that story causes you to lose control. While it's important to discuss relevant topics, you need to assess your relationship to the message. Your documents should not be an exercise in therapy. Otherwise, you will sacrifice ethos and credibility, even your effectiveness, if you "lose it" because you are really not ready to discuss the issue.

Recognizing Fallacies

"Fallacy" is another way of saying false logic. Fallacies or rhetorical tricks deceive your audience with their style, drama, or pattern, but add little to your document in terms of substance. They are best avoided because they can actually detract from your effectiveness. There are several techniques or "tricks" that allow the writer to rely on style without offering substantive argument, to obscure the central message, or twist the facts to their own gain. Table 11.3.4 examines the eight classical fallacies. Learn to recognize them so they can't be used against you, and learn to avoid using them with your audience.

Table 11.3.4 *Fallacies*

Fallacy	Definition	Example
1. Red Herring	Any diversion intended to distract attention from the main issue, particularly by relating the issue to a common fear.	It's not just about the death penalty; it's about the victims and their rights. You wouldn't want to be a victim, but if you were, you'd want justice.
2. Straw Man	A weak argument set up to easily refute and distract attention from stronger arguments.	Look at the idea that criminals who commit murder should be released after a few years of rehabilitation. Think of how unsafe our streets would be then!
3. Begging the Question	Claiming the truth of the very matter in question, as if it were already an obvious conclusion.	We know that they will be released and unleashed on society to repeat their crimes again and again.
4. Circular Argument	The proposition is used to prove itself. Assumes the very thing it aims to prove. Related to begging the question.	Once a killer, always a killer.
5. Ad Populum	Appeals to a common belief of some people, often prejudicial, and states everyone holds this belief. Also called the bandwagon fallacy, as people "jump on the bandwagon" of a perceived popular view.	Most people would prefer to get rid of a few "bad apples" and keep our streets safe.
6. Ad Hominem or "Argument against the Man"	Argument against the man instead of his message. Stating that someone's argument is wrong solely because of something about the person rather than about the argument itself.	Our representative is a drunk and philanderer. How can we trust him on the issues of safety and family?
7. Non Sequitur or "It Does Not Follow"	The conclusion does not follow from the premises. They are not related.	Since the liberal 1960s, we've seen an increase in convicts who got let off death row.
8. Post Hoc Ergo Propter Hoc or "After This, Therefore because of This"	It is also called a coincidental correlation.	Violent death rates went down once they started publicizing executions.

Ethical Considerations in Persuasion

In his book *Ethics in Human Communication*, Richard Johannesen offers eleven points to consider when communicating. Although they are related to public speaking, they are also useful in business writing. You may note that many of his cautions are

clearly related to the fallacies we've discussed. His main points reiterate many of the points across this chapter and should be kept in mind as you prepare, and present, your persuasive message Johannesen, 1996).

Do not

- use false, fabricated, misrepresented, distorted, or irrelevant evidence to support arguments or claims;
- intentionally use unsupported, misleading, or illogical reasoning;
- represent yourself as informed or an "expert" on a subject when you are not;
- use irrelevant appeals to divert attention from the issue at hand;
- ask your audience to link your idea or proposal to emotion-laden values, motives, or goals to which it is actually not related;
- deceive your audience by concealing your real purpose, your self-interest, the group you represent, or your position as an advocate of a viewpoint;
- distort, hide, or misrepresent the number, scope, intensity, or undesirable features of consequences or effects;
- use emotional appeals that lack a supporting basis of evidence or reasoning;
- oversimplify complex, gradation-laden situations into simplistic, two-valued, either-or, polar views or choices;
- pretend certainty where tentativeness and degrees of probability would be more accurate;
- advocate something that you yourself do not believe in.

Aristotle said the mark of a good person, well spoken, was a clear command of the faculty of observing in any given case the available means of persuasion. He discussed the idea of perceiving the various points of view related to a topic and their thoughtful consideration. While it's important to be able to perceive the complexity of a case, you are not asked to be a lawyer and defend a client.

In your message to persuade, consider honesty and integrity as you assemble your arguments. Your audience will appreciate your thoughtful consideration of more than one view and your understanding of the complexity of the issue, thus building your ethos, or credibility, as you present your document. Be careful not to stretch the facts, or assemble them only to prove your point; instead, prove the argument on its own merits. Deception, coercion, intentional bias, manipulation and bribery should have no place in your message to persuade.

Key Takeaway

The art of argument in writing involves presenting supportive, relevant, effective evidence for each point and doing it in a respectful and ethical manner.

Exercises

1. Select a piece of persuasive writing such as a newspaper op-ed essay, a magazine article, or a blog post. Examine the argument, the main points, and how the writer supports them. Which strategies from the foregoing section does the writer use? Does the writer use any fallacies or violate any ethical principles? Discuss your results with your classmates.
2. Find one slogan or logo that you perceive as persuasive and share it with your classmates.
3. Find an example of a piece of writing that appears to want to be persuasive, but doesn't get the job done. Write a brief review and share it with classmates.
4. In what ways might the choice of how to organize a document involve ethics? Explain your response and discuss it with your class.

References

- Fulkerson, R. (1996). The Toulmin model of argument and the teaching of composition. In E. Barbara, P. Resch, & D. Tenney (Eds.), *Argument revisited: argument redefined: negotiating meaning the composition classroom* (pp. 45–72). Thousand Oaks, CA: Sage.
- Johannesen, R. (1996). *Ethics in human communication* (4th ed.). Prospect Heights, IL: Waveland Press.
- Toulmin, S. (1958). *The uses of argument*. New York, NY: Cambridge University Press.

This page titled 11.3: Making an Argument is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 6.3: Making an Argument by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

11.4: Paraphrase and Summary versus Plagiarism

Learning Objectives

1. Understand the difference between paraphrasing or summarizing and plagiarism.
2. Demonstrate how to give proper credit to sources that are quoted verbatim, and sources whose ideas are paraphrased or summarized.
3. Demonstrate your ability to paraphrase in one or more written assignments.

Even if you are writing on a subject you know well, you will usually get additional information from other sources. How you represent others' ideas, concepts, and words is critical to your credibility and the effectiveness of your document. Let's say you are reading a section of a document and find a point that relates well to your current writing assignment. How do you represent what you have read in your work? You have several choices.

One choice is simply to reproduce the quote verbatim, or word for word, making sure that you have copied all words and punctuation accurately. In this case, you will put quotation marks around the quoted passage (or, if it is more than about fifty words long, inset it with wider margins than the body of your document) and give credit to the source. The format you use for your source citation will vary according to the discipline or industry of your audience; common formats include APA (American Psychological Association), MLA (Modern Language Association), and CMS (Chicago Manual of Style).

Another common strategy in business writing is to paraphrase, or rewrite the information in your own words. You will relate the main point, but need to take care not to copy the original. You will give credit where credit is due, but your citation will be more informal, such as "A *Wall Street Journal* article dated July 8, 2009, described some of the disagreements among G-8 nations about climate change." Here are several steps that can help you paraphrase a passage while respecting its original author:

1. Read the passage out loud, paying attention to the complete thought rather than the individual words.
2. Explain the concept in your own words to a friend or colleague, out loud, face-to-face.
3. Write the concept in your own words, and add one or more illustrative examples of the concept that are meaningful to you.
4. Reread the original passage and see how your version compares with it in terms of grammar, word choice, example, and conveyance of meaning.
5. If your writing parrots the original passage or merely substitutes synonyms for words in the original, return to step one and start over, remembering that your goal is to express the central concepts, not to "translate" one word into another.
6. When you are satisfied that your expression of the concept can stand on its own merit, include it in your document and cite the original author as the source of the idea.

Summarizing information is another common way of integrating information into your original work that requires care and attention to detail. To summarize is to reduce a concept, idea, or data set to its most basic point or element. You may have a literature survey to summarize related information in the field under consideration, or a section on background to serve a similar purpose. Suppose you are reporting on a business situation and it occurs to you that one of Shakespeare's plays has a plot that resembles your situation. You may wish to summarize the Shakespeare play in a few sentences before drawing parallels between it and your current situation. This may help readers to remember and understand your report. Regardless of how or where you incorporate a summary within your document, give attention to its original context and retain its essential meaning free of distortion in the new context of your writing.

Because summarizing is an act of reductionism, some of the original richness in detail that surrounds the original will be necessarily lost. Think of a photograph you have taken in the past that featured several people you know. Using a software program that allows you to modify and manipulate the image, draw a box around only one face. Delete the rest of the contents of the photo so only the information in the box remains. Part of the photo is intact, and one person has become the focal point for the image, but the context has been lost. In the same way, if you focus on one statistic, one quote, or one idea and fail to capture its background you will take the information out of context. Context is one of the eight components of communication, and without it, the process breaks down. While you cannot retain all the definition and detail of the original context in a brief summary, effort to represent the essential point within its context is essential or you risk distortion of the original meaning.

Unlike quoting or paraphrasing, summarizing is something you can—and will—also do to the material you have written. You may start your document with a summary of the background that gives the document purpose. Formal business reports often begin

with an executive summary, and scientific articles usually begin with an abstract; both of these serve as a brief preview of the information in the full document. You may write a brief internal summary after each main discussion point in a lengthy document; this will serve to remind your reader of the discussion to date and to establish the context for the upcoming point. Finally, a summary is a very common, and often effective, way to conclude a document. Ending your writing with a summary helps your reader to remember your main points.

Plagiarism is neither paraphrasing nor summarizing information from other works. Plagiarism is representing another's work as your own. Professional standards, which are upheld in all fields from architecture to banking to zoology, all involve the elements of authenticity and credibility. Credit is given where credit is due, authorities in the field are appropriately cited or referenced, and original writing is expected to be exactly that. Patch writing, or the verbatim cut-and-paste insertion of fragments, snippets, or small sections of other publications into your own writing without crediting the sources, is plagiarism. Wholesale copying of other works is also plagiarism. Both destroy your professional credibility, and fail to uphold common professional standards.

Colleges and universities have policies against plagiarism, and within business and industry, the negative impact on credibility and careers often exceeds any academic punishment. There is no shame in quoting someone else's work while giving credit, nor in paraphrasing a point correctly or summarizing the research results of a study you did not perform; but there are significant consequences to representing other's ideas as your own.

Aside from the fear of punishment, a skilled business writer should recognize that intellectual theft is wrong. You may be tempted to borrow a sentence; however, know your document will be represented in many ways across time, and more than one career has been destroyed by plagiarism discovered years after the fact. The accomplished business writer should take as a compliment the correct citation and reference of their work. The novice business writer should learn by example but refrain from cut and paste strategies to complete a document.

In a world where most modern documents are accessible in some form online, the ability to cross-reference information with a couple of key strokes makes plagiarism a self-defeating solution when better alternatives exist. Quote and give credit, link to related documents with permission, paraphrase and summarize with citation, but do not plagiarize.

Key Takeaway

There is nothing wrong with quoting, paraphrasing, and summarizing with credit to your original source, but presenting someone else's work as if it were your own is plagiarism.

Exercises

1. Select a piece of writing such as an essay from a Web site, a book chapter, or a newspaper or magazine article. Write a paraphrase of a portion of it. Write a brief summary of the entire piece. Note the difference between the two techniques. Giving credit to the original piece, discuss your paraphrase and summary with your classmates.
2. Find an example of an advertisement you perceive as particularly effective and write a one-sentence summary. Share the advertisement and your one-sentence summary with the class.
3. Find an example of an advertisement you perceive as particularly ineffective and write a one-sentence summary. Share the advertisement and your one sentence review with the class.
4. Find a case where plagiarism or misrepresentation had consequences in the business world. Share your findings and discuss with classmates.

This page titled 11.4: Paraphrase and Summary versus Plagiarism is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 6.4: Paraphrase and Summary versus Plagiarism by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

11.5: Additional Resources

Read an informative article about outlines and get a sample outline template. http://www.essaywritinghelp.com/outline.htm

This Writing Tutorials site from John Jay College of Criminal Justice offers a menu of tools for composing a thesis statement, an outline, well-constructed paragraphs, and more. resources.jjay.cuny.edu/erc/writing/index.php.

This RefDesk.com page offers a compendium of different resources for English grammar and usage. http://www.refdesk.com/factgram.html

Read an article on avoiding bureaucratic language by marketing strategist David Meerman Scott. http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=14538&ContextSubtypeID=12

Garbl's Wordy Phrases presents a list of bureaucratic phrases to avoid and their standard English alternatives. home.comcast.net/~garbl/stylemanual/phrases.htm

This University of North Carolina site provides a handout on writing arguments. http://writingcenter.unc.edu/handouts/argument/

Read about logic in argumentative writing on Purdue University's Online Writing Lab (OWL). http://owl.english.purdue.edu/owl/resource/659/01

The College Board Web site provides a robust guide for how to avoid plagiarism. www.collegeboard.com/student/plan/college-success/10314.html

This page titled 11.5: Additional Resources is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 6.5: Additional Resources by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

CHAPTER 12: REVISING AND PRESENTING YOUR WRITING

Just when you think the production of your document is done, the revision process begins. Runners often refer to “the wall,” where the limits of physical exertion are met and exhaustion is imminent. The writing process requires effort, from overcoming writer’s block to the intense concentration composing a document often involves. It is only natural to have a sense of relief when your document is drafted from beginning to end. This relief is false confidence, though. Your document is not complete, and in its current state it could, in fact, do more harm than good. Errors, omissions, and unclear phrases may lurk within your document, waiting to reflect poorly on you when it reaches your audience. Now is not time to let your guard down, prematurely celebrate, or to mentally move on to the next assignment. Think of the revision process as one that hardens and strengthens your document, even though it may require the sacrifice of some hard-earned writing.

12.1: General Revision Points to Consider

12.2: Specific Revision Points to Consider

12.3: Style Revisions

12.4: Evaluating the Work of Others

12.5: Proofreading and Design Evaluation

12.6: Additional Resources

This page titled Chapter 12: Revising and Presenting Your Writing is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

12.1: General Revision Points to Consider

Learning Objectives

- Discuss the process of revision
- List three general elements of every document that require revision

General revision requires attention to content, organization, style, and readability. These four main categories should give you a template from which to begin to explore details in depth. A cursory review of these elements in and of itself is insufficient for even the briefest review. Across this chapter we will explore ways to expand your revision efforts to cover the common areas of weakness and error. You may need to take some time away from your document to approach it again with a fresh perspective. Writers often juggle multiple projects that are at different stages of development. This allows the writer to leave one document and return to another without losing valuable production time. Overall, your goal is similar to what it was during your writing preparation and production: a clear mind.

Evaluate Content

Content is only one aspect of your document. Let's say you were assigned a report on the sales trends for a specific product in a relatively new market. You could produce a one-page chart comparing last year's results to current figures and call it a day, but would it clearly and concisely deliver content that is useful and correct? Are you supposed to highlight trends? Are you supposed to spotlight factors that contributed to the increase or decrease? Are you supposed to include projections for next year? Our list of questions could continue, but for now let's focus on content and its relationship to the directions. Have you included the content that corresponds to the given assignment, left any information out that may be necessary to fulfill the expectations, or have you gone beyond the assignment directions? Content will address the central questions of who, what, where, when, why and how within the range and parameters of the assignment.

Evaluate Organization

Organization is another key aspect of any document. Standard formats that include an introduction, body, and conclusion may be part of your document, but did you decide on a direct or indirect approach? Can you tell? A direct approach will announce the main point or purpose at the beginning, while an indirect approach will present an introduction before the main point. Your document may use any of a wide variety of organizing principles, such as chronological, spatial, compare/contrast. Is your organizing principle clear to the reader?

Beyond the overall organization, pay special attention to transitions. Readers often have difficulty following a document if the writer makes the common error of failing to make one point relevant to the next, or to illustrate the relationships between the points. Finally, your conclusion should mirror your introduction and not introduce new material.

Evaluate Style

Style is created through content and organization, but also involves word choice and grammatical structures. Is your document written in an informal or formal tone, or does it present a blend, a mix, or an awkward mismatch? Does it provide a coherent and unifying voice with a professional tone? If you are collaborating on the project with other writers or contributors, pay special attention to unifying the document across the different authors' styles of writing. Even if they were all to write in a professional, formal style, the document may lack a consistent voice. Read it out loud—can you tell who is writing what? If so, that is a clear clue that you need to do more revising in terms of style.

Evaluate Readability

Readability refers to the reader's ability to read and comprehend the document. A variety of tools are available to make an estimate of a document's reading level, often correlated to a school grade level. If this chapter has a reading level of 11.8, it would

be appropriate for most readers in the eleventh grade. But just because you are in grade thirteen, eighteen, or twenty-one doesn't mean that your audience, in their everyday use of language, reads at a postsecondary level. As a business writer, your goal is to make your writing clear and concise, not complex and challenging.

You can often use the "Tools" menu of your word processing program to determine the approximate reading level of your document. The program will evaluate the number of characters per word, add in the number of words per sentence, and come up with a rating. It may also note the percentage of passive sentences, and other information that will allow you to evaluate readability. Like any computer-generated rating, it should serve you as one point of evaluation, but not the only point. Your concerted effort to choose words you perceive as appropriate for the audience will serve you better than any computer evaluation of your writing.

Key Takeaway

The four main categories—content, organization, style, and readability—provide a template for general revision.

Exercises

1. Select a document, such as an article from a Web site, newspaper, magazine, or a piece of writing you have completed for a course. Evaluate the document according to the four main categories described in this section. Could the document benefit from revision in any of these areas? Discuss your findings with your classmates.
2. Interview a coworker or colleague and specifically ask how much time and attention they dedicate to the revision process of their written work. Compare your results with classmates.
3. Find a particularly good example of writing according to the above criteria. Review it and share it with your classmates.
4. Find a particularly bad example of writing according to the above criteria. Review it and share it with your classmates.

This page titled 12.1: General Revision Points to Consider is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 7.1: General Revision Points to Consider by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

12.2: Specific Revision Points to Consider

Learning Objectives

1. List six specific elements of every document to check for revision

When revising your document, it can be helpful to focus on specific points. When you consider each point in turn, you will be able to break down the revision process into manageable steps. When you have examined each point, you can be confident that you have avoided many possible areas for errors. Specific revision requires attention to the following:

- Format
- Facts
- Names
- Spelling
- Punctuation
- Grammar

Let's examine these characteristics one by one.

Format

Format is an important part of the revision process. Format involves the design expectations of author and audience. If a letter format normally designates a date at the top, or the sender's address on the left side of the page before the salutation, the information should be in the correct location. Formatting that is messy or fails to conform to the company style will reflect poorly on you before the reader even starts to read it. By presenting a document that is properly formatted according to the expectations of your organization and your readers, you will start off making a good impression.

Facts

Another key part of the revision process is checking your facts. Did you know that news organizations and magazines employ professional fact-checkers? These workers are responsible for examining every article before it gets published and consulting original sources to make sure the information in the article is accurate. This can involve making phone calls to the people who were interviewed for the article—for example, "Mr. Diaz, our report states that you are thirty-nine years old. Our article will be published on the fifteenth. Will that be your correct age on that date?" Fact checking also involves looking facts up in encyclopedias, directories, atlases, and other standard reference works; and, increasingly, in online sources.

While you can't be expected to have the skills of a professional fact-checker, you do need to reread your writing with a critical eye to the information in it. Inaccurate content can expose you and your organization to liability, and will create far more work than a simple revision of a document. So, when you revise a document, ask yourself the following:

- Does my writing contain any statistics or references that need to be verified?
- Where can I get reliable information to verify it?

It is often useful to do independent verification—that is, look up the fact in a different source from the one where you first got it. For example, perhaps a colleague gave you a list of closing averages for the Dow Jones Industrial on certain dates. You still have the list, so you can make sure your document agrees with the numbers your colleague provided. But what if your colleague made a mistake? The Web sites of the *Wall Street Journal* and other major newspapers list closings for "the Dow," so it is reasonably easy for you to look up the numbers and verify them independently.

Names

There is no more embarrassing error in business writing than to misspell someone's name. To the writer, and to some readers,

spelling a name “Michelle” instead of “Michele” may seem like a minor matter, but to Michele herself it will make a big difference. Attribution is one way we often involve a person’s name, and giving credit where credit is due is essential. There are many other reasons for including someone’s name, but regardless of your reasons for choosing to focus on them, you need to make sure the spelling is correct. Incorrect spelling of names is a quick way to undermine your credibility; it can also have a negative impact on your organization’s reputation, and in some cases it may even have legal ramifications.



Figure 12.2.1: Always spell a person’s name correctly. kersy83 – Youth Psyche – CC BY-ND-ND 2.0.

Spelling

Correct spelling is another element essential for your credibility, and errors will be glaringly obvious to many readers. The negative impact on your reputation as a writer, and its perception that you lack attention to detail or do not value your work, will be hard to overcome. In addition to the negative personal consequences, spelling errors can become factual errors and destroy the value of content. This may lead you to click the “spell check” button in your word processing program, but computer spell-checking is not enough. Spell checkers have improved in the years since they were first invented, but they are not infallible. They can and do make mistakes.

Typically, your incorrect word may in fact be a word, and therefore, according to the program, correct. For example, suppose you wrote, “The major will attend the meeting” when you meant to write “The mayor will attend the meeting.” The program would miss this error because “major” is a word, but your meaning would be twisted beyond recognition.

Punctuation

Punctuation marks are the traffic signals, signs, and indications that allow us to navigate the written word. They serve to warn us in advance when a transition is coming or the complete thought has come to an end. A period indicates the thought is complete, while a comma signals that additional elements or modifiers are coming. Correct signals will help your reader follow the thoughts through sentences and paragraphs, and enable you to communicate with maximum efficiency while reducing the probability of error (Strunk, 1979).

Table 12.2.1 lists twelve punctuation marks that are commonly used in English in alphabetical order along with an example of each.

Table 12.2.1: Punctuation Marks

Symbol		Example
Apostrophe	’	Michele’s report is due tomorrow.
Colon	:	This is what I think: you need to revise your paper.

Symbol		Example
Comma	,	The report advised us when to sell, what to sell, and where to find buyers.
Dash	—	This is more difficult than it seems—buyers are scarce when credit is tight.
Ellipsis	...	Lincoln spoke of “a new nation...dedicated to the proposition that all men are created equal.”
Exclamation Point	!	How exciting!
Hyphen	-	The question is a many-faceted one.
Parentheses	( )	To answer it (or at least to begin addressing it) we will need more information.
Period	.	The answer is no. Period. Full stop.
Question Mark	?	Can I talk you into changing your mind?
Quotation Marks	“ ”	The manager told him, “I will make sure Renée is available to help you.”
Semicolon	;	Theresa was late to the meeting; her computer had frozen and she was stuck at her desk until a tech rep came to fix it.

It may be daunting to realize that the number of possible punctuation errors is as extensive as the number of symbols and constructions available to the author. Software program may catch many punctuation errors, but again it is the committed writer that makes the difference. Here we will provide details on how to avoid mistakes with three of the most commonly used punctuation marks: the comma, the semicolon, and the apostrophe.

Commas

The comma is probably the most versatile of all punctuation marks. This means you as a writer can use your judgment in many cases as to whether you need a comma or not. It also means that the possible errors involving commas are many. Commas are necessary some of the time, but careless writers often place a comma in a sentence where it is simply not needed.

Commas are used to separate two independent clauses joined by a conjunction like “but,” “and,” and “or.”

Example
The advertising department is effective, but don’t expect miracles in this business climate.

Commas are not used simply to join two independent clauses. This is known as the comma splice error, and the way to correct it is to insert a conjunction after the comma.

Examples
The advertising department is effective, the sales department needs to produce more results.
The advertising department is effective, *but* the sales department needs to produce more results.

Commas are used for introductory phrases and to offset clauses that are not essential to the sentence. If the meaning would remain intact without the phrase, it is considered nonessential.

Examples
After the summary of this year’s sales, the sales department had good reason to celebrate.
The sales department, *last year’s winner of the most productive award*, celebrated their stellar sales success this year.
The sales department celebrated their stellar sales success this year.

Commas are used to offset words that help create unity across a sentence like “however” and “therefore.”

Examples
The sales department discovered, *however*, that the forecast for next year is challenging.
However, the sales department discovered that the forecast for next year is challenging.

Commas are often used to separate more than one adjective modifying a noun.

Example
The sales department discovered the *troublesome, challenging* forecast for next year.

Commas are used to separate addresses, dates, and titles; they are also used in dialogue sequences.

Examples
John is from Ancud, Chile.
Katy was born on August 2, 2002.
Mackenzie McLean, D. V., is an excellent veterinarian.
Lisa said, “When writing, omit needless words.”

Semicolons

Semicolons have two uses. First, they indicate relationships among groups of items in a series when the individual items are separated by commas. Second, a semicolon can be used to join two independent clauses; this is another way of avoiding the comma splice error mentioned above. Using a semicolon this way is often effective if the meaning of the two independent clauses is linked in some way, such as a cause-effect relationship.

Examples
Merchandise on order includes women’s wear such as sweaters, skirts, and blouses; men’s wear such as shirts, jackets, and slacks; and outwear such as coats, parkas, and hats.
The sales campaign was successful; without its contributions our bottom line would have been dismal indeed.

Apostrophes

The apostrophe, like the semicolon, has two uses: it replaces letters omitted in a contraction, and it often indicates the possessive.

Because contractions are associated with an informal style, they may not be appropriate for some professional writing. The business writer will—as always—evaluate the expectations and audience of the given assignment.

Examples
It’s great news that sales were up. *It is* also good news that *we’ve* managed to reduce our advertising costs.

When you indicate possession, pay attention to the placement of the apostrophe. Nouns commonly receive “’s” when they are made possessive. But plurals that end in “s” receive a hanging apostrophe when they are made possessive, and the word “it” forms the possessive (“its”) with no apostrophe at all.

Examples
Mackenzie’s sheep are ready to be sheared.
The parents’ meeting is scheduled for Thursday.
We are willing to adopt a dog that has already had its shots.

Grammar

Learning to use good, correct standard English grammar is more of a practice than an event, or even a process. Grammar involves the written construction of meaning from words and involves customs that evolve and adapt to usage over time. Because grammar is always evolving, none of us can sit back and rest assured that we "know" how to write with proper grammar. Instead, it is important to write and revise with close attention to grammar, keeping in mind that grammatical errors can undermine your credibility, reflect poorly on your employer, and cause misunderstandings.

Jean Wyrick has provided a list of common errors in grammar to watch out for, which we have adapted here for easy reference (Wyrick, 2008). In each case, the error is in *italics* and the *[correct form]* is italicized within square bracket.

Subject-Verb Agreement

The subject and verb should agree on the number under consideration. In faulty writing, a singular subject is sometimes mismatched with a plural verb form, or vice versa.

Examples
Sales have not been consistent and they *doesn't [do not]* reflect your hard work and effort.
The president appreciates your hard work and *wish [wishes]* to thank you.

Verb Tense

Verb tense refers to the point in time where action occurs. The most common tenses are past, present, and future. There is nothing wrong with mixing tenses in a sentence if the action is intended to take place at different times. In faulty or careless writing, however, they are often mismatched illogically.

Examples
Sharon was under pressure to finish the report, so she *uses [used]* a shortcut to paste in the sales figures.
The sales department holds a status meeting every week, and last week's meeting *will be [was]* at the Garden Inn.

Split Infinitive

The infinitive form of verb is one without a reference to time, and in its standard form it includes the auxiliary word "to," as in "to write is to revise." It has been customary to keep the "to" next to the verb; to place an adverb between them is known as splitting the infinitive. Some modern writers do this all the time (for example, "to boldly go..."), and since all grammar is essentially a set of customs that govern the written word, you will need to understand what the custom is where you work. If you are working with colleagues trained across the last fifty years, they may find split infinitives annoying. For this reason, it's often best to avoid splitting an infinitive wherever you can do so without distorting the meaning of the sentence.

Examples
The Marketing Department needs assistance *to accurately understand our readers [to understand our readers accurately]*.
David pondered *how to best revise [how best to revise]* the sentence.

Double Negative

A double negative uses two negatives to communicate a single idea, duplicating the negation. In some languages, such as Spanish, when the main action in the sentence is negative, it is correct to express the other elements in the sentence negatively as well. However, in English, this is incorrect. In addition to sounding wrong (you can often hear the error if you read the sentence out loud), a double negative in English causes an error in logic, because two negatives cancel each other out and yield a positive. In fact, the wording of ballot measures is often criticized for confusing voters with double negatives.

Examples
John *doesn't need no [any]* assistance with his sales presentation. [Or *John needs no assistance with his sales presentation*.]
Jeri *could not find no [any]* reason to approve the request. [Or *Jeri could find no reason to approve the request*.]

Irregular Verbs

Most verbs represent the past with the addition of the suffix "ed," as in "ask" becomes "asked." Irregular verbs change a vowel or convert to another word when representing the past tense. Consider the irregular verb "to go"; the past tense is "went," not "goed."

Examples
The need *arised [arose]* to seek additional funding.
Katy *leaped [leapt]* onto the stage to introduce the presentation.

Commas in a Series

A comma is used to separate the items in a series, but in some writing styles the comma is omitted between the final two items of the series, where the conjunction joins the last and next-to-last items. The comma in this position is known as the "serial comma." The serial comma is typically required in academic writing and typically omitted in journalism. Other writers omit the serial comma if the final two items in the series have a closer logical connection than the other items. In business writing, you may use it or omit it according to the prevailing style in your organization or industry. Know your audience and be aware of the rule.

Examples
Lisa is an amazing wife, mother, teacher, *gardener, and editor*.
Lisa is an amazing wife, mother teacher, *gardener and editor*.
Lisa is an amazing teacher, editor, gardener, *wife and mother*.

Faulty Comparisons

When comparing two objects by degree, there should be no mention of "est," as in "biggest" as all you can really say is that one is bigger than the other. If you are comparing three or more objects, then "est" will accurately communicate which is the "biggest" of them all.

Examples
Between the twins, Mackenzie is the *fastest [faster]* of the two.
Among our three children, Mackenzie is the *tallest*.

Dangling Modifiers

Modifiers describe a subject in a sentence or indicate how or when the subject carried out the action. If the subject is omitted, the modifier intended for the subject is left dangling or hanging out on its own without a clear relationship to the sentence. Who is doing the seeing in the first sentence?

Examples
Seeing the light at the end of the tunnel, celebrations were in order.

Examples
Seeing the light at the end of the tunnel, *we decided* that celebrations were in order.

Misplaced Modifiers

Modifiers that are misplaced are not lost, they are simply in the wrong place. Their unfortunate location is often far from the word or words they describe, making it easy for readers to misinterpret the sentence.

Examples
Trying to avoid the deer, *the tree hit my car*.
My car hit the tree when I tried to avoid a deer in the road.

Key Takeaway

By revising for format, facts, names, spelling, punctuation, and grammar, you can increase your chances of correcting many common errors in your writing.

Exercises

1. Select a news article from a news Web site, newspaper, or magazine. Find as many facts in the article as you can that could require fact-checking. Then check as many of these facts as you can, using sources available to you in the library and on the Internet. Did you find any errors in the article? Discuss your findings with your classmates.
2. Find an example of an assertion without attribution and share it with classmates.
3. Find an example of an error in a published document and share it with classmates.
4. Interview a coworker or colleague and specifically ask them to share a story where an error got past them during the revision process and made it to print or publication. How did they handle it? How much time did it take to correct? What did they learn from the experience? Compare your results with classmates.

References

- Strunk, W., Jr., & White, E. B. (1979). *The elements of style* (3rd ed.). New York, NY: Macmillian.
- Wyrick, J. (2008). *Steps to writing well* (10th ed.). Boston, MA: Thomson Wadsworth.

This page titled 12.2: Specific Revision Points to Consider is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 7.2: Specific Revision Points to Consider by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

12.3: Style Revisions

Learning Objectives

1. Discuss and demonstrate the use of twelve points to consider for style revisions.

You know the difference between cloudy and clear water, but can you tell when your writing is cloudy, when meaning is hidden in shadows, when the message you are trying to communicate is obscured by the style you use to present it? Water filtration involves removing particulates, harmful inorganic and organic materials, and clarifying the water. In the same way, the revision process requires filtration. You may come across word choices you thought were appropriate at the time or notice words you thought you wrote but are absent, and the revision process will start to produce results. Some words and sentence constructions will be harmful to the effective delivery and require attention. Some transitions fail to show the connections between thoughts and need to be changed.

Another way of conceptualizing the revision process in general and the clarifying process specifically is the common reference to a diamond in the rough. Like muddy water, diamonds do not come to have significant value until they have had their rough edges removed, have received expert polish, and been evaluated for clarity. Your attention to this important process will bring the value quotient of your writing up as it begins to more accurately communicate intended meaning. As we've discussed before, now is not the time to lose momentum. Just the opposite, now is the time to make your writing shine.

Here we will discuss several strategies to help clarify your writing style. If you have made wise word choices, the then next step to clarifying your document is to take it sentence by sentence. Each sentence should stand on its own, but each sentence is also interdependent on all other sentences in your document. These strategies will require significant attention to detail and an awareness of grammar that might not be your area of strength, but the more you practice them the more they will become good habits that will enhance your writing.

Break Up Long Sentences

By revising long sentences you can often increase the overall clarity of your document. To do this, let's start off with one strategy that will produce immediate results. Count the number of conjunctions in your document. Word processing programs will often perform a search for a specific a word and for our use, "and" will do just fine. Simple sentences often become compound and complex through the use of the word "and." The further the subject, the action, and the modifiers or descriptions are from one another is directly related to the complexity of the sentence, increasing the probability of reader error and misunderstandings. Look for the word "and" and evaluate whether the sentence has two complete thoughts or ideas. Does it try to join two dissimilar ideas or ones better off on their own?

In prose, and your expository writing classes, you may have learned that complex sentences can communicate emotions, settings, and scenes that evoke a sense of place and time with your reading audience. In business writing, our goals aim more toward precision and the elimination of error; a good business document won't read like a college essay. A professor may have advised you to avoid short, choppy writing. Are we asking you to do something along those lines? No. Choppy writing is hard to follow, but simple, clear writing does the job with a minimum of fuss and without decoration.

In their best-selling book *The Elements of Style*, William Strunk Jr. and E. B. White emphasize clarity as a central goal. However, the following is one of their rules: "Do not break sentences in two." As effective business writers we would agree with this rule, and while it may seem to contradict the preceding paragraph, let's consider what they mean by that rule. They encourage writers to avoid sentence fragments by refraining from using a period where the sentence needs a comma. That means that an independent clause should be connected to a dependent clause when necessary, and as we've discussed previously, a comma and a conjunction are appropriate for the task. The sentence fragment cannot stand alone, so we would agree with the rule as written.

But we would also qualify its use: when you have two long and awkward independent clauses that form an unwieldy sentence, it may indeed be better to divide the clauses into two independent sentences. Your skill as a business writer is required to balance the needs of the sentence to communicate meaning with your understanding of audience expectations, and clarity often involves concise sentences.

Revise Big Words and Long Phrases

Big words can clutter your writing with needless jargon that may be a barrier to many readers. Even if you know your audience has significant education and training in a field, you may need to include definitions and examples as effective strategies to communicate meaning. Don't confuse simple writing with simplistic writing. Your task will almost certainly not require an elementary approach for new readers, but it may very well require attention to words and the degree to which they contribute to, or detract from, the communication of your intended message. Long noun sequences, often used as descriptive phrases, can be one example of how writing can reduce clarity. If you need to describe a noun, use a phrase that modifies the noun clearly, with commas to offset for example, to enhance clarity.

Another long phrase to watch out for is often located in the introduction. Long preambles can make the sentence awkward and will require revision. Sentences that start with "It is" or "There are" can often be shortened or made clearer through revision.

Evaluate Long Prepositional Phrases

A prepositional phrase is a phrase composed of a preposition (a "where" word; a word that indicates location) and its object, which may be a noun, a pronoun, or a clause. Some examples of simple prepositional phrases include "with Tom," "before me," and "inside the building security perimeter."

Prepositional phrases are necessary—it would be difficult to write without them—but some add to the bottom line word count without adding much to the sentence. Bureaucratic writing often uses this technique in an attempt to make a sentence sound important, but the effort usually has the undesirable dual effects of obscuring meaning and sounding pompous.

Examples
The 1040 Form will *in all certainty* serve the majority of our customers.
The 1040 Form will *certainly* serve the majority of our customers.

The revision places an adverb in place of a long prepositional phrase and allows for a reduction in the word count while strengthening the sentence.

Delete Repetitious Words

Some level of repetition is to be expected and can be beneficial. It is also important to be consistent in your use of words when precise terminology is appropriate. However, needless repetition can make your document less than vigorous and discourage readers. For example, use of the word "said" when attributing dialogue is acceptable a couple of times, but if it is the only word you use, it will lose its impact quickly. People can "indicate," "point out," "share," and "mention" as easily as they can "say" words or phrases. Synonyms are useful in avoiding the boredom of repetition.

Eliminate Archaic Expressions or References

Some writing has been ritualized to the point of cliché and has lost its impact. For example, consider "Heretofore, we have discussed the goal of omitting needless words." *Heretofore* is an outdated word that could easily be cut from the previous sentence. Another example is "as per your request for documents that emphasize clarity and reduce reader error." Feel free to eliminate *as per your request* from your word choices.

Similar to outdated words and phrases, some references are equally outdated. While it is important to recognize leaders in a field, and this text does include references to pioneers in the field of communication, it also focuses on current research and concepts. Without additional clarification and examples, readers may not understand references to an author long since passed even though he or she made an important contribution to the field. For example, Shannon and Weaver pioneered the linear model of communication that revolutionized our understanding of interaction and contributed to computer interfaces as we know them today (McLean, 2005). However, if we mention them without explaining how their work relates to our current context, we may lose our readers. Similarly, references to films like *My Fair Lady* may well be less understood than the use of *The Princess Diaries* as an example of the transformative process the lead characters undergo, from rough, street-smart women to formally educated, polished members of the elite.

Avoid Fillers

Like, you know, like, you know what I mean, ahh, umm, and all the fillers you may use or hear in oral communication have, well, little or no place in the written representation of the spoken word. Review your writing for extra words that serve the written equivalent of “like” and omit them. They do not serve you as an author, and do not serve the reading audience.

Eliminate Slang

Many college professors can give examples of e-mails they have received from students that use all the modern characteristics of instant message and text abbreviation combined with a complete disregard for any norms of grammar or spelling, resulting in nearly incomprehensible messages. If your goal is to be professional, and the audience expectations do not include the use of slang, then it is inappropriate to include it in your document. Eliminate slang as you would a jargon term that serves as a barrier to understanding meaning. Not everyone will understand your slang word no more than they would a highly specialized term, and it will defeat your purpose. Norms for capitalization and punctuation that are routinely abandoned in efficient text messages or tweets are necessary and required in professional documents. Finally, there is no place in reputable business writing for offensive slang or profanity.

Evaluate Clichés

Clichés are words or phrases that through their overuse have lost their impact. That definition does not imply they have lost their meaning, and sometimes a well-placed cliché can communicate a message effectively. “Actions speak louder than words” is a cliché, but its five words speak volumes that many of your readers will recognize. This appeal to familiarity can be an effective strategy to communicate, but use it carefully. Excessive reliance on clichés will make your writing trite, while eliminating them altogether may not serve you well either. As an effective business writer, you will need to evaluate your use of clichés for their impact versus detraction from your message.

Emphasize Precise Words

Concrete words that are immediately available to your audience are often more effective than abstract terms that require definitions, examples, and qualifications. All these strategies have their place, but excessive use of abstractions will make your document less than precise, requiring additional clarification that can translate to work for you as the author and, more importantly, for your readers. Qualifiers deserve special mention here. Some instructors may indicate that words like “may,” “seems,” or “apparently” make your writing weak. Words are just words and it is how we use them that creates meaning. Some qualifiers are necessary, particularly if the document serves as record or may be the point of discussion in a legal issue. In other cases direct language is required, and qualifiers must be eliminated. Too many qualifiers can weaken your writing, but too few can expose you to liability. As a business writer, your understanding of audience expectations and assignment requirements will guide you to the judicious use of qualifiers.

Evaluate Parallel Construction

When you are writing in a series or have more than one idea to express, it is important to present them in similar ways to preserve and promote unity across your document. Parallel construction refers to the use of same grammatical pattern; it can be applied to words, phrases, and sentences. For example, “We found the seminar interesting, entertaining, and inspiring” is a sentence with parallel construction, whereas “We found the seminar interesting, entertaining, and it inspired us” is not. If your sentences do not seem to flow well, particularly when you read them out loud, look for misplaced parallels and change them to make the construction truly parallel.

Obscured Verbs

Business writing should be clear and concise. If the meaning is obscured, then revision is required. One common problem is the conversion of verbs into nouns with the addition of suffixes like: -ant,-ent, -ion, -tion, -sion, -ence, -ance, and ing. Instead of hiding meaning within the phrase “through the consolidation of,” consider whether to use the verb forms “consolidated” or “consolidating.” Similarly, instead of “the inclusion of,” consider using “including,” which will likely make the sentence more active and vigorous.

The “Is It Professional?” Test

Finally, when revising your document with an attention to detail, you simply need to ask the question: is it professional? If a document is too emphatic, it may seem like an attempt at cheerleading. If it uses too much jargon, it may be appropriate for “nerds” but may limit access to the information by a nontechnical audience. If the document appears too simplistic, it may seem to be “talking down” to the audience, treating the readers more like children than adults. Does your document represent you and your organization in a professional manner? Will you be proud of the work a year from now? Does it accomplish its mission, stated objectives, and the audience’s expectations? Business writing is not expository, wordy, or decorative, and the presence of these traits may obscure meaning. Business writing is professional, respectful, and clearly communicates a message with minimal breakdown.

Key Takeaway

Revising for style can increase a document’s clarity, conciseness, and professionalism.

Exercises

1. Which of the following sentences are examples of good business writing in standard English? For the sentences needing improvement, make revisions as you see fit and explain what was wrong with the original sentence. Discuss your results with your classmates.
    1. Caitlin likes gardening, golfing, hiking, and to swim.
    2. At any given point in time, well, there is a possibility that we could, like, be called upon for help.
    3. The evaluation of writing can be done through the examination and modification of each sentence.
    4. While in the meeting, the fire alarm rang.
    5. Children benefit from getting enough sleep, eating a balanced diet, and outdoor playtime.
    6. Yee has asked us to maximize the department’s ka-ching by enhancing the bling-bling of our merchandise; if we fail to do this the darn president may put the kibosh on our project.
    7. Ortega’s memo stated in no uncertain terms that all employees need to arrive for work on time every day.
    8. Although there are many challenges in today’s market and stock values have dropped considerably since last year, but we can hope to benefit from strategic thinking and careful decision making.
    9. If you are unable to attend the meeting, please let Steve or I know as soon as possible.
    10. One of the shipping containers are open.
2. Find an example of a good example of effective business writing, review it, and share it with your classmates.
3. Find an example of a bad example of effective business writing, review it, and share it with your classmates.
4. Revision requires attention to detail, and you may be under pressure to produce quality results within a deadline. How do you communicate your need for time for the revision process to those who are waiting on you to complete the document? Share and discuss your responses with your classmates.

References

McLean, S. (2005). *The basics of interpersonal communication*. Boston, MA: Allyn & Bacon.

Strunk, W., Jr., & White, E. B. (1979). *The elements of style* (3rd ed.). New York, NY: Macmillian.

This page titled 12.3: Style Revisions is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 7.3: Style Revisions by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

12.4: Evaluating the Work of Others

Learning Objectives

1. Describe five elements of critical analysis to use in evaluating someone else's writing.
2. Demonstrate how to deliver an evaluation constructively and respectfully.

As an experienced business writer, you may be called upon to review others' work. Having a clear understanding of the process will help you be efficient in your review, producing constructive advice that would benefit the essay while resisting change for change's sake.

Five Steps in Evalution

By following a sequence of orderly steps, you can increase the likelihood that your evaluation of someone else's writing will be fair, constructive, and useful. Below are the five steps in evaluation:

1. Understand the assignment.
2. Evaluate how well the writing carries out the assignment.
3. Evaluate assertions.
4. Check facts.
5. Look for errors.

First, review the instructions that were given to the writer. Make sure you understand the assignment and the target audience. What resources did the writer have access to, and how much time was allotted for completing the assignment? What purpose did the document need to fulfill, and what role will this document have in future business activities or decisions?

Second, evaluate how well the document fulfills its stated goals. As a reader, do you see the goals carried out in the document? If you didn't know the writer and you were to find the document next year in a file where you were searching for information, would it provide you with the information it aims to convey? For example, suppose the document refers to the sales history of the past five years. Does the writer provide the sales history for the reader's reference, or indicate where the reader can get this information?

Evaluate the assertions made in the document. An assertion is a declaration, statement, or claim of fact. Suppose the writer indicates that the sales history for the past five years is a significant factor. Does the writer explain why this history is significant? Is the explanation logical and sufficient?

Evaluate the facts cited in the document. Does the writer credit the sources of facts, statistics, and numbers? For example, suppose the writer mentions that the population of the United States is approximately three hundred million. Obviously, the writer did not count all U.S. residents to arrive at this number. Where did it come from? If you have access to sources where you can independently verify the accuracy of these details, look them up and note any discrepancies.

Finally, check the document for proper format and for errors in spelling, punctuation, and grammar. Word processing spell checkers do not catch all errors.

Delivering the Evaluation

If you are asked to evaluate someone else's written work, keep in mind that not everyone can separate process from product, or product from personality. Many authors, particularly those new to the writing process, see the written word as an extension of self. To help the recipient receive your evaluation as professional advice, rather than as personal criticism, use strategies to be tactful and diplomatic.

Until you know the author and have an established relationship, it is best to use "I" statements, as in "I find this sentence difficult to understand." The sentence places the emphasis on the speaker rather than the sentence, and further distances the author from the sentence. If you were to say, "This sentence is awful," all the author may hear is, "I am an awful writer" and fail to pay attention

to your message, the sentence under examination, or ways to improve it. Business writing produces products, and all products can be improved, but not all authors can separate messenger from message.

Avoid the use of the word *you* in your evaluation, oral or written, as it can put the recipient on the defensive. This will inhibit listening and decrease the probability of effective communication (McLean, 2005). If you phrase an evaluation point as, "Why did you include this word here?" it can be interpreted as a personal attack. Just as speakers are often quite self-conscious of their public speaking abilities, writers are often quite attached to the works they have produced. Anticipating and respecting this relationship and the anxiety it sometimes carries can help you serve as a better evaluator.



Figure 12.4.1: To help the recipient receive your evaluation as professional advice, rather than as personal criticism, use strategies to be tactful and diplomatic. Julie Kertesz – Evaluation Contest Winner, detail – CC BY-NC-ND 2.0.

Phrasing disagreement as a question is often an effective response strategy. Let's rephrase that previous question to, "What is this sentence intended to communicate?" This places the emphasis on the sentence, not the author, and allows for dialogue. Phrasing your evaluation as a question emphasizes your need to understand, and provides the author with space to respond in a collaborative fashion.

Focus on the document as a product, an "it," and avoid associating the author or authors with it. There may be times when the social rank or status of the individual involved with work requires respectful consideration, and choosing to focus on the document as a work in progress, distinct from authors themselves, can serve you well. This also means that at times you may notice a glaring error but be reluctant to challenge the author directly as you anticipate a less than collaborative response. By treating the document as a product, and focusing on ways to strengthen it, keeping in mind our goals of clear and concise as reference points, you can approach issues without involving personalities.

Key Takeaway

When evaluating the work of others, make sure you understand the assignment, evaluate how well the writing carries out the assignment, evaluate assertions, check facts, and watch for errors. Deliver your evaluation with tact and diplomacy.

Exercises

1. Select a piece of writing from a Web site, book, newspaper, or magazine. Imagine that you are delivering an evaluation to the author of the piece. Using the strategies in this section, write a tactful and diplomatic critique. Your instructor may choose to make this a class exercise, asking students to exchange papers and evaluate each others' writing.
2. Select a piece of writing from a Web site, book, newspaper, or magazine. Imagine that you are editing it half its original length. Share the article and your revised copy with your classmates.
3. What responsibility do you have to point out the need for correction in a document when the author or team leader outranks you at work? Does it make a difference if you anticipate they will take the feedback negatively? How do you reconcile these

concerns with your responsibility to the organization? Share and discuss your responses with your classmates.

References

McLean, S. (2005). *The basics of interpersonal communication*. Boston, MA: Allyn & Bacon.

This page titled 12.4: Evaluating the Work of Others is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 7.4: Evaluating the Work of Others by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

12.5: Proofreading and Design Evaluation

Learning Objectives

1. Understand the difference between revising and proofreading, and how to use proofreading marks.
2. Describe six design elements for evaluation.

In traditional publishing, proofreading and design are the final stages a book undergoes before it is published. If the earlier steps of research, organizing, writing, revising, and formatting have been done carefully, proofreading and design should go smoothly. Now is not the time to go back and revise a document's content, or to experiment with changes in format. Instead, the emphasis is on catching any typographical errors that have slipped through the revision process, and "pouring" the format into a design that will enhance the writer's message.

Proofreading

By now you have completed a general and specific review of the document, with attention to detail. You may have made changes, and most word processing programs will allow you to track those changes across several versions and authors.

If you work in an environment where a document exists as a hard copy during the revision process, you may use or see handwritten proofreading symbols. Professional proofreaders often use standard markings that serve to indicate where changes needed to be made on a physical document. Some of today's word processing programs incorporate many proofreading symbols in their menus. It is useful to be familiar with the various proofreading marks that were traditionally used to review and revise hard copy documents. Even if you never use the symbols in a document, your awareness of them—and the points of emphasis under review—will serve you well. Do you need to insert a word, delete a word, capitalize a letter, or start a new paragraph? There are specific symbols for each of these actions because the review and revision process has common and consistent elements that need to be addressed.

Design Evaluation

If you are asked to review a document, design an element that deserves consideration. While most of our attention has focused on words (i.e., sentence construction and common errors), design can have a strong impact on the representation and presentation of information.

Framing

Framing refers to how information is presented, including margins, line justifications, and template expectations. Just as frame creates a border around a painting, highlighting part of the image while hiding the margins, the frame of a page influences how information is received. Margins create space around the edge and help draw attention to the content. One-inch margins are standard, but differences in margin widths will depend on the assignment requirements. A brief letter, for example, may have margins as wide as two inches so that the body of the letter fills up the stationery in a more balanced fashion. Template expectations are distinct from audience expectation, though they are often related. Most software programs have templates for basic documents, including letters, reports, and résumés.

Templates represent the normative expectations for a specific type of document. Templates have spaces that establish where a date should be indicated and where personal contact information should be represented. They also often allow you to "fill in the blank," reflecting each document's basic expectations of where information is presented.

For example, line justification involves where the text lines up on the page. Letters often have a left justify, lining up the text on the left side of the page while allowing the ends of each line on the right side to be "ragged," or not aligned. This creates even spaces between words and gives the appearance of organization while promoting white space, the space on the page free of text. Balance between text (often black) and white space creates contrast and allows for areas of emphasis. Left justify often produces the appearance of balance, as the words are evenly spaced, while left and right justify can produce large gaps between words,

making the sentences appear awkward and hard to read.

Typefaces

Typeface refers to design of symbols, including letters and numbers *Kostelnick, 1998). The creation of the face of the type, as in a typing machine or printing press, has long been both an art and a science. In past centuries, carvings of the face of the type in copperplate, where ink was applied and then pressed to paper, created intricate and intriguing images designed to communicate style, prestige, status, and formality with the communication of words and symbols. We no longer use copper or hot lead type, but the typeface still exists as a medium for communication in addition to the word itself.

There are two general categories of typeface: serif and sans serif. “Sans” means without, so the emphasis here is on whether the face of the type has a serif or not. A serif is a small cross line, often perpendicular to the stroke of the letter, that is decorative but also serves the useful purpose of differentiating characters that could otherwise look similar (e.g., “m” and “rn,” “d” and “cl,” or “3” and “8”). For this reason, serif typefaces, such as Times New Roman and Garamond, are often easier to read, especially when the font size is small. Sans serif fonts, such as Arial and Helvetica, lack the serif and can be harder to read in long text sequences. They are most commonly used for headings. However, when text is to be read electronically (on the screen of a computer or other device), serifs can tend to break up, so sans serif typefaces can be a better choice.

The rule of thumb, or common wisdom, is to limit your document to two typefaces, contrasting sans serif (headings) with text (serif). Take care not to use a font that is hard to read, creating an unnecessary barrier for your reader. Also, use a font that conveys the tone of your professional message to enhance your effectiveness.

Paragraphs

Paragraphs are the basic organizational unit for presenting and emphasizing the key points in a document. Effective paragraphs can provide an effective emphasis strategy, but the placement within the page can also influence recall and impact. The first point presented is often the second in importance, the second point is the least important, and the third point in a series of three is often the most important. People generally recall the last point presented, and tend to forget or ignore the content in the middle of a sequence. Use this strategy to place your best point in the most appropriate location.

A lengthy document that consists of paragraph after paragraph can become monotonous, making reading a chore and obscuring pieces of information that need to stand out. To give the document visual variety and to emphasize key information, consider the following strategies:

- Bullets
- Numbers
- Boldface
- Italics
- Underlining
- Capitalization (all caps)

Remember, however, that using all caps (all capitals) for body text (as opposed to headings) is often considered rude, like shouting, particularly in electronic communications.

Visual Aids

If you have the luxury of including visual aids, such as graphics and pictures, in your document, take care to make sure that the verbal and visual messages complement each other. The visual should illustrate the text, and should be placed near the words so that the relationship is immediately clear. Sometimes during editing, a photograph will get pushed to the next page, leaving the relevant text behind and creating discontinuity. This creates a barrier for your reader, so avoid it if possible.

Designing Interactive Documents

Finally, documents increasingly have an interactivity component that can lead the reader in many directions. Providing links can facilitate interactivity, and that depth of resources can be a distinct advantage when writing documents to be read on a computer.

However, be careful when integrating a web link within your document, as your audience may leave your message behind and not return. If you create a link associated with clicking on a photograph or icon, make sure that the scroll-over message is clear and communicates whether the reader will leave the current page. As we have seen in many design elements, there are strengths and weaknesses associated with each option and it requires a skilled business writer to create and deliver an effective message.

Key Takeaway

Proofreading and design put the finishing touches on a completed document.

Exercises

1. Using proofreading marks, mark the errors in the following paragraph:
2. With a writing assignment in draft form from your class, swap with a classmate and review the spelling, grammar, and punctuation, using proofreading marks where applicable.

References

Kostelnick, C., & Roberts, D. (1998). *Designing visual language: Strategies for professional communicators*. Needham Heights, MA: Allyn & Bacon.

This page titled 12.5: Proofreading and Design Evaluation is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 7.5: Proofreading and Design Evaluation by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

12.6: Additional Resources

Online Writing Laboratory (OWL) at Purdue University provides a comprehensive guide to the revision process. OWL is open access, free, and an excellence resource for any writer. Please feel free to consult it anytime during our discussion to go more in depth on a grammatical point or writing tip. http://owl.english.purdue.edu/owl/resource/561/05

Visit this YourDictionary.com page for a useful article about punctuation marks. http://grammar.yourdictionary.com/punctuation/punctuation-rules-help.html

Visit this site for a useful list of irregular verbs in English. http://www.englishpage.com/irregularverbs/irregularverbs.html

This site from Capital Community College in Connecticut provides a menu of English grammar resources. grammar.ccc.commnet.edu/grammar

EnglishClub.com is dedicated to English learners and those for whom English is a second language—but it can be useful for all of us. http://www.englishclub.com/grammar

The original (1918) edition of the famous style guide *The Elements of Style* is available online at Bartleby.com. http://www.bartleby.com/141

The Writers and Editors site presents an article on tact and tone in editing the work of others. http://www.writersandeditors.com/tips_on_tact_and_tone_30805.htm

Merriam-Webster provides a chart of proofreader's marks and their meanings. www.merriam-webster.com/mw/table/proofrea.htm

Visit this About.com site for information on designing a document. http://desktoppub.about.com/od/designprinciples/Principles_of_Design.htm

For in-depth information on how to present visuals effectively, visit the Web site of Edward Tufte, a Professor Emeritus at Yale University, where he taught courses in statistical evidence, information design, and interface design. http://www.edwardtufte.com/tufte/index

For a wealth of articles and information about typefaces and other aspects of document design, explore the Web site of AIGA, the professional association for design. http://www.aiga.org/content.cfm/about

This page titled 12.6: Additional Resources is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 7.6: Additional Resources by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

CHAPTER 13: BUSINESS WRITING IN ACTION

13.1: Text, E-mail, and Netiquette
13.2: Memorandums and Letters
13.3: Business Proposal
13.4: Report
13.5: Résumé
13.6: Sales Message
13.7: Additional Resources

This page titled Chapter 13: Business Writing in Action is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

13.1: Text, E-mail, and Netiquette

Learning Objectives

1. Discuss the role of text messaging in business communication.
2. Write effective e-mails for both internal and external communication.
3. Demonstrate the appropriate use of netiquette.

Text messages and e-mails are part of our communication landscape, and skilled business communicators consider them a valuable tool to connect. Netiquette refers to etiquette, or protocols and norms for communication, on the Internet.

Texting

Whatever digital device you use, written communication in the form of brief messages, or texting, has become a common way to connect. It is useful for short exchanges, and is a convenient way to stay connected with others when talking on the phone would be cumbersome. Texting is not useful for long or complicated messages, and careful consideration should be given to the audience.

It is often said that you can tell how old someone is by how he or she inputs a phone number on a cell phone. If the person uses his or her thumb while holding the digital device, that person may have been raised on video games and be adept at one-handed interfaces. If he holds the digital device with one hand and inputs the number with the other, he may be over thirty, or may be less comfortable with some technological devices. Of course, there is no actual correlation between input and age, but it is a useful example to use when considering who your audience is when writing a text message. If the person is a one-hander, and knows all the abbreviations common to texting, you may be able to use similar codes to communicate effectively. If the person is a two-hander, you are better off using fewer words and spelling them out. Texting can be a great tool for connecting while on the go, but consider your audience and your company, and choose words, terms, or abbreviations that will deliver your message.

Tips for Effective Business Texting

- Know your recipient; "? % dsct" may be an understandable way to ask a close associate what the proper discount is to offer a certain customer, but if you are writing a text to your boss, it might be wiser to write, "what % discount does Murray get on $1K order?"
- Anticipate unintentional misinterpretation. Texting often uses symbols and codes to represent thoughts, ideas, and emotions. Given the complexity of communication, and the useful but limited tool of texting, be aware of its limitation and prevent misinterpretation with brief messages.
- Contacting someone too frequently can border on harassment. Texting is a tool. Use it when appropriate but don't abuse it.
- Unplug yourself once in awhile. Do you feel constantly connected? Do you feel lost or "out of it" if you don't have your cell phone and cannot connect to people, even for fifteen minutes? Sometimes being unavailable for a time can be healthy—everything in moderation, including texting.
- Don't text and drive. Research shows that the likelihood of an accident increases dramatically if the driver is texting behind the wheel (Houston Chronicle, 2009). Being in an accident while conducting company business would reflect poorly on your judgment as well as on your employer.

E-mail

Electronic mail, usually called e-mail, is quite familiar to most students and workers. It may be used like text, or synchronous chat, and it can be delivered to a cell phone. In business, it has largely replaced print hard copy letters for external (outside the company) correspondence, as well as taking the place of memos for internal (within the company) communication (Guffey, 2008). E-mail can be very useful for messages that have slightly more content than a text message, but it is still best used for fairly brief messages.

Many businesses use automated e-mails to acknowledge communications from the public, or to remind associates that periodic

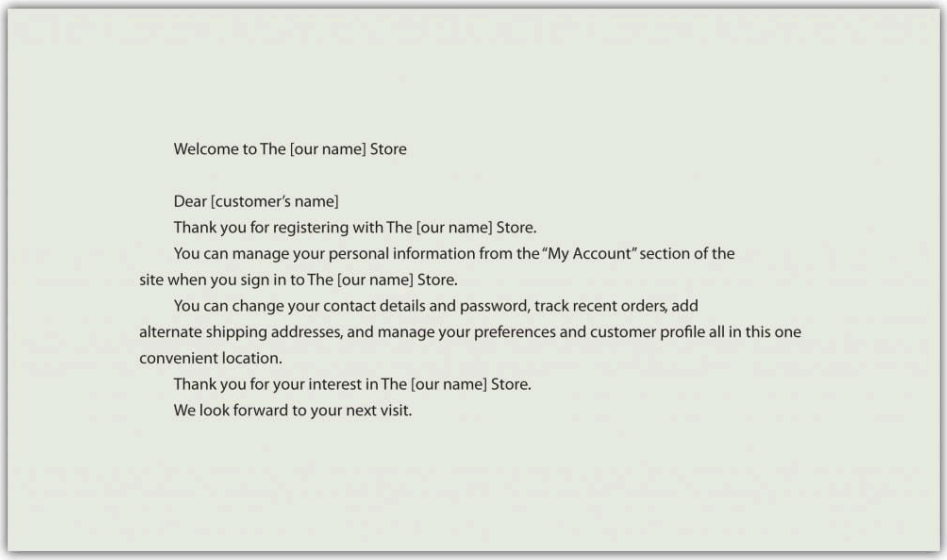
reports or payments are due. You may also be assigned to “populate” a form e-mail in which standard paragraphs are used but you choose from a menu of sentences to make the wording suitable for a particular transaction.

E-mails may be informal in personal contexts, but business communication requires attention to detail, awareness that your e-mail reflects you and your company, and a professional tone so that it may be forwarded to any third party if needed. E-mail often serves to exchange information within organizations. Although e-mail may have an informal feel, remember that when used for business, it needs to convey professionalism and respect. Never write or send anything that you wouldn’t want read in public or in front of your company president.

Tips for Effective Business E-mails

- Proper salutations should demonstrate respect and avoid mix-ups in case a message is accidentally sent to the wrong recipient. For example, use a salutation like “Dear Ms. X” (external) or “Hi Barry” (internal).
- Subject lines should be clear, brief, and specific. This helps the recipient understand the essence of the message. For example, “Proposal attached” or “Your question of 10/25.”
- Close with a signature. Identify yourself by creating a signature block that automatically contains your name and business contact information.
- Avoid abbreviations. An e-mail is not a text message, and the audience may not find your wit cause to ROTFLOL (roll on the floor laughing out loud).
- Be brief. Omit unnecessary words.
- Use a good format. Include line breaks between sentences or divide your message into brief paragraphs for ease of reading. A good e-mail should get to the point and conclude in three small paragraphs or less.
- Reread, revise, and review. Catch and correct spelling and grammar mistakes before you press “send.” It will take more time and effort to undo the problems caused by a hasty, poorly written e-mail than to get it right the first time.
- Reply promptly. Watch out for an emotional response—never reply in anger—but make a habit of replying to all e-mails within twenty-four hours, even if only to say that you will provide the requested information in forty-eight or seventy-two hours.
- Use “Reply All” sparingly. Do not send your reply to everyone who received the initial e-mail unless your message absolutely needs to be read by the entire group.
- Avoid using all caps. Capital letters are used on the Internet to communicate emphatic emotion or yelling and are considered rude.
- Test links. If you include a link, test it to make sure it is complete.
- E-mail ahead of time if you are going to attach large files (audio and visual files are often quite large) to prevent exceeding the recipient’s mailbox limit or triggering the spam filter.
- Give feedback or follow up. If you don’t get a response in twenty-four hours, e-mail or call. Spam filters may have intercepted your message, so your recipient may never have received it.

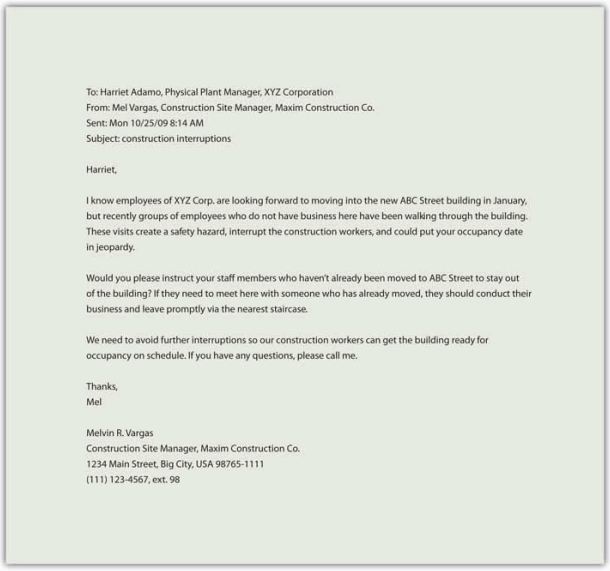
Let’s look at two examples of business e-mail. In Figure 13.1.1, we have an e-mail form. In Figure 13.1.2, we have a letter written specifically for the situation and audience.



Welcome to The [our name] Store

Dear [customer's name]
Thank you for registering with The [our name] Store.
You can manage your personal information from the "My Account" section of the site when you sign in to The [our name] Store.
You can change your contact details and password, track recent orders, add alternate shipping addresses, and manage your preferences and customer profile all in this one convenient location.
Thank you for your interest in The [our name] Store.
We look forward to your next visit.

Figure 13.1.1



To: Harriet Adamo, Physical Plant Manager, XYZ Corporation
From: Mel Vargas, Construction Site Manager, Maxim Construction Co.
Sent: Mon 10/25/09 8:14 AM
Subject: construction interruptions

Harriet,

I know employees of XYZ Corp. are looking forward to moving into the new ABC Street building in January, but recently groups of employees who do not have business here have been walking through the building. These visits create a safety hazard, interrupt the construction workers, and could put your occupancy date in jeopardy.

Would you please instruct your staff members who haven't already been moved to ABC Street to stay out of the building? If they need to meet here with someone who has already moved, they should conduct their business and leave promptly via the nearest staircase.

We need to avoid further interruptions so our construction workers can get the building ready for occupancy on schedule. If you have any questions, please call me.

Thanks,
Mel

Melvin R. Vargas
Construction Site Manager, Maxim Construction Co.
1234 Main Street, Big City, USA 98765-1111
(111) 123-4567, ext. 98

Figure 13.1.2

Netiquette

We create personal pages, post messages, and interact via mediated technologies as a normal part of our careers, but how we conduct ourselves can leave a lasting image, literally. The photograph you posted on your MySpace page may have been seen by your potential employer, or that nasty remark in a post may come back to haunt you later. Some fifteen years ago, when the Internet was a new phenomenon, Virginia Shea laid out a series of ground rules for communication online that continue to serve us today.

Virginia Shea's Rules of Netiquette

- Remember the human on the other side of the electronic communication.
- Adhere to the same standards of behavior online that you follow in real life.
- Know where you are in cyberspace.
- Respect other people's time and bandwidth.
- Make yourself look good online.

- Share expert knowledge.
- Keep flame wars under control.
- Respect other people's privacy.
- Don't abuse your power.
- Be forgiving of other people's mistakes (Shea, 1994).

Her rules speak for themselves and remind us that the golden rule (treat others as you would like to be treated) is relevant wherever there is human interaction.

Key Takeaways

- A text message is a brief written message sent and received using a digital device. It is useful for informal, brief, time-sensitive communication.
- E-mail is useful for both internal and external business communications. The content and formatting of an e-mail message should reflect professionalism and follow the rules of netiquette.
- Social customs that exist in traditional, live, human interaction also influence the rules and customs by which we interact with each other in the online environment.

Exercises

1. Write a text message in your normal use of language. It should use all your normal abbreviations (e.g., FWIW, IMHO, LOL), even if not everyone understands them.
2. Find an example of an e-mail that you wish you had never sent or received. Rewrite it to eliminate the characteristics that you find problematic. Share it with your classmates.
3. Choose at least three e-mails you have sent or received that are good examples of business communication. What makes them good examples? Could they be improved in any way? Share your suggestions with classmates.
4. When is e-mail inappropriate? Why?
5. Find a "flame war," or heated discussion in an online forum and note how it is handled. Compare the results with your classmates.
6. In your experience, how do people behave when they interact online? Share your observations with your classmates.

References

- Guffey, M. (2008). *Essentials of business communication* (7th ed.). Mason, OH: Thomson/Wadsworth.
- Houston Chronicle. (2009, September 23). Deadly distraction: Texting while driving, twice as risky as drunk driving, should be banned. *Houston Chronicle* (3 STAR R.O. ed.), p. B8. Retrieved from www.chron.com/CDA/archives/archive.mpl?id=2009_4791006.
- Shea, V. (1994). *Netiquette*. San Francisco, CA: Albion Books.

This page titled 13.1: Text, E-mail, and Netiquette is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 9.1: Text, E-mail, and Netiquette by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

13.2: Memorandums and Letters

Learning Objectives

- Discuss the purpose and format of a memo.
- Understand effective strategies for business memos.
- Describe the fifteen parts of a standard business letter.
- Access sample business letters and write a sample business letter.

Memos

A memo (or memorandum, meaning “reminder”) is normally used for communicating policies, procedures, or related official business within an organization. It is often written from a one-to-all perspective (like mass communication), broadcasting a message to an audience, rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project, or to inform a specific group within a company of an event, action, or observance.

Memo Purpose

A memo’s purpose is often to inform, but it occasionally includes an element of persuasion or a call to action. All organizations have informal and formal communication networks. The unofficial, informal communication network within an organization is often called the grapevine, and it is often characterized by rumor, gossip, and innuendo. On the grapevine, one person may hear that someone else is going to be laid off and start passing the news around. Rumors change and transform as they are passed from person to person, and before you know it, the word is that they are shutting down your entire department.

One effective way to address informal, unofficial speculation is to spell out clearly for all employees what is going on with a particular issue. If budget cuts are a concern, then it may be wise to send a memo explaining the changes that are imminent. If a company wants employees to take action, they may also issue a memorandum. For example, on February 13, 2009, upper management at the Panasonic Corporation issued a declaration that all employees should buy at least $1,600 worth of Panasonic products. The company president noted that if everyone supported the company with purchases, it would benefit all (Lewis, 2009).

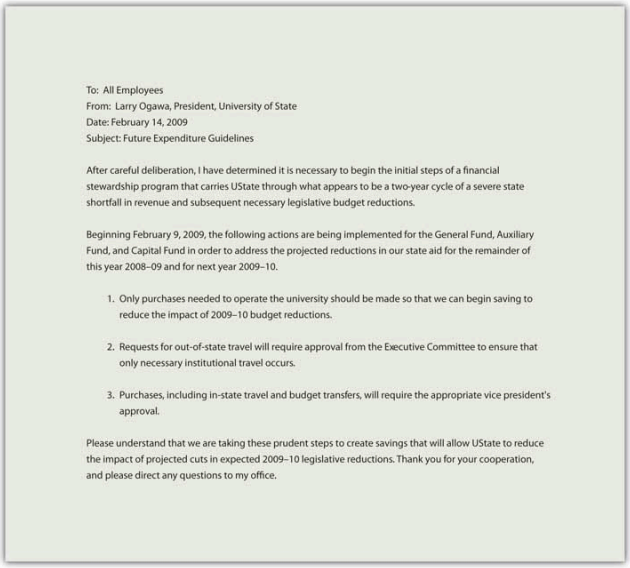
While memos do not normally include a call to action that requires personal spending, they often represent the business or organization’s interests. They may also include statements that align business and employee interest, and underscore common ground and benefit.

Memo Format

A memo has a header that clearly indicates who sent it and who the intended recipients are. Pay particular attention to the title of the individual(s) in this section. Date and subject lines are also present, followed by a message that contains a declaration, a discussion, and a summary.

In a standard writing format, we might expect to see an introduction, a body, and a conclusion. All these are present in a memo, and each part has a clear purpose. The declaration in the opening uses a declarative sentence to announce the main topic. The discussion elaborates or lists major points associated with the topic, and the conclusion serves as a summary.

Let’s examine a sample memo.



To: All Employees
From: Larry Ogawa, President, University of State
Date: February 14, 2009
Subject: Future Expenditure Guidelines

After careful deliberation, I have determined it is necessary to begin the initial steps of a financial stewardship program that carries UState through what appears to be a two-year cycle of a severe state shortfall in revenue and subsequent necessary legislative budget reductions.

Beginning February 9, 2009, the following actions are being implemented for the General Fund, Auxiliary Fund, and Capital Fund in order to address the projected reductions in our state aid for the remainder of this year 2008–09 and for next year 2009–10.

1. Only purchases needed to operate the university should be made so that we can begin saving to reduce the impact of 2009–10 budget reductions.
2. Requests for out-of-state travel will require approval from the Executive Committee to ensure that only necessary institutional travel occurs.
3. Purchases, including in-state travel and budget transfers, will require the appropriate vice president's approval.

Please understand that we are taking these prudent steps to create savings that will allow UState to reduce the impact of projected cuts in expected 2009–10 legislative reductions. Thank you for your cooperation, and please direct any questions to my office.

Figure 13.2.1

Five Tips for Effective Business Memos

Audience Orientation

Always consider the audience and their needs when preparing a memo. An acronym or abbreviation that is known to management may not be known by all the employees of the organization, and if the memo is to be posted and distributed within the organization, the goal is clear and concise communication at all levels with no ambiguity.

Professional, Formal Tone

Memos are often announcements, and the person sending the memo speaks for a part or all of the organization. While it may contain a request for feedback, the announcement itself is linear, from the organization to the employees. The memo may have legal standing as it often reflects policies or procedures, and may reference an existing or new policy in the employee manual, for example.

Subject Emphasis

The subject is normally declared in the subject line and should be clear and concise. If the memo is announcing the observance of a holiday, for example, the specific holiday should be named in the subject line—for example, use “Thanksgiving weekend schedule” rather than “holiday observance.”

Direct Format

Some written business communication allows for a choice between direct and indirect formats, but memorandums are always direct. The purpose is clearly announced.

Objectivity

Memos are a place for just the facts, and should have an objective tone without personal bias, preference, or interest on display. Avoid subjectivity.

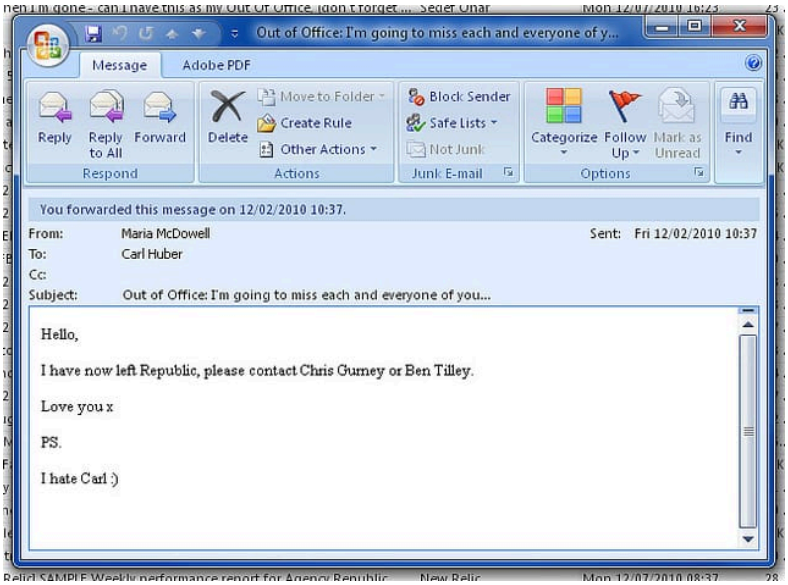


Figure 13.2.2: The words you choose represent you in your absence. Make sure they clearly communicate your message. wetwebwork – I probably shouldn't have called Maria the 4th best PM when she left... – CC BY 2.0.

Letters

Letters are brief messages sent to recipients that are often outside the organization (Bovee, C., & Thill, J., 2010). They are often printed on letterhead paper, and represent the business or organization in one or two pages. Shorter messages may include e-mails or memos, either hard copy or electronic, while reports tend to be three or more pages in length.

While e-mail and text messages may be used more frequently today, the effective business letter remains a common form of written communication. It can serve to introduce you to a potential employer, announce a product or service, or even serve to communicate feelings and emotions. We'll examine the basic outline of a letter and then focus on specific products or writing assignments.

All writing assignments have expectations in terms of language and format. The audience or reader may have their own idea of what constitutes a specific type of letter, and your organization may have its own format and requirements. This chapter outlines common elements across letters, and attention should be directed to the expectations associated with your particular writing assignment. There are many types of letters, and many adaptations in terms of form and content, but in this chapter, we discuss the fifteen elements of a traditional block-style letter.

Letters may serve to introduce your skills and qualifications to prospective employers, deliver important or specific information, or serve as documentation of an event or decision. Regardless of the type of letter you need to write, it can contain up to fifteen elements in five areas. While you may not use all the elements in every case or context, they are listed in Table 13.2.1.

Table 13.2.1: Elements of a Business Letter

Content	Guidelines
1. Return Address	This is your address where someone could send a reply. If your letter includes a letterhead with this information, either in the header (across the top of the page) or the footer (along the bottom of the page), you do not need to include it before the date.
2. Date	The date should be placed at the top, right or left justified, five lines from the top of the page or letterhead logo.
3. Reference (Re:)	Like a subject line in an e-mail, this is where you indicate what the letter is in reference to, the subject or purpose of the document.
4. Delivery (Optional)	Sometimes you want to indicate on the letter itself how it was delivered. This can make it clear to a third party that the letter was delivered via a specific method, such as certified mail (a legal requirement for some types of documents).

Content	Guidelines
5. Recipient Note (Optional)	This is where you can indicate if the letter is personal or confidential.

Content	Guidelines
6. Salutation	A common salutation may be “Dear Mr. (full name).” But if you are unsure about titles (i.e., Mrs., Ms., Dr.), you may simply write the recipient’s name (e.g., “Dear Cameron Rai”) followed by a colon. A comma after the salutation is correct for personal letters, but a colon should be used in business. The salutation “To whom it may concern” is appropriate for letters of recommendation or other letters that are intended to be read by any and all individuals. If this is not the case with your letter, but you are unsure of how to address your recipient, make every effort to find out to whom the letter should be specifically addressed. For many, there is no sweeter sound than that of their name, and to spell it incorrectly runs the risk of alienating the reader before your letter has even been read. Avoid the use of impersonal salutations like “Dear Prospective Customer,” as the lack of personalization can alienate a future client.
7. Introduction	This is your opening paragraph, and may include an attention statement, a reference to the purpose of the document, or an introduction of the person or topic depending on the type of letter. An emphatic opening involves using the most significant or important element of the letter in the introduction. Readers tend to pay attention to openings, and it makes sense to outline the expectations for the reader up front. Just as you would preview your topic in a speech, the clear opening in your introductions establishes context and facilitates comprehension.
8. Body	If you have a list of points, a series of facts, or a number of questions, they belong in the body of your letter. You may choose organizational devices to draw attention, such as a bullet list, or simply number them. Readers may skip over information in the body of your letter, so make sure you emphasize the key points clearly. This is your core content, where you can outline and support several key points. Brevity is important, but so is clear support for main point(s). Specific, meaningful information needs to be clear, concise, and accurate.
9. Conclusion	An emphatic closing mirrors your introduction with the added element of tying the main points together, clearly demonstrating their relationship. The conclusion can serve to remind the reader, but should not introduce new information. A clear summary sentence will strengthen your writing and enhance your effectiveness. If your letter requests or implies action, the conclusion needs to make clear what you expect to happen. It is usually courteous to conclude by thanking the recipient for his or her attention, and to invite them to contact you if you can be of help or if they have questions. This paragraph reiterates the main points and their relationship to each other, reinforcing the main point or purpose.
10. Close	“Sincerely” or “Cordially” are standard business closing statements. (“Love,” “Yours Truly,” and “BFF” are closing statements suitable for personal correspondence, but not for business.) Closing statements are normally placed one or two lines under the conclusion and include a hanging comma, as in Sincerely,
11. Signature	Five lines after the close, you should type your name (required) and, on the line below it, your title (optional).
12. Preparation Line	If the letter was prepared, or word-processed, by someone other than the signatory (you), then inclusion of initials is common, as in MJD or abc.
13. Enclosures/ Attachments	Just like an e-mail with an attachment, the letter sometimes has additional documents that are delivered with it. This line indicates what the reader can look for in terms of documents included with the letter, such as brochures, reports, or related business documents.
14. Courtesy Copies or “CC”	The abbreviation “CC” once stood for carbon copies but now refers to courtesy copies. Just like a “CC” option in an e-mail, it indicates the relevant parties that will also receive a copy of the document.
15. Logo/ Contact Information	A formal business letter normally includes a logo or contact information for the organization in the header (top of page) or footer (bottom of page).

Strategies for Effective Letters

Remember that a letter has five main areas:

1. The heading, which establishes the sender, often including address and date
2. The introduction, which establishes the purpose
3. The body, which articulates the message
4. The conclusion, which restates the main point and may include a call to action
5. The signature line, which sometimes includes the contact information

A sample letter is shown in Figure 13.2.3.



(1 inch margins on all sides of the letter)

1. **Return Address**: (if not in letterhead logo)
2. **Date**: 01/01/201X

3. **Reference—Re**: How to write a letter

4. **Delivery** (optional): USPS Certified Mail #123456789

5. **Recipient Note** (optional): Confidential

6. **Salutation**: Dear Student X:

7. **Introduction**: This letter is to inform you that the myth of a paperless office, where you will not be required to produce hard copy letters on letterhead, is a myth.

8. **Body**: While e-mail has largely replaced letter writing for many applications, there remain several reasons for producing a hard copy letter. The first reason is that you are required to write it for this class, as many employers still produce letters as a normal part of business communication, including documentation. Next, we must consider that paper sales in business have increased across the last decade, showing no signs of the decrease we would associate with the transition to the paperless office. Finally, business letters serve many functions, and your proficiency in their efficient and effective production will contribute to your personal and professional success.

9. **Conclusion**: Letter writing is a skill that will continue to be required in the business environment of today and tomorrow.

10. **Close**: Sincerely,

11. **Signature Line**: Scott McLean

12. **Preparation Line**: GSM/ep

13. **Enclosures**: (optional, if needed)

14. **Courtesy Copies**: cc: Jenn Yee

15. **Logo/Contact Information**: fishworld 13 N. Mill Street Nyack, NY 10960

Figure 13.2.3: Sample Business Letter: Always remember that letters represent you and your company in your absence. In order to communicate effectively and project a positive image,

- be clear, concise, specific, and respectful;
- each word should contribute to your purpose;
- each paragraph should focus on one idea;
- the parts of the letter should form a complete message;
- the letter should be free of errors.

Key Takeaways

- Memos are brief business documents usually used internally to inform or persuade employees concerning business decisions on policy, procedure, or actions.
- Letters are brief, print messages often used externally to inform or persuade customers, vendors, or the public.
- A letter has fifteen parts, each fulfilling a specific function.

Exercises

1. Find a memo from your work or business, or borrow one from someone you know. Share it with your classmates, observing confidentiality by blocking out identifying details such as the name of the sender, recipient, and company. Compare and contrast.
2. Create a draft letter introducing a product or service to a new client. Post and share with classmates.
3. Write a memo informing your class that an upcoming holiday will be observed. Post and share with classmates.
4. Find a business letter (for example, an offer you received from a credit card company or a solicitation for a donation) and share it with your classmates. Look for common elements and points of difference.
5. Now that you have reviewed a sample letter, and learned about the five areas and fifteen basic parts of any business letter,

write a business letter that informs a prospective client or customer of a new product or service.

References

- Bovee, C., & Thill, J. (2010). *Business communication essentials: a skills-based approach to vital business English* (4th ed.). Upper Saddle River, NJ: Prentice Hall.
- Lewis, L. (2009, February 13). *Panasonic orders staff to buy £1,000 in products*. Retrieved from http://business.timesonline.co.uk/tol/business/markets/japan/article5723942.ece.

This page titled 13.2: Memorandums and Letters is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 9.2: Memorandums and Letters by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

13.3: Business Proposal

Learning Objectives

1. Describe the basic elements of a business proposal.
2. Discuss the main goals of a business proposal.
3. Identify effective strategies to use in a business proposal.

An effective business proposal informs and persuades efficiently. It features many of the common elements of a report, but its emphasis on persuasion guides the overall presentation.

Let's say you work in a health care setting. What types of products or services might be put out to bid? If your organization is going to expand and needs to construct a new wing, it will probably be put out to bid. Everything from office furniture to bedpans could potentially be put out to bid, specifying a quantity, quality, and time of delivery required. Janitorial services may also be bid on each year, as well as food services, and even maintenance. Using the power of bidding to lower contract costs for goods and services is common practice.

In order to be successful in business and industry, you should be familiar with the business proposal. Much like a report, with several common elements and persuasive speech, a business proposal makes the case for your product or service. Business proposals are documents designed to make a persuasive appeal to the audience to achieve a defined outcome, often proposing a solution to a problem.

Common Proposal Elements

Idea

Effective business proposals are built around a great idea or solution. While you may be able to present your normal product, service, or solution in an interesting way, you want your document and its solution to stand out against the background of competing proposals. What makes your idea different or unique? How can you better meet the needs of the company that other vendors? What makes you so special? If the purchase decision is made solely on price, it may leave you little room to underscore the value of service, but the sale follow-through has value. For example, don't consider just the cost of the unit but also its maintenance. How can maintenance be a part of your solution, distinct from the rest? In addition, your proposal may focus on a common product where you can anticipate several vendors at similar prices. How can you differentiate yourself from the rest by underscoring long-term relationships, demonstrated ability to deliver, or the ability to anticipate the company's needs? Business proposals need to have an attractive idea or solution in order to be effective.

Traditional Categories

You can be creative in many aspects of the business proposal, but follow the traditional categories. Businesses expect to see information in a specific order, much like a résumé or even a letter. Each aspect of your proposal has its place and it is to your advantage to respect that tradition and use the categories effectively to highlight your product or service. Every category is an opportunity to sell, and should reinforce your credibility, your passion, and the reason why your solution is simply the best.

Table 13.3.1: *Business Proposal Format*

Cover Page	Title page with name, title, date, and specific reference to request for proposal if applicable.
Executive Summary	Like an abstract in a report, this is a one- or two-paragraph summary of the product or service and how it meets the requirements and exceeds expectations.
Background	Discuss the history of your product, service, and/or company and consider focusing on the relationship between you and the potential buyer and/or similar companies.

Proposal	The idea. *Who*, *what*, *where*, *when*, *why*, and *how*. Make it clear and concise. Don't waste words, and don't exaggerate. Use clear, well-supported reasoning to demonstrate your product or service.
Market Analysis	What currently exists in the marketplace, including competing products or services, and how does your solution compare?
Benefits	How will the potential buyer benefit from the product or service? Be clear, concise, specific, and provide a comprehensive list of immediate, short, and long-term benefits to the company.
Timeline	A clear presentation, often with visual aids, of the process, from start to finish, with specific, dated benchmarks noted.
Marketing Plan	Delivery is often the greatest challenge for Web-based services—how will people learn about you? If you are bidding on a gross lot of food service supplies, this may not apply to you, but if an audience is required for success, you will need a marketing plan.
Finance	What are the initial costs, when can revenue be anticipated, when will there be a return on investment (if applicable)? Again, the proposal may involve a one-time fixed cost, but if the product or service is to be delivered more than once, and extended financial plan noting costs across time is required.
Conclusion	Like a speech or essay, restate your main points clearly. Tie them together with a common them and make your proposal memorable.

Ethos, Pathos, and Logos

Ethos refers to credibility, pathos to passion and enthusiasm, and logos to logic or reason. All three elements are integral parts of your business proposal that require your attention. Who are you and why should we do business with you? Your credibility may be unknown to the potential client and it is your job to reference previous clients, demonstrate order fulfillment, and clearly show that your product or service is offered by a credible organization. By association, if your organization is credible the product or service is often thought to be more credible.

In the same way, if you are not enthusiastic about the product or service, why should the potential client get excited? How does your solution stand out in the marketplace? Why should they consider you? Why should they continue reading? Passion and enthusiasm are not only communicated through "!" exclamation points. Your thorough understanding, and your demonstration of that understanding, communicates dedication and interest.

Each assertion requires substantiation, each point clear support. It is not enough to make baseless claims about your product or service—you have to show why the claims you make are true, relevant, and support your central assertion that your product or service is right for this client. Make sure you cite sources and indicate "according to" when you support your points. Be detailed and specific.

Professional

A professional document is a base requirement. If it is less than professional, you can count on its prompt dismissal. There should be no errors in spelling or grammar, and all information should be concise, accurate, and clearly referenced when appropriate. Information that pertains to credibility should be easy to find and clearly relevant, including contact information. If the document exists in a hard copy form, it should be printed on a letterhead. If the document is submitted in an electronic form, it should be in a file format that presents your document as you intended. Word processing files may have their formatting changed or adjusted based on factors you cannot control—like screen size—and information can shift out of place, making it difficult to understand. In this case, a portable document format (PDF)—a format for electronic documents—may be used to preserve content location and avoid any inadvertent format changes when it is displayed.

Effective, persuasive proposals are often brief, even limited to one page. "The one-page proposal has been one of the keys to my business success, and it can be invaluable to you too. Few decision-makers can ever afford to read more than one page when deciding if they are interested in a deal or not. This is even more true for people of a different culture or language," said Adnan Khashoggi, a successful multibillionaire (Riley, 2002). Clear and concise proposals serve the audience well and limit the range of information to prevent confusion.

Two Types of Business Proposals

Solicited

If you have been asked to submit a proposal it is considered solicited. The solicitation may come in the form of a direct verbal or written request, but normally solicitations are indirect, open-bid to the public, and formally published for everyone to see. A request for proposal (RFP), request for quotation (RFQ), and invitation for bid (IFB) are common ways to solicit business proposals for business, industry, and the government.

RFPs typically specify the product or service, guidelines for submission, and evaluation criteria. RFQs emphasize cost, though service and maintenance may be part of the solicitation. IRBs are often job-specific in that they encompass a project that requires a timeline, labor, and materials. For example, if a local school district announces the construction of a new elementary school, they normally have the architect and engineering plans on file, but need a licensed contractor to build it.

Unsolicited

Unsolicited proposals are the "cold calls" of business writing. They require a thorough understanding of the market, product and/or service, and their presentation is typically general rather than customer-specific. They can, however, be tailored to specific businesses with time and effort, and the demonstrated knowledge of specific needs or requirement can transform an otherwise generic, brochure-like proposal into an effective sales message. Getting your tailored message to your target audience, however, is often a significant challenge if it has not been directly or indirectly solicited. Unsolicited proposals are often regarded as marketing materials, intended more to stimulate interest for a follow-up contact than make direct sales. Sue Baugh and Robert Hamper encourage you to resist the temptation to "shoot at every target and hope you hit at least one" (Baugh, L. S., and Hamper, R. J., 1995). A targeted proposal is your most effective approach, but recognize the importance of gaining company, service, or brand awareness as well as its limitations.

Sample Business Proposal

The Writing Help Tools Center is a commercial enterprise, and offers a clear (and free) example of a business proposal here:

www.writinghelp-central.com/sample-business-proposal.html

Key Takeaway

Business proposals need to target a specific audience.

Exercises

1. Prepare a business proposal in no more than two pages. Do not include actual contact information. Just as the example has employees named after colors, your (imaginary) company should have contact information that does not directly link to real businesses or you as an individual. Do not respond to point 12.
2. Search for an RFP (request for proposal) or similar call to bid, and post it to your class. Compare the results with your classmates, focusing on what is required to apply or bid.
3. Identify a product or service you would like to produce or offer. List three companies that you would like to sell your product or service to and learn more about them. Post your findings, making the link between your product or service and company needs. You may find the Web site on creating a business plan (https://www.scu.edu/mobi/business-courses/starting-a-business/session-2-the-business-plan/#3) useful when completing this exercise

References

- Baugh, L. S., & Hamper, R. J. (1995). *Handbook for writing proposals* (p. 3). New York, NY: McGraw-Hill.
- Riley, P. G. (2002). *The one-page proposal: How to get your business pitch onto one persuasive page* (p. 2). New York, NY: HarperCollins.

This page titled 13.3: Business Proposal is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 9.3: Business Proposal by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

13.4: Report

Learning Objectives

1. Discuss the main parts of a report.
2. Understand the different types of reports.
3. Write a basic report.

What Is a Report?

Reports are documents designed to record and convey information to the reader. Reports are part of any business or organization; from credit reports to police reports, they serve to document specific information for specific audiences, goals, or functions. The type of report is often identified by its primary purpose or function, as in an accident report, a laboratory report, a sales report, or even a book report. Reports are often analytical, or involve the rational analysis of information. Sometimes they simply "report the facts" with no analysis at all, but still need to communicate the information in a clear and concise format. Other reports summarize past events, present current data, and forecast future trends. While a report may have conclusions, propositions, or even a call to action, the demonstration of the analysis is the primary function. A sales report, for example, is not designed to make an individual sale. It is, however, supposed to report sales to date, and may forecast future sales based on previous trends. This chapter is designed to introduce you to the basics of report writing.

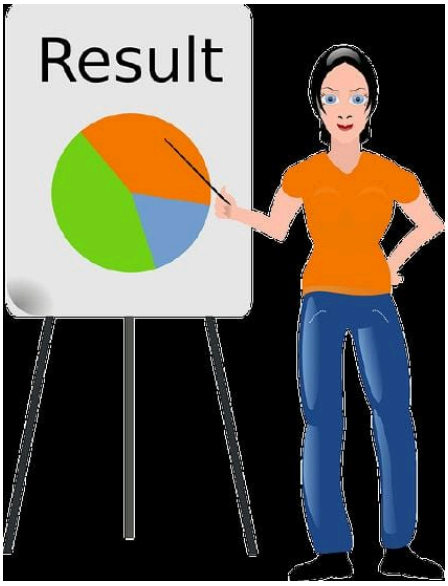


Figure 13.4.1: Choose a type of report by its function, and display the information in a vivid way that is easily understood. Pixabay – CC0 public domain.

Types of Reports

Reports come in all sizes, but are typically longer than a page and somewhat shorter than a book. The type of report depends on its function. The function of the report is its essential purpose, often indicated in the thesis or purpose statement. The function will also influence the types of visual content or visual aids, representing words, numbers, and their relationships to the central purpose in graphic, representational ways that are easy for the reader to understand. The function may also contribute to parameters like report length (page or word count) or word choice and readability. "Focusing on the content of your longer business documents is not only natural but necessary because doing so helps ensure complete, correct information" (Bovee, C., and Thill, J., 2010).

Reports vary by function, and they also vary by style and tradition. Within your organization, there may be employer-specific

expectations that need to be addressed to meet audience expectations. This chapter discusses reports in general terms, focusing on common elements and points of distinction, but reference to similar documents where you work or additional examination of specific sample reports may serve you well as you prepare your own report.

Informational or Analytical Report?

There are two main categories for reports, regardless of their specific function or type. An informational report informs or instructs and presents details of events, activities, individuals, or conditions without analysis. An example of this type of "just the facts" report is a police accident report. The report will note the time, date, place, contributing factors like weather, and identification information for the drivers involved in an automobile accident. It does not establish fault or include judgmental statements. You should not see "Driver was falling down drunk" in a police accident report. Instead, you would see "Driver failed sobriety tests and breathalyzer test and was transported to the station for a blood sample." The police officer is not a trained medical doctor and is therefore not licensed to make definitive diagnoses, but can collect and present relevant information that may contribute to that diagnosis.

The second type of report is called an analytical report. An analytical report presents information with a comprehensive analysis to solve problems, demonstrate relationships, or make recommendations. An example of this report may be a field report by a Center for Disease Control (CDC) physician from the site of an outbreak of the H1N1 virus, noting symptoms, disease progression, steps taken to arrest the spread of the disease, and to make recommendations on the treatment and quarantine of subjects.

Table 13.4.3 includes common reports that, depending on the audience needs, may be informational or analytical.

Table 13.4.1: Types of Reports and Their Functions

Type	Function
1. Laboratory Report	Communicate the procedures and results of laboratory activities
2. Research Report	Study problems scientifically by developing hypotheses, collecting data, analyzing data, and indicating findings or conclusions
3. Field Study Report	Describe one-time events, such as trips, conferences, seminars, as well as reports from branch offices, industrial and manufacturing plants
4. Progress Report	Monitor and control production, sales, shipping, service, or related business process
5. Technical Report	Communication process and product from a technical perspective
6. Financial Report	Communication status and trends from a finance perspective
7. Case Study	Represent, analyze, and present lessons learned from a specific case or example
8. Needs Assessment Report	Assess the need for a service or product
9. Comparative Advantage Report	Discuss competing products or services with an analysis of relative advantages and disadvantages
10. Feasibility Study	Analyze problems and predict whether current solutions or alternatives will be practical, advisable, or produced the desired outcome(s)
11. Instruction Manuals	Communicate step-by-step instructions on the use of a product or service
12. Compliance Report	Document and indicate the extent to which a product or service is within established compliance parameters or standards
13. Cost-Benefit Analysis Report	Communicate costs and benefits of products or services.
14. Decision Report	Make recommendations to management and become tools to solve problems and make decisions
15. Benchmark Report	Establish criteria and evaluate alternatives by measuring against the establish benchmark criteria
16. Examination Report	Report or record data obtained from an examination of an item or conditions, including accidents and natural disasters

Type	Function
17. Physical Description report	Describe the physical characteristics of a machine, a device, or object
18. Literature Review	Present summaries of the information available on a given subject

How Are Reports Organized?

Reports vary by size, format, and function. You need to be flexible and adjust to the needs of the audience while respecting customs and guidelines. Reports are typically organized around six key elements:

1. Whom the report is about and/or prepared for
2. What was done, what problems were addressed, and the results, including conclusions and/or recommendations
3. Where the subject studied occurred
4. When the subject studied occurred
5. Why the report was written (function), including under what authority, for what reason, or by whose request
6. How the subject operated, functioned, or was used

Pay attention to these essential elements when you consider your stakeholders, or those who have an interest in the report. That may include the person(s) the report is about, whom it is for, and the larger audience of the business, organization, or industry. Ask yourself who the key decision makers are who will read your report, who the experts or technicians will be, and how executives and workers may interpret your words and images. While there is no universal format for a report, there is a common order to the information. Each element supports the main purpose or function in its own way, playing an important role in the representation and transmission of information.

Table 13.4.2: Ten Common Elements of a Report

Page	Element	Function	Example
1. Cover	Title and image	Like the cover of a book, sometimes a picture, image, or logo is featured to introduce the topic to the reader.	
2. Title Fly	Title only	This page is optional.	Feasibility Study of Oil Recovery from the X Tarpit Sands Location
3. Title Page	Label, report, features title, author, affiliation, date, and sometimes for whom the report was prepared		Feasibility Study of Oil Recovery from the X Tarpit Sands Location Peak Oilman, X Energy Corporation Prepared for X
4. Table of Contents	A list of the main parts of the report and their respective page numbers		• Abstract.....1 • Introduction.....2 • Background.....3

Page	Element	Function	Example
5. Abstract	• Informational abstract: highlight topic, methods, data, and results • Descriptive abstract: (All of the above without statements of conclusion or recommendations)		This report presents the current status of the X tarpit sands, the study of oil recoverability, and the findings of the study with specific recommendations.
6. Introduction	Introduces the topic of the report		*Oil sands recovery* processes include ways to extract and separate the bitumen from the clay, *sand*, and water that make up the tar *sands. This study analyzes the feasibility of extraction and separation, including a comprehensive cost/ benefits analysis, with specific recommendations.*
7. Body	Key elements of body include: • Background • Methodology • Results • Analysis and Recommendations		• Background: History of oil extraction and separation from tarpit sands. • Methodology: Specific analysis of the site based on accepted research methods. • Results: Data from the feasibility study. • Analysis and Recommendations: Analysis of the data and recommendations based on that analysis.

Page	Element	Function	Example
8. Conclusion	Concise presentation of findings	This portion clearly indicates the main results and their relation to recommended action or outcome.	
9. References	Bibliography or Works Cited	This part contains a list of citations.	
10. Appendix	Related supporting materials	This may include maps, analysis of soil samples, and field reports.	

Here is a checklist for ensuring that a report fulfills its goals.

1. Report considers the audience's needs
2. Format follows function of report
3. Format reflects institutional norms and expectations
4. Information is accurate, complete, and documented
5. Information is easy to read
6. Terms are clearly defined
7. Figures, tables, and art support written content
8. Figures, tables, and art are clear and correctly labeled
9. Figures, tables, and art are easily understood without text support
10. Words are easy to read (font, arrangement, organization)
11. Results are clear and concise
12. Recommendations are reasonable and well-supported
13. Report represents your best effort
14. Report speaks for itself without your clarification or explanation

Key Takeaway

Informational and analytical reports require organization and a clear purpose.

Exercises

1. Find an annual report for a business you would like to learn more about. Review it with the previous reading in mind and provide examples. Share and compare with classmates.
2. Write a report on a trend in business that you've observed, and highlight at least the main finding. For example, from the rising cost of textbooks to the online approach to course content, textbooks are a significant issue for students. Draw from your experience as you bring together sources of information to illustrate a trend. Share and compare with classmates.

References

Bovee, C., & Thill, J. (2010). *Business communication essentials: A skills-based approach to vital business English* (4th ed.). Upper Saddle River, NJ: Prentice Hall.

This page titled 13.4: Report is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 9.4: Report by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

13.5: Résumé

Learning Objectives

1. Describe the differences among functional, reverse chronological, combination, targeted, and scannable résumés.
2. Discuss what features are required in each type of résumé.
3. Prepare a one-page résumé.

A résumé is a document that summarizes your education, skills, talents, employment history, and experiences in a clear and concise format for potential employers. The résumé serves three distinct purposes that define its format, design, and presentation:

1. To represent your professional information in writing
2. To demonstrate the relationship between your professional information and the problem or challenge the potential employer hopes to solve or address, often represented in the form of a job description or duties
3. To get you an interview by clearly demonstrating you meet the minimum qualifications and have the professional background help the organization meet its goals

An online profile page is similar to a résumé in that it represents you, your background and qualifications, and adds participation to the publication. People network, link, and connect in new ways via online profiles or professional sites like LinkedIn. In many ways, your online profile is an online version of your résumé with connections and friends on public display. Your MySpace and Facebook pages are also often accessible to the public, so never post anything you wouldn't want your employer (current or future) to read, see, or hear. This chapter covers a traditional résumé, as well as the more popular scannable features, but the elements and tips could equally apply to your online profile.

Main Parts of a Résumé

Regardless of the format, employers have expectations for your résumé. They expect it to be clear, accurate, and up to date (Bennett, S. A., 2005). This document represents you in your absence, and you want it to do the best job possible. You don't want to be represented by spelling or grammatical errors, as they may raise questions about your education and attention to detail. Someone reading your résumé with errors will only wonder what kind of work you might produce that will poorly reflect on their company. There is going to be enough competition that you don't want to provide an easy excuse to toss your résumé at the start of the process. Do your best work the first time.

Résumés have several basic elements that employers look for, including your contact information, objective or goal, education and work experience, and so on. Each résumé format may organize the information in distinct ways based on the overall design strategy, but all information should be clear, concise, and accurate (Simons, W., and Curtis, R., 2004).

Contact Information

This section is often located at the top of the document. The first element of the contact information is your name. You should use your full, legal name even if you go by your middle name or use a nickname. There will plenty of time later to clarify what you prefer to be called, but all your application documents, including those that relate to payroll, your social security number, drug screenings, background checks, fingerprint records, transcripts, certificates or degrees, should feature your legal name. Other necessary information includes your address, phone number(s), and e-mail address. If you maintain two addresses (e.g., a campus and a residential address), make it clear where you can be contacted by indicating the primary address. For business purposes, do not use an unprofessional e-mail address like sexiluvr93@hotmale.com or tutifruti@yafoo.com. Create a new e-mail account if needed with an address suitable for professional use.



Figure 13.5.1: Sample Contact Information

Objective

This is one part of your résumé that is relatively simple to customize for an individual application. Your objective should reflect the audience's need to quickly understand how you will help the organization achieve its goals.



Figure 13.5.2: Sample Objective

Education

You need to list your education in reverse chronological order, with your most recent degree first. List the school, degree, and grade point average (GPA). If there is a difference between the GPA in your major courses and your overall GPA, you may want to list them separately to demonstrate your success in your chosen field. You may also want to highlight relevant coursework that directly relate to the position.



EDUCATION

Northern Arizona University–Yuma, Arizona, May 2009
Bachelor in Business Administration, Minor in Communication
Major GPA: 3.9/4.0
Overall GPA: 3.4/4.0

Related Course Work:

Business and Professional Speaking, Business English, Sales and Persuasion, Management

Figure 13.5.3: Sample Education Field

Work Experience

List in reverse chronological order your employment history, including the positions, companies, locations, dates, duties and skills demonstrated or acquired. You may choose to use active, descriptive sentences or bullet lists, but be consistent. Emphasize responsibilities that involved budgets, teamwork, supervision, and customer service when applying for positions in business and industry, but don't let emphasis become exaggeration. This document represents you in your absence, and if information is false, at a minimum you could lose your job.



WORK EXPERIENCE

Dolle Company, Yuma, AZ, August 2005–May 2009
Shift Manager, Lettuce Processing and Packaging
- Supervise 30 team members
- Develop, coordinate, implement, and evaluate shift schedule
- Address quality-control improvements, including employee training

Saveway Grocery, Yuma, AZ, August 2004–August 2005
Assistant Produce Manager, Vegetables
- Stock, order, and manage display of vegetables in produce department
- Supervise part-time staff as needed
- Manage produce budget, including purchase orders

Figure 13.5.4: Sample Work Experience

Table 13.5.1: Types of Résumés

Type	Function	Advantage	Disadvantage
1. Reverse Chronological	Reverse chronological résumés (also called reverse time order) focus on work history.	Demonstrates a consistent work history	It may be difficult to highlight skills and experience.

Type	Function	Advantage	Disadvantage
2. Functional	Functional résumés (also called competency-based résumés) focus on skills.	Demonstrates skills that can clearly link to job functions or duties	It is often associated with people who have gaps in their employment history.
3. Combination	A combination résumé lists your skills and experience first, then employment history and education.	Highlights the skills you have that are relevant to the job and provides a reverse chronological work history	Some employers prefer a reverse chronological order.
4. Targeted	A targeted résumé is a custom document that specifically highlights the experience and skills that are relevant to the job.	Points out to the reader how your qualifications and experience clearly match the job duties	Custom documents take additional time, preparation, analysis of the job announcement, and may not fit the established guidelines.
5. Scannable	A scannable résumé is specifically formatted to be read by a scanner and converted to digital information.	Increasingly used to facilitate search and retrieval, and to reduce physical storage costs	Scanners may not read the résumé correctly.

You may choose to include references at the end of your résumé, though “references upon request” is common. You may also be tempted to extend your résumé to more than one page, but don’t exceed that limit unless the additional page will feature specific, relevant information that represents several years of work that directly relates to the position. The person reading your résumé may be sifting through many applicants and will not spend time reading extra pages. Use the one-page format to put your best foot forward, remembering that you may never get a second chance to make a good first impression.

Maximize Scannable Résumé Content

Use Key Words

Just as there are common search terms, and common words in relation to each position, job description, or description of duties, your scannable résumé needs to mirror these common terms. Use of nonstandard terms may not stand out, and your indication of “managed employees” may not get the same attention as the word “supervision” or “management.”

Follow Directions

If a job description uses specific terms, refers to computer programs, skills, or previous experience, make sure you incorporate that language in your scannable résumé. You know that when given a class assignment, you are expected to follow directions; similarly, the employer is looking for specific skills and experience. By mirroring the employer’s language and submitting your application documents in accord with their instructions, you convey a spirit of cooperation and an understanding of how to follow instructions.

Insert a Key Word Section

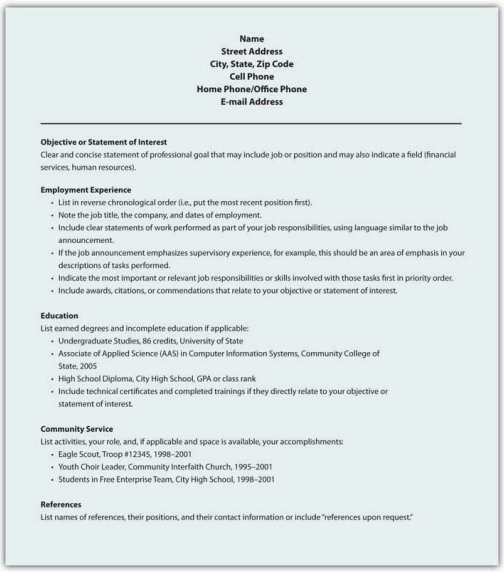
Consider a brief section that lists common words associated with the position as a skills summary: customer service, business communication, sales, or terms and acronyms common to the business or industry.

Make It Easy to Read

You need to make sure your résumé is easy to read by a computer, including a character recognition program. That means no italics, underlining, shading, boxes, or lines. Choose a sans serif (without serif, or decorative end) font like Arial or Tahoma that won’t be misread. Simple, clear fonts that demonstrate no points at which letters may appear to overlap will increase the probability of the computer getting it right the first time. In order for the computer to do this, you have to consider your audience—a computer program that will not be able to interpret your unusual font or odd word choice. A font size of eleven or twelve is easier to read for most people, and while the computer doesn’t care about font size, the smaller your font, the more likely the computer is to make the error of combining adjacent letters.

Printing, Packaging and Delivery

Use a laser printer to get crisp letter formation. Inkjet printers can have some “bleed” between characters that may make them overlap, and therefore be misunderstood. Folds can make it hard to scan your document. E-mail your résumé as an attachment if possible, but if a paper version is required, don’t fold it. Use a clean, white piece of paper with black ink; colors will only confuse the computer. Deliver the document in a nine-by-twelve-inch envelope, stiffened with a sheet of cardstock (heavy paper or cardboard) to help prevent damage to the document.



Name
Street Address
City, State, Zip Code
Cell Phone
Home Phone/Office Phone
E-mail Address

Objective or Statement of Interest
Clear and concise statement of professional goal that may include job or position and may also indicate a field (financial services, human resources).

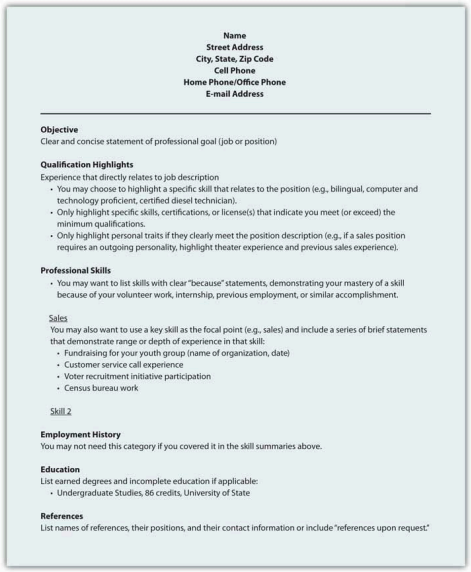
Employment Experience
- List in reverse chronological order (i.e., put the most recent position first).
- Note the job title, the company, and dates of employment.
- Include clear statements of work performed as part of your job responsibilities, using language similar to the job announcement.
- If the job announcement emphasizes supervisory experience, for example, this should be an area of emphasis in your descriptions of tasks performed.
- Indicate the most important or relevant job responsibilities or skills involved with those tasks first in priority order.
- Include awards, citations, or commendations that relate to your objective or statement of interest.

Education
List earned degrees and incomplete education if applicable:
- Undergraduate Studies, 86 credits, University of State
- Associate of Applied Science (AAS) in Computer Information Systems, Community College of State, 2005
- High School Diploma, City High School, GPA or class rank
- Include technical certificates and completed trainings if they directly relate to your objective or statement of interest.

Community Service
List activities, your role, and, if applicable and space is available, your accomplishments:
- Eagle Scout, Troop #12345, 1998–2001
- Youth Choir Leader, Community Interfaith Church, 1995–2001
- Students in Free Enterprise Team, City High School, 1998–2001

References
List names of references, their positions, and their contact information or include “references upon request.”

Figure 13.5.5: Sample Format for Chronological Résumé



Name
Street Address
City, State, Zip Code
Cell Phone
Home Phone/Office Phone
E-mail Address

Objective
Clear and concise statement of professional goal (job or position)

Qualification Highlights
Experience that directly relates to job description
- You may choose to highlight a specific skill that relates to the position (e.g., bilingual, computer and technology proficient, certified diesel technician).
- Only highlight specific skills, certifications, or license(s) that indicate you meet (or exceed) the minimum qualifications.
- Only highlight personal traits if they clearly meet the position description (e.g., if a sales position requires an outgoing personality, highlight theater experience and previous sales experience).

Professional Skills
- You may want to list skills with clear “because” statements, demonstrating your mastery of a skill because of your volunteer work, internship, previous employment, or similar accomplishment.

Sales
You may also want to use a key skill as the focal point (e.g., sales) and include a series of brief statements that demonstrate range or depth of experience in that skill:
- Fundraising for your youth group (name of organization, date)
- Customer service call experience
- Voter recruitment initiative participation
- Census bureau work

Skill 2

Employment History
You may not need this category if you covered it in the skill summaries above.

Education
List earned degrees and incomplete education if applicable:
- Undergraduate Studies, 86 credits, University of State

References
List names of references, their positions, and their contact information or include “references upon request.”

Figure 13.5.6: Sample Format for Functional Résumé



Name
Street Address
City, State, Zip Code
Cell Phone
Home Phone/Office Phone
E-mail Address

Objective
Clear and concise statement of professional goal (job or position)

Education
List earned degrees and incomplete education if applicable:

Bachelor of Science (BS) in Computer Information Systems
City State University, Hometown, State, June 2007

Associates of Applied Science (AAS) in Computer Information Systems
Community College of State, Hometown

Employment
Customer Service Representative, Quickcare Computer Repair
Hometown, State, August 2007–December 2007

List skills and certifications clearly:

Diagnostic Assessment
Computer Repair
Onsite Customer Service
Materials Handling
Computer Skills
Adobe Certified Associate ACA
Alcatel-Lucent Network Routing Specialist I NRS I
Certified Technical Trainer CTT+
Digital Home Technology Integrator DHTI+
Linux+
Network+
PDI+
Project+
Security+
Server+
Microsoft: MCTS, MCA

References
List names of references, their positions, and their contact information or include "references upon request."

Figure 13.5.7: Sample Format for Scannable Résumé

Key Takeaway

A résumé will represent your skills, education, and experience in your absence. Businesses increasingly scan résumés into searchable databases.

Exercises

1. Find a job announcement with specific duties that represents a job that you will be prepared for upon graduation. Choose a type of résumé and prepare your résumé to submit to the employer as a class assignment. Your instructor may also request a scannable version of your résumé.
2. Conduct an online search for a functional or chronological résumé. Please post and share with your classmates.
3. Conduct an online search for job advertisements that detail positions you would be interested in, and note the key job duties and position requirements. Please post one example and share with your classmates.
4. When is a second page of your résumé justified? Explain.
5. Conduct an online search for resources to help you prepare your own résumé. Please post one link and a brief review of the Web site, noting what features you found useful and at least one recommendation for improvement.

References

- Bennett, S. A. (2005). *The elements of résumé style: Essential rules and eye-opening advice for writing résumés and cover letters that work*. AMACOM.
- Simons, W., & Curtis, R. (2004). *The Résumé.com guide to writing unbeatable résumés*. New York, NY: McGraw-Hill.

This page titled 13.5: Résumé is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 9.5: Résumé by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

13.6: Sales Message

Learning Objectives

1. Discuss a basic sales message and identify its central purpose
2. Detail the main parts of a sales message and understand strategies for success

A sales message is the central persuasive message that intrigues, informs, persuades, calls to action, and closes the sale. Not every sales message will make a direct sale, but the goal remains. Whether your sales message is embedded in a letter, represented in a proposal, or broadcast across radio or television, the purpose stays the same.

Sales messages are often discussed in terms of reason versus emotion. Every message has elements of ethos, or credibility; pathos, or passion and enthusiasm; and logos, or logic and reason. If your sales message focuses exclusively on reason with cold, hard facts and nothing but the facts, you may appeal to some audience, but certainly not the majority. Buyers make purchase decisions on emotion as well as reason, and even if they have researched all the relevant facts about competing products, the decision may still come down to impulse, emotion, and desire. If your sales message focuses exclusively on emotion, with little or no substance, it may not be taken seriously. Finally, if your sales message does not appear to have credibility, the message will be dismissed. In the case of the sales message, you need to meet the audience's needs that vary greatly.

In general, appeals to emotion pique curiosity and get our attention, but some attention to reason and facts should also be included. That doesn't mean we need to spell out the technical manual on the product on the opening sale message, but basic information about design or features, in specific, concrete ways can help an audience make sense of your message and the product or service. Avoid using too many abstract terms or references, as not everyone will understand these. You want your sales message to do the work, not the audience.

Format for a Common Sales Message

A sales message has the five main parts of any persuasive message.

Table 13.6.1*: Five Main Parts of a Persuasive Message*

Attention Statement	Use humor, novelty, surprise, or the unusual to get attention.
Introduction	Build interest by appealing to common needs and wants, and include a purpose statement to set up expectations.
Body	Establish credibility, discuss attractive features, and compare with competitors, addressing concerns or potential questions before they are even considered.
Conclusion	Sum it up and offer solution steps or calls to action, motivating the audience to take the next step. The smaller the step, the more likely the audience will comply. Set up your audience for an effective closing.
Residual Message	Make the sale, make them remember you, and make sure your final words relate to the most important information, like a contact phone number.

Getting Attention

Your sales message will compete with hundreds of other messages and you want it to stand out (Price, D., 2005). One effective way to do that is to make sure your attention statement(s) and introduction clearly state how the reader or listener will benefit.

- Will the product or service save time or money?
- Will it make them look good?
- Will it entertain them?
- Will it satisfy them?

Regardless of the product or service, the audience is going to consider first what is in it for them. A benefit is what the buyer gains with the purchase and is central to your sales message. They may gain social status, popularity, sex appeal, or even reduce or eliminate something they don't want. Your sales message should clearly communicate the benefits of your product or service (Winston, W., and Granat, J., 1997).

Sales Message Strategies for Success

Your product or service may sell itself, but if you require a sales message, you may want to consider these strategies for success:

1. **Start with your greatest benefit**. Use it in the headline, subject line, caption, or attention statement. Audiences tend to remember the information from the beginning and end of a message, but have less recall about the middle points. Make your first step count by highlighting the best feature first.
2. **Take baby steps**. One thing at a time. Promote, inform, and persuade on one product or service at a time. You want to hear "yes" and make the associated sale, and if you confuse the audience with too much information, too many options, steps to consider, or related products or service, you are more likely to hear "no" as a defensive response as the buyer tries not to make a mistake. Avoid confusion and keep it simple.
3. **Know your audience**. The more background research you can do on your buyer, the better you can anticipate their specific wants and needs and individualize your sales message to meet them.
4. **Lead with emotion, follow with reason**. Gain the audience's attention with drama, humor, or novelty and follow with specific facts that establish your credibility, provide more information about the product or service, and lead to your call to action to make the sale.

These four steps can help improve your sales message, and your sales. Invest your time in planning and preparation, and consider the audience's needs as you prepare your sales message.



To: (Potential Customer)

From: Your friendly auto service provider

Subject: Time for an oil change? Save $10

Dear (potential customer's name spelled correctly):

We noticed it has been over three months since your last oil change with us. This is a friendly reminder that when you take care of your car, it takes care of you. We'd like to offer you $10 off your next oil and filter change this month. Please e-mail, call, or stop by, and we'll help you keep your car in excellent health.

Sincerely,

Molly Mechanic, General Manager

Auto Doctors, 555 S. Main Street, City, ST 12345

555-123-4567

Figure 13.6.1: Sample E-mail Sales Message

Key Takeaway

A sales message combines emotion and reason, and reinforces credibility, to create interest in a product or service that leads to a sale.

Exercises

1. Create your own e-mail sales message in a hundred words or less. Share it with the class.
2. Identify one sales message you consider to be effective. Share it with classmates and discuss why you perceive it to be effective.

3. Please consider one purchase you made recently. What motivated you to buy and why did you choose to complete the purchase? Share the results with your classmates.
4. Are you more motivated by emotion or reason? Ask ten friends that question and post your results.

References

- Price, D. (2005, October 30). *How to communicate your sales message so buyers take action now!* Retrieved June 14, 2009, from ezinearticles.com: http://ezinearticles.com/?How-To-Communicate-Your-Sales-Message-So-Buyers-Take-Action-Now!&id=89569.
- Winston, W., & Granat, J. (1997). *Persuasive advertising for entrepreneurs and small business owners: How to create more effective sales messages*. New York, NY: Routledge.

This page titled 13.6: Sales Message is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 9.6: Sales Message by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

13.7: Additional Resources

Visit NetLingo for some common texting abbreviations. http://www.netlingo.com/acronyms.php

The Online Writing Lab (OWL) at Purdue University includes an area on e-mail etiquette. http://owl.english.purdue.edu/owl/resource/636/01

Shea's Netiquette online is another useful source. http://www.albion.com/netiquette/book/index.html

The *New York Times* blog "Gadgetwise: Getting Smart About Personal Technology" discusses an ever-changing variety of questions related to netiquette. http://gadgetwise.blogs.nytimes.com

The OWL at Purdue also includes pages on memo writing and a sample memo. http://owl.english.purdue.edu/owl/resource/590/01; http://owl.english.purdue.edu/owl/resource/590/04

For 642 sample letters, from cover letters to complaints, go to this site. www.4hb.com/letters

Visit this Negotiations.com page for information on writing a request for proposal, quotation, and information. http://www.negotiations.com/articles/procurement-terms

Visit this site for additional proposal writing tips. www.4hb.com/0350tipwritebizproposal.html

TechSoup offers a sample Request for Proposal. http://www.techsoup.org/support/articles-and-how-tos/rfp-library

Your online profile counts as much as your résumé. http://www.npr.org/templates/story/story.php?storyId=105483848&sc=nl&cc=es-20090628

Read a *Forbes* article on "Ten Ways to Torpedo Your Sales Pitch." http://www.forbes.com/2007/08/01/microsoft-ebay-symantec-ent-sales-cx_mf_0801byb07_torpedo.html

Direct mail and other sales copy written by Susanna Hutcheson. http://www.powerwriting.com/port.html

Visit this site for tips on how to write a public service announcement (PSA). www.essortment.com/tips-write-public-service-announcement-34787.html

The National Institute of Justice provides guidelines on writing a PSA. www.nij.gov/topics/courts/restorative-justice/marketing-media/pages/psa.aspx

The AdCouncil provides a range of examples. http://www.adcouncil.org/Our-Campaigns

This page titled 13.7: Additional Resources is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

- 9.7: Additional Resources by Anonymous is licensed CC BY-NC-SA 3.0. Original source: https://2012books.lardbucket.org/books/communication-for-business-success/.

CHAPTER 14: APA AND MLA DOCUMENTATION AND FORMATTING

14.1: Formatting a Research Paper
14.2: Citing and Referencing Techniques
14.3: Creating a References Section (Part 1)
14.4: Creating a References Section (Part 2)
14.5: Using Modern Language Association (MLA) Style
14.E: APA and MLA Documentation and Formatting (Exercises)

This page titled Chapter 14: APA and MLA Documentation and Formatting is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

14.1: Formatting a Research Paper

Learning Objectives

- Identify the major components of a research paper written using American Psychological Association (APA) style.
- Apply general APA style and formatting conventions in a research paper.

In this chapter, you will learn how to use APA style, the documentation and formatting style followed by the American Psychological Association, as well as MLA style, from the Modern Language Association. There are a few major formatting styles used in academic texts, including AMA, Chicago, and Turabian:

- AMA (American Medical Association) for medicine, health, and biological sciences
- APA (American Psychological Association) for education, psychology, and the social sciences
- Chicago—a common style used in everyday publications like magazines, newspapers, and books
- MLA (Modern Language Association) for English, literature, arts, and humanities
- Turabian—another common style designed for its universal application across all subjects and disciplines

While all the formatting and citation styles have their own use and applications, in this chapter we focus our attention on the two styles you are most likely to use in your academic studies: APA and MLA.

If you find that the rules of proper source documentation are difficult to keep straight, you are not alone. Writing a good research paper is, in and of itself, a major intellectual challenge. Having to follow detailed citation and formatting guidelines as well may seem like just one more task to add to an already-too-long list of requirements.

Following these guidelines, however, serves several important purposes. First, it signals to your readers that your paper should be taken seriously as a student's contribution to a given academic or professional field; it is the literary equivalent of wearing a tailored suit to a job interview. Second, it shows that you respect other people's work enough to give them proper credit for it. Finally, it helps your reader find additional materials if he or she wishes to learn more about your topic.

Furthermore, producing a letter-perfect APA-style paper need not be burdensome. Yes, it requires careful attention to detail. However, you can simplify the process if you keep these broad guidelines in mind:

- **Work ahead whenever you can.** Chapter 11 includes tips for keeping track of your sources early in the research process, which will save time later on.
- **Get it right the first time.** Apply APA guidelines as you write, so you will not have much to correct during the editing stage. Again, putting in a little extra time early on can save time later.
- **Use the resources available to you.** In addition to the guidelines provided in this chapter, you may wish to consult the APA website at http://www.apa.org or the Purdue University Online Writing lab at http://owl.english.purdue.edu, which regularly updates its online style guidelines.

General Formatting Guidelines

This chapter provides detailed guidelines for using the citation and formatting conventions developed by the American Psychological Association, or APA. Writers in disciplines as diverse as astrophysics, biology, psychology, and education follow APA style. The major components of a paper written in APA style are listed in the following box.

These are the major components of an APA-style paper:

1. Title page
2. Abstract
3. Body, which includes the following:
    - Headings and, if necessary, subheadings to organize the content
    - In-text citations of research sources
4. References page

All these components must be saved in one document, not as separate documents.

Title Page

The title page of your paper includes the following information:

- Title of the paper
- Author's name
- Name of the institution with which the author is affiliated
- Header at the top of the page with the paper title (in capital letters) and the page number (If the title is lengthy, you may use a shortened form of it in the header.)

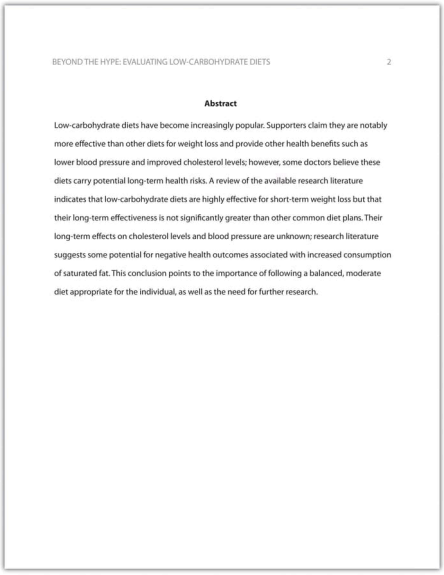
List the first three elements in the order given in the previous list, centered about one third of the way down from the top of the page. Use the headers and footers tool of your word-processing program to add the header, with the title text at the left and the page number in the upper-right corner. Your title page should look like the following example.



Abstract

The next page of your paper provides an abstract, or brief summary of your findings. An abstract does not need to be provided in every paper, but an abstract should be used in papers that include a hypothesis. A good abstract is concise—about one hundred to one hundred fifty words—and is written in an objective, impersonal style. Your writing voice will not be as apparent here as in the body of your paper. When writing the abstract, take a just-the-facts approach, and summarize your research question and your findings in a few sentences.

In Chapter 12, you read a paper written by a student named Jorge, who researched the effectiveness of low-carbohydrate diets. Read Jorge's abstract. Note how it sums up the major ideas in his paper without going into excessive detail.



BEYOND THE HYPE: EVALUATING LOW-CARBOHYDRATE DIETS 2

Abstract

Low-carbohydrate diets have become increasingly popular. Supporters claim they are notably more effective than other diets for weight loss and provide other health benefits such as lower blood pressure and improved cholesterol levels; however, some doctors believe these diets carry potential long-term health risks. A review of the available research literature indicates that low-carbohydrate diets are highly effective for short-term weight loss but that their long-term effectiveness is not significantly greater than other common diet plans. Their long-term effects on cholesterol levels and blood pressure are unknown; research literature suggests some potential for negative health outcomes associated with increased consumption of saturated fat. This conclusion points to the importance of following a balanced, moderate diet appropriate for the individual, as well as the need for further research.

Exercise 14.1.1

Write an abstract summarizing your paper. Briefly introduce the topic, state your findings, and sum up what conclusions you can draw from your research. Use the word count feature of your word-processing program to make sure your abstract does not exceed one hundred fifty words.

Tip

Depending on your field of study, you may sometimes write research papers that present extensive primary research, such as your own experiment or survey. In your abstract, summarize your research question and your findings, and briefly indicate how your study relates to prior research in the field.

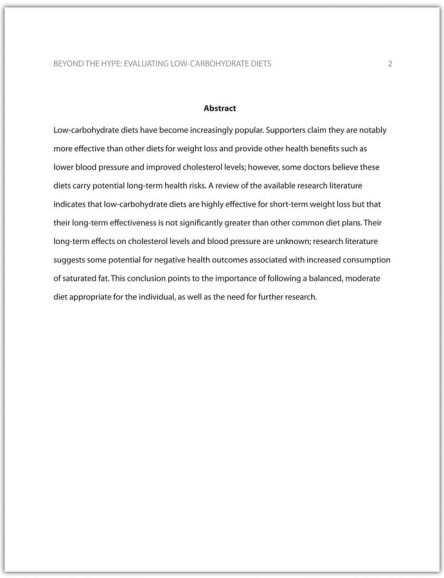
Margins, Pagination, and Headings

APA style requirements also address specific formatting concerns, such as margins, pagination, and heading styles, within the body of the paper. Review the following APA guidelines.

Use these general guidelines to format the paper:

1. Set the top, bottom, and side margins of your paper at 1 inch.
2. Use double-spaced text throughout your paper.
3. Use a standard font, such as Times New Roman or Arial, in a legible size (10- to 12-point).
4. Use continuous pagination throughout the paper, including the title page and the references section. Page numbers appear flush right within your header.
5. Section headings and subsection headings within the body of your paper use different types of formatting depending on the level of information you are presenting. Additional details from Jorge's paper are provided.





Exercise 14.1.2

Begin formatting the final draft of your paper according to APA guidelines. You may work with an existing document or set up a new document if you choose. Include the following:

- Your title page
- The abstract you created in Exercise 1
- Correct headers and page numbers for your title page and abstract

Headings

APA style uses section headings to organize information, making it easy for the reader to follow the writer's train of thought and to know immediately what major topics are covered. Depending on the length and complexity of the paper, its major sections may also be divided into subsections, sub-subsections, and so on. These smaller sections, in turn, use different heading styles to indicate different levels of information. In essence, you are using headings to create a hierarchy of information.

The following heading styles used in APA formatting are listed in order of greatest to least importance:

1. Section headings use centered, boldface type. Headings use title case, with important words in the heading capitalized.
2. Subsection headings use left-aligned, boldface type. Headings use title case.
3. The third level uses left-aligned, indented, boldface type. Headings use a capital letter only for the first word, and they end in a period.
4. The fourth level follows the same style used for the previous level, but the headings are boldfaced and italicized.
5. The fifth level follows the same style used for the previous level, but the headings are italicized and **not** boldfaced.

Visually, the hierarchy of information is organized as indicated in Table 13.1 “Section Headings”.

Table 13.1 - Section Headings

Level of Information	Text Example
Level 1	**Heart Disease**
Level 2	**Lifestyle Factors That Reduce Heart Disease Risk**
Level 3	**Exercising regularly.**
Level 4	*Aerobic exercise.*
Level 5	*Country line dancing.*

A college research paper may not use all the heading levels shown in Table 13.1 “Section Headings”, but you are likely to encounter them in academic journal articles that use APA style. For a brief paper, you may find that level 1 headings suffice. Longer or more complex papers may need level 2 headings or other lower-level headings to organize information clearly. Use your outline to craft your major section headings and determine whether any subtopics are substantial enough to require additional levels of headings.

Exercise 14.1.3

Working with the document you developed in Note 13.11 “Exercise 2”, begin setting up the heading structure of the final draft of your research paper according to APA guidelines. Include your title and at least two to three major section headings, and follow the formatting guidelines provided above. If your major sections should be broken into subsections, add those headings as well. Use your outline to help you.

Because Jorge used only level 1 headings, his Exercise 3 would look like the following:

Level of Information	Text Example
Level 1	**Purported Benefits of Low-Carbohydrate Diets**
Level 1	**Research on Low-Carbohydrate Diets and Weight Loss**
Level 1	**Other Long-Term Health Outcomes**
Level 1	**Conclusion**

Citation Guidelines

In-Text Citations

Throughout the body of your paper, include a citation whenever you quote or paraphrase material from your research sources. As you learned in Chapter 11, the purpose of citations is twofold: to give credit to others for their ideas and to allow your reader to follow up and learn more about the topic if desired. Your in-text citations provide basic information about your source; each source you cite will have a longer entry in the references section that provides more detailed information.

In-text citations must provide the name of the author or authors and the year the source was published. (When a given source does not list an individual author, you may provide the source title or the name of the organization that published the material instead.) When directly quoting a source, it is also required that you include the page number where the quote appears in your citation.

This information may be included within the sentence or in a parenthetical reference at the end of the sentence, as in these examples.

Epstein (2010) points out that "junk food cannot be considered addictive in the same way that we think of psychoactive drugs as addictive" (p. 137).

Here, the writer names the source author when introducing the quote and provides the publication date in parentheses after the author's name. The page number appears in parentheses **after** the closing quotation marks and **before** the period that ends the sentence.

Addiction researchers caution that "junk food cannot be considered addictive in the same way that we think of psychoactive drugs as addictive" (Epstein, 2010, p. 137).

Here, the writer provides a parenthetical citation at the end of the sentence that includes the author's name, the year of publication, and the page number separated by commas. Again, the parenthetical citation is placed **after** the closing quotation marks and **before** the period at the end of the sentence.

As noted in the book *Junk Food, Junk Science* (Epstein, 2010, p. 137), "junk food cannot be considered addictive in the same way that we think of psychoactive drugs as addictive."

Here, the writer chose to mention the source title in the sentence (an optional piece of information to include) and followed the title with a parenthetical citation. Note that the parenthetical citation is placed **before** the comma that signals the end of the introductory phrase.

David Epstein's book *Junk Food, Junk Science* (2010) pointed out that "junk food cannot be considered addictive in the same way that we think of psychoactive drugs as addictive" (p. 137).

Another variation is to introduce the author and the source title in your sentence and include the publication date and page number in parentheses within the sentence or at the end of the sentence. As long as you have included the essential information, you can choose the option that works best for that particular sentence and source.

Citing a book with a single author is usually a straightforward task. Of course, your research may require that you cite many other types of sources, such as books or articles with more than one author or sources with no individual author listed. You may also need to cite sources available in both print and online and nonprint sources, such as websites and personal interviews. Section 13.2 and Section 13.3 provide extensive guidelines for citing a variety of source types.

writing at work

APA is just one of several different styles with its own guidelines for documentation, formatting, and language usage. Depending on your field of interest, you may be exposed to additional styles, such as the following:

- **MLA style.** Determined by the Modern Languages Association and used for papers in literature, languages, and other disciplines in the humanities.
- **Chicago style.** Outlined in the *Chicago Manual of Style* and sometimes used for papers in the humanities and the sciences; many professional organizations use this style for publications as well.
- **Associated Press (AP) style.** Used by professional journalists.

References List

The brief citations included in the body of your paper correspond to the more detailed citations provided at the end of the paper in the references section. In-text citations provide basic information—the author's name, the publication date, and the page number if necessary—while the references section provides more extensive bibliographical information. Again, this information

allows your reader to follow up on the sources you cited and do additional reading about the topic if desired.

The specific format of entries in the list of references varies slightly for different source types, but the entries generally include the following information:

- The name(s) of the author(s) or institution that wrote the source
- The year of publication and, where applicable, the exact date of publication
- The full title of the source
- For books, the city of publication
- For articles or essays, the name of the periodical or book in which the article or essay appears
- For magazine and journal articles, the volume number, issue number, and pages where the article appears
- For sources on the web, the URL where the source is located

The references page is double spaced and lists entries in alphabetical order by the author's last name. If an entry continues for more than one line, the second line and each subsequent line are indented five spaces. Review the following example. (Section 13.3 provides extensive guidelines for formatting reference entries for different types of sources.)



BEYOND THE HYPE: EVALUATING LOW-CARBOHYDRATE DIETS 11

the way. In The Nutrition Source. Retrieved from http://www.hsph.harvard.edu/nutritionsource/what-should-you-eat/carbohydrates-full-story/index.html#good-carbs-not-no-carbs

HealthDay. (2010). *Low-fat diets beat low-carb regimen long term*. http://www.nlm.nih.gov/medlineplus/news/fullstory_95861.html

Hirsch, J. (2004). The low-carb evolution: Be reactive with low-carb products but proactive with nutrition. *Nutraceuticals World*. Retrved from http://www.nutraceuticalsworld.com/contents/view/13321

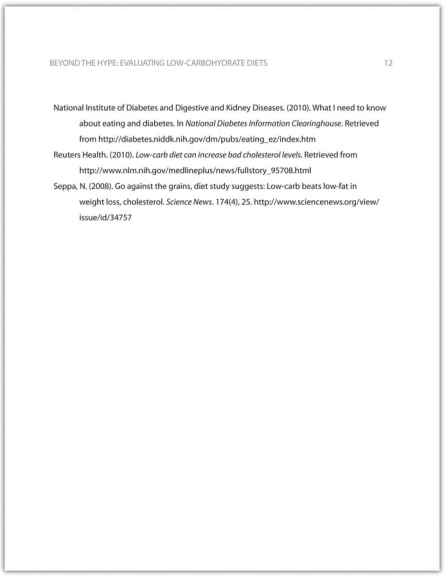
Mayo Foundation for Medical Education and Research (MFMER). (2010). Weight-loss options: 6 common diet plans. http://www.mayoclinic.com/print/weight-loss/NU00616/METHOD=print

McMillan-Price, J., Petocz, P., Atkinson, F., O'Neill, K., Samman, S., Steinbeck, K.…Brand-Miller, J. (2006, July). Comparison of 4 diets of varying glycemic load on weight loss and cardiovascular risk reduction in overweight and obese young adults: A randomized controlled trial. *Archives of Internal Medicine, 166*(14), 1466–1475. Retrieved from http://archinte.ama-assn.org/cgi/content/full/166/14/1466

National Institute of Diabetes and Digestive and Kidney Diseases. (2010). What I need to know about eating and diabetes. In *National Diabetes Information Clearinghouse*. Retrieved from http://diabetes.niddk.nih.gov/dm/pubs/eating_ez/index.htm

Reuters Health. (2010). *Low-carb diet can increase bad cholesterol levels*. Retrieved from http://www.nlm.nih.gov/medlineplus/news/fullstory_95708.html

Seppa, N. (2008). Go against the grains, diet study suggests: Low-carb beats low-fat in weight loss, cholesterol. *Science News, 174*(4), 25. http://www.sciencenews.org/view/issue/id/34757



BEYOND THE HYPE: EVALUATING LOW-CARBOHYDRATE DIETS 12

National Institute of Diabetes and Digestive and Kidney Diseases. (2010). What I need to know about eating and diabetes. In *National Diabetes Information Clearinghouse*. Retrieved from http://diabetes.niddk.nih.gov/dm/pubs/eating_ez/index.htm

Reuters Health. (2010). *Low-carb diet can increase bad cholesterol levels*. Retrieved from http://www.nlm.nih.gov/medlineplus/news/fullstory_95708.html

Seppa, N. (2008). Go against the grains, diet study suggests: Low-carb beats low-fat in weight loss, cholesterol. *Science News*. 174(4), 25. http://www.sciencenews.org/view/issue/id/34757

Tip

In APA style, book and article titles are formatted in sentence case, not title case. Sentence case means that only the first word is capitalized, along with any proper nouns.

Key Takeaways

- Following proper citation and formatting guidelines helps writers ensure that their work will be taken seriously, give proper credit to other authors for their work, and provide valuable information to readers.
- Working ahead and taking care to cite sources correctly the first time are ways writers can save time during the editing stage of writing a research paper.
- APA papers usually include an abstract that concisely summarizes the paper.
- APA papers use a specific headings structure to provide a clear hierarchy of information.
- In APA papers, in-text citations usually include the name(s) of the author(s) and the year of publication.
- In-text citations correspond to entries in the references section, which provide detailed bibliographical information about a source.

This page titled 14.1: Formatting a Research Paper is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

14.2: Citing and Referencing Techniques

Learning Objectives

- Apply American Psychological Association (APA) style formatting guidelines for citations.

This section covers the nitty-gritty details of in-text citations. You will learn how to format citations for different types of source materials, whether you are citing brief quotations, paraphrasing ideas, or quoting longer passages. You will also learn techniques you can use to introduce quoted and paraphrased material effectively. Keep this section handy as a reference to consult while writing the body of your paper.

Formatting Cited Material: The Basics

As noted in previous sections of this book, in-text citations usually provide the name of the author(s) and the year the source was published. For direct quotations, the page number must also be included. Use past-tense verbs when introducing a quote—"Smith found..." and not "Smith finds...."

Formatting Brief Quotations

For brief quotations—fewer than forty words—use quotation marks to indicate where the quoted material begins and ends, and cite the name of the author(s), the year of publication, and the page number where the quotation appears in your source. Remember to include commas to separate elements within the parenthetical citation. Also, avoid redundancy. If you name the author(s) in your sentence, do not repeat the name(s) in your parenthetical citation. Review following the examples of different ways to cite direct quotations.

Chang (2008) emphasized that "engaging in weight-bearing exercise consistently is one of the single best things women can do to maintain good health" (p. 49).

The author's name can be included in the body of the sentence or in the parenthetical citation. Note that when a parenthetical citation appears at the end of the sentence, it comes **after** the closing quotation marks and **before** the period. The elements within parentheses are separated by commas.

- *Weight Training for Women* (Chang, 2008) claimed that "engaging in weight-bearing exercise consistently is one of the single best things women can do to maintain good health" (p. 49).
- *Weight Training for Women* claimed that "engaging in weight-bearing exercise consistently is one of the single best things women can do to maintain good health" (Chang, 2008, p. 49).

Including the title of a source is optional.

In Chang's 2008 text *Weight Training for Women*, she asserts, "Engaging in weight-bearing exercise is one of the single best things women can do to maintain good health" (p. 49).

The author's name, the date, and the title may appear in the body of the text. Include the page number in the parenthetical citation. Also, notice the use of the verb *asserts* to introduce the direct quotation.

"Engaging in weight-bearing exercise," Chang asserts, "is one of the single best things women can do to maintain good health" (2008, p. 49).

You may begin a sentence with the direct quotation and add the author's name and a strong verb before continuing the quotation.

Formatting Paraphrased and Summarized Material

When you paraphrase or summarize ideas from a source, you follow the same guidelines previously provided, except that you are not required to provide the page number where the ideas are located. If you are summing up the main findings of a research article, simply providing the author's name and publication year may suffice, but if you are paraphrasing a more specific idea, consider including the page number.

Read the following examples.

> Chang (2008) pointed out that weight-bearing exercise has many potential benefits for women.

Here, the writer is summarizing a major idea that recurs throughout the source material. No page reference is needed.

> Chang (2008) found that weight-bearing exercise could help women maintain or even increase bone density through middle age and beyond, reducing the likelihood that they will develop osteoporosis in later life (p. 86).

Although the writer is not directly quoting the source, this passage paraphrases a specific detail, so the writer chose to include the page number where the information is located.

Tip

Although APA style guidelines do not require writers to provide page numbers for material that is not directly quoted, your instructor may wish you to do so when possible.

Check with your instructor about his or her preferences.

Formatting Longer Quotations

When you quote a longer passage from a source—forty words or more—use a different format to set off the quoted material. Instead of using quotation marks, create a block quotation by starting the quotation on a new line and indented five spaces from the margin. Note that in this case, the parenthetical citation comes **after** the period that ends the sentence. Here is an example:

> In recent years, many writers within the fitness industry have emphasized the ways in which women can benefit from weight-bearing exercise, such as weightlifting, karate, dancing, stair climbing, hiking, and jogging. Chang (2008) found that engaging in weight-bearing exercise regularly significantly reduces women's risk of developing osteoporosis. Additionally, these exercises help women maintain muscle mass and overall strength, and many common forms of weight-bearing exercise, such as brisk walking or stair climbing, also provide noticeable cardiovascular benefits. (p. 93)

Exercise 14.2.1

Review the places in your paper where you cited, quoted, and paraphrased material from a source with a single author. Edit your citations to ensure that

- each citation includes the author's name, the date of publication, and, where appropriate, a page reference;
- parenthetical citations are correctly formatted;
- longer quotations use the block-quotation format.

If you are quoting a passage that continues into a second paragraph, indent five spaces again in the first line of the second paragraph. Here is an example:

In recent years, many writers within the fitness industry have emphasized the ways in which women can benefit from weight-bearing exercise, such as weightlifting, karate, dancing, stair climbing, hiking, and jogging. Chang (2008) found that engaging in weight-bearing exercise regularly significantly reduces women's risk of developing osteoporosis. Additionally, these exercises help women maintain muscle mass and overall strength, and many common forms of weight-bearing exercise, such as brisk walking or stair climbing, also provide noticeable cardiovascular benefits.

It is important to note that swimming cannot be considered a weight-bearing exercise, since the water supports and cushions the swimmer. That doesn't mean swimming isn't great exercise, but it should be considered one part of an integrated fitness program. (p. 93)

Tip

Be wary of quoting from sources at length. Remember, your ideas should drive the paper, and quotations should be used to support and enhance your points. Make sure any lengthy quotations that you include serve a clear purpose. Generally, no more than 10–15 percent of a paper should consist of quoted material.

Introducing Cited Material Effectively

Including an introductory phrase in your text, such as "Jackson wrote" or "Copeland found," often helps you integrate source material smoothly. This citation technique also helps convey that you are actively engaged with your source material. Unfortunately, during the process of writing your research paper, it is easy to fall into a rut and use the same few dull verbs repeatedly, such as "Jones said," "Smith stated," and so on.

Punch up your writing by using strong verbs that help your reader understand how the source material presents ideas. There is a world of difference between an author who "suggests" and one who "claims," one who "questions" and one who "criticizes." You do not need to consult your thesaurus every time you cite a source, but do think about which verbs will accurately represent the ideas and make your writing more engaging. The following chart shows some possibilities.

Strong Verbs for Introducing Cited Material		
ask	suggest	question
explain	assert	claim
recommend	compare	contrast
propose	hypothesize	believe
insist	argue	find
determine	measure	assess
evaluate	conclude	study
warn	point out	sum up

Exercise 14.2.2

Review the citations in your paper once again. This time, look for places where you introduced source material using a signal phrase in your sentence.

1. Highlight the verbs used in your signal phrases, and make note of any that seem to be overused throughout the paper.
2. Identify at least three places where a stronger verb could be used.
3. Make the edits to your draft.

writing at work

It is important to accurately represent a colleague's ideas or communications in the workplace. When writing professional or academic papers, be mindful of how the words you use to describe someone's tone or ideas carry certain connotations. Do not say a source *argues* a particular point unless an argument is, in fact, presented. Use lively language, but avoid language that is emotionally charged. Doing so will ensure you have represented your colleague's words in an authentic and accurate way.

Formatting In-Text Citations for Other Source Types

These sections discuss the correct format for various types of in-text citations. Read them through quickly to get a sense of what is covered, and then refer to them again as needed.

Print Sources

This section covers books, articles, and other print sources with one or more authors.

A Work by One Author

For a print work with one author, follow the guidelines provided in Section 13.1. Always include the author's name and year of publication. Include a page reference whenever you quote a source directly. (See also the guidelines presented earlier in this chapter about when to include a page reference for paraphrased material.)

- Chang (2008) emphasized that "engaging in weight-bearing exercise consistently is one of the single best things women can do to maintain good health" (p. 49).
- Chang (2008) pointed out that weight-bearing exercise has many potential benefits for women.

Two or More Works by the Same Author

At times, your research may include multiple works by the same author. If the works were published in different years, a standard in-text citation will serve to distinguish them. If you are citing multiple works by the same author published in the same year, include a lowercase letter immediately after the year. Rank the sources in the order they appear in your references section. The source listed first includes an *a* after the year, the source listed second includes a *b*, and so on.

> Rodriguez (2009a) criticized the nutrition-supplement industry for making unsubstantiated and sometimes misleading claims about the benefits of taking supplements. Additionally, he warned that consumers frequently do not realize the potential harmful effects of some popular supplements (Rodriguez, 2009b).

Tip

If you have not yet created your references section, you may not be sure which source will appear first. See Section 13.3 for guidelines—or assign each source a temporary code and highlight the in-text citations so you remember to double-check them later on.

Works by Authors with the Same Last Name

If you are citing works by different authors with the same last name, include each author's initials in your citation, whether you mention them in the text or in parentheses. Do so even if the publication years are different.

- J. S. Williams (2007) believes nutritional supplements can be a useful part of some diet and fitness regimens. C. D. Williams

(2008), however, believes these supplements are overrated.
- According to two leading researchers, the rate of childhood obesity exceeds the rate of adult obesity (K. Connelley, 2010; O. Connelley, 2010).
- Studies from both A. Wright (2007) and C. A. Wright (2008) confirm the benefits of diet and exercise on weight loss.

A Work by Two Authors

When two authors are listed for a given work, include both authors' names each time you cite the work. If you are citing their names in parentheses, use an ampersand (&) between them. (Use the word *and*, however, if the names appear in your sentence.)

- As Garrison and Gould (2010) pointed out, "It is never too late to quit smoking. The health risks associated with this habit begin to decrease soon after a smoker quits" (p. 101).
- As doctors continue to point out, "It is never too late to quit smoking. The health risks associated with this habit begin to decrease soon after a smoker quits" (Garrison & Gould, 2010, p. 101).

A Work by Three to Five Authors

If the work you are citing has three to five authors, list all the authors' names the first time you cite the source. In subsequent citations, use the first author's name followed by the abbreviation et al. (*Et al.* is short for *et alia*, the Latin phrase for "and others.")

- Henderson, Davidian, and Degler (2010) surveyed 350 smokers aged 18 to 30.
- One survey, conducted among 350 smokers aged 18 to 30, included a detailed questionnaire about participants' motivations for smoking (Henderson, Davidian, & Degler, 2010).

Note that these examples follow the same ampersand conventions as sources with two authors. Again, use the ampersand only when listing authors' names in parentheses.

- As Henderson et al. (2010) found, some young people, particularly young women, use smoking as a means of appetite suppression.
- Disturbingly, some young women use smoking as a means of appetite suppression (Henderson et al., 2010).

Note how the phrase *et al.* is punctuated. No period comes after *et*, but *al.* gets a period because it is an abbreviation for a longer Latin word. In parenthetical references, include a comma after *et al.* but not before. Remember this rule by mentally translating the citation to English: "Henderson and others, 2010."

A Work by Six or More Authors

If the work you are citing has six or more authors, list only the first author's name, followed by *et al.*, in your in-text citations. The other authors' names will be listed in your references section.

Researchers have found that outreach work with young people has helped reduce tobacco use in some communities (Costello et al., 2007).

A Work Authored by an Organization

When citing a work that has no individual author(s) but is published by an organization, use the organization's name in place of the author's name. Lengthy organization names with well-known abbreviations can be abbreviated. In your first citation, use the full name, followed by the abbreviation in square brackets. Subsequent citations may use the abbreviation only.

- It is possible for a patient to have a small stroke without even realizing it (American Heart Association [AHA], 2010).
- Another cause for concern is that even if patients realize that they have had a stroke and need medical attention, they may not know which nearby facilities are best equipped to treat them (AHA, 2010).

Exercise 14.2.3

1. Review the places in your paper where you cited material from a source with multiple authors or with an organization as the author. Edit your citations to ensure that each citation follows APA guidelines for the inclusion of the authors' names, the use of ampersands and *et al*., the date of publication, and, where appropriate, a page reference.
2. Mark any additional citations within your paper that you are not sure how to format based on the guidelines provided so far. You will revisit these citations after reading the next few sections.

A Work with No Listed Author

If no author is listed and the source cannot be attributed to an organization, use the title in place of the author's name. You may use the full title in your sentence or use the first few words—enough to convey the key ideas—in a parenthetical reference. Follow standard conventions for using italics or quotations marks with titles:

- Use italics for titles of books or reports.
- Use quotation marks for titles of articles or chapters.
- "Living With Diabetes: Managing Your Health" (2009) recommends regular exercise for patients with diabetes.
- Regular exercise can benefit patients with diabetes ("Living with Diabetes," 2009).
- Rosenhan (1973) had mentally healthy study participants claim to be experiencing hallucinations so they would be admitted to psychiatric hospitals.

A Work Cited within Another Work

To cite a source that is referred to within another secondary source, name the first source in your sentence. Then, in parentheses, use the phrase *as cited in* and the name of the second source author.

> Rosenhan's study "On Being Sane in Insane Places" (as cited in Spitzer, 1975) found that psychiatrists diagnosed schizophrenia in people who claimed to be experiencing hallucinations and sought treatment—even though these patients were, in fact, imposters.

Two or More Works Cited in One Reference

At times, you may provide more than one citation in a parenthetical reference, such as when you are discussing related works or studies with similar results. List the citations in the same order they appear in your references section, and separate the citations with a semicolon.

> Some researchers have found serious flaws in the way Rosenhan's study was conducted (Dawes, 2001; Spitzer, 1975).

Both of these researchers authored works that support the point being made in this sentence, so it makes sense to include both in the same citation.

A Famous Text Published in Multiple Editions

In some cases, you may need to cite an extremely well-known work that has been repeatedly republished or translated. Many works of literature and sacred texts, as well as some classic nonfiction texts, fall into this category. For these works, the original date of publication may be unavailable. If so, include the year of publication or translation for your edition. Refer to specific parts or chapters if you need to cite a specific section. Discuss with your instructor whether he or she would like you to cite page numbers in this particular instance.

> In *New Introductory Lectures on Psycho-Analysis*, Freud explains that the "manifest content" of a dream—what literally takes place—is separate from its "latent content," or hidden meaning (trans. 1965, lecture XXIX).

Here, the student is citing a classic work of psychology, originally written in German and later translated to English. Since the book is a collection of Freud's lectures, the student cites the lecture number rather than a page number.

An Introduction, Foreword, Preface, or Afterword

To cite an introduction, foreword, preface, or afterword, cite the author of the material and the year, following the same format used for other print materials.

Electronic Sources

Whenever possible, cite electronic sources as you would print sources, using the author, the date, and where appropriate, a page number. For some types of electronic sources—for instance, many online articles—this information is easily available. Other times, however, you will need to vary the format to reflect the differences in online media.

Online Sources without Page Numbers

If an online source has no page numbers but you want to refer to a specific portion of the source, try to locate other information you can use to direct your reader to the information cited. Some websites number paragraphs within published articles; if so, include the paragraph number in your citation. Precede the paragraph number with the abbreviation for the word *paragraph* and the number of the paragraph (e.g., para. 4).

> As researchers have explained, "Incorporating fresh fruits and vegetables into one's diet can be a challenge for residents of areas where there are few or no easily accessible supermarkets" (Smith & Jones, 2006, para. 4).

Even if a source does not have numbered paragraphs, it is likely to have headings that organize the content. In your citation, name the section where your cited information appears, followed by a paragraph number.

The American Lung Association (2010) noted, "After smoking, radon exposure is the second most common cause of lung cancer" (What Causes Lung Cancer? section, para. 2).

This student cited the appropriate section heading within the website and then counted to find the specific paragraph where the cited information was located.

If an online source has no listed author and no date, use the source title and the abbreviation *n.d.*in your parenthetical reference.

It has been suggested that electromagnetic radiation from cellular telephones may pose a risk for developing certain cancers ("Cell Phones and Cancer," n.d.).

Personal Communication

For personal communications, such as interviews, letters, and e-mails, cite the name of the person involved, clarify that the material is from a personal communication, and provide the specific date the communication took place. Note that while in-text citations correspond to entries in the references section, personal communications are an exception to this rule. They are cited only in the body text of your paper.

J. H. Yardley, M.D., believes that available information on the relationship between cell phone use and cancer is inconclusive (personal communication, May 1, 2009).

writing at work

At work, you may sometimes share information resources with your colleagues by photocopying an interesting article or forwarding the URL of a useful website. Your goal in these situations and in formal research citations is the same. The goal is to provide enough information to help your professional peers locate and follow up on potentially useful information. Provide as much specific information as possible to achieve that goal, and consult with your professor as to what specific style he or she may prefer.

Exercise 14.2.4

Revisit the problem citations you identified in Exercise 3—for instance, sources with no listed author or other oddities. Review the guidelines provided in this section and edit your citations for these kinds of sources according to APA guidelines.

Key Takeaways

- In APA papers, in-text citations include the name of the author(s) and the year of publication whenever possible.
- Page numbers are always included when citing quotations. It is optional to include page numbers when citing paraphrased material; however, this should be done when citing a specific portion of a work.
- When citing online sources, provide the same information used for print sources if it is available.
- When a source does not provide information that usually appears in a citation, in-text citations should provide readers with alternative information that would help them locate the source material. This may include the title of the source, section headings and paragraph numbers for websites, and so forth.
- When writing a paper, discuss with your professor what particular standards he or she would like you to follow.

This page titled 14.2: Citing and Referencing Techniques is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

14.3: Creating a References Section (Part 1)

Learning Objectives

- Apply American Psychological Association (APA) style and formatting guidelines for a references section.

This section provides detailed information about how to create the references section of your paper. You will review basic formatting guidelines and learn how to format bibliographical entries for various types of sources. This section of Chapter 13, like the previous section, is meant to be used as a reference tool while you write.

Formatting the References Section: The Basics

At this stage in the writing process, you may already have begun setting up your references section. This section may consist of a single page for a brief research paper or may extend for many pages in professional journal articles. As you create this section of your paper, follow the guidelines provided here.

Formatting the References Section

To set up your references section, use the insert page break feature of your word-processing program to begin a new page. Note that the header and margins will be the same as in the body of your paper, and pagination continues from the body of your paper. (In other words, if you set up the body of your paper correctly, the correct header and page number should appear automatically in your references section.) See additional guidelines below.

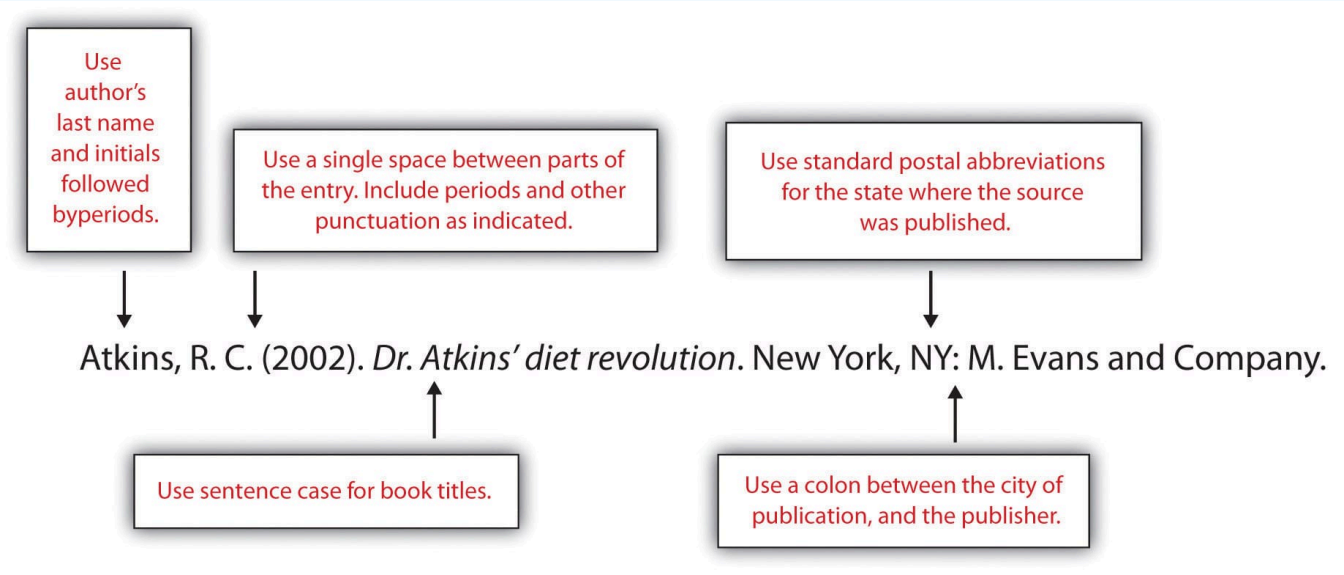
Formatting Reference Entries

Reference entries should include the following information:

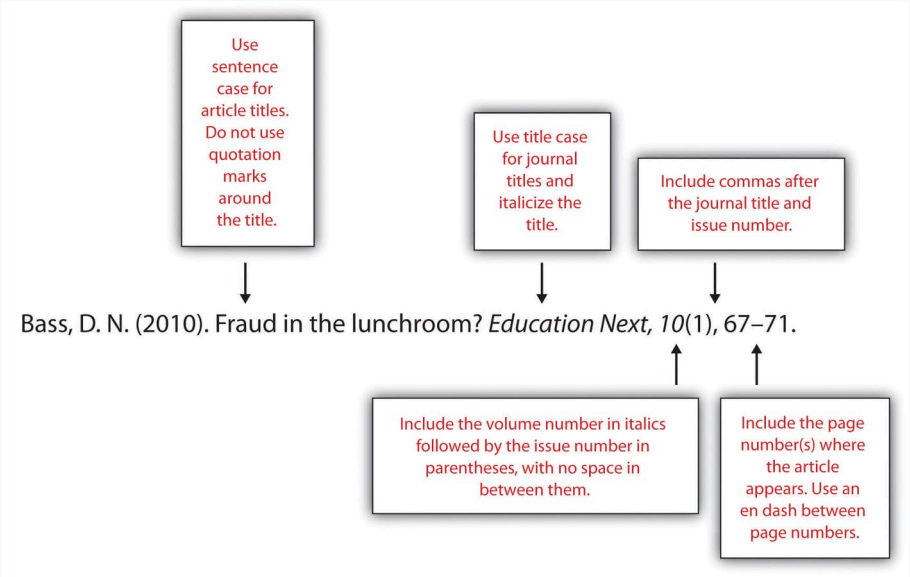
- The name of the author(s)
- The year of publication and, where applicable, the exact date of publication
- The full title of the source
- For books, the city of publication
- For articles or essays, the name of the periodical or book in which the article or essay appears
- For magazine and journal articles, the volume number, issue number, and pages where the article appears
- For sources on the web, the URL where the source is located

See the following examples for how to format a book or journal article with a single author.

Sample Book Entry



Sample Journal Article Entry



The following box provides general guidelines for formatting the reference page. For the remainder of this chapter, you will learn about how to format bibliographical entries for different source types, including multiauthor and electronic sources.

Formatting the References Section: APA General Guidelines

1. Include the heading *References*, centered at the top of the page. The heading should not be boldfaced, italicized, or underlined.
2. Use double-spaced type throughout the references section, as in the body of your paper.
3. Use hanging indentation for each entry. The first line should be flush with the left margin, while any lines that follow should be indented five spaces. Note that hanging indentation is the opposite of normal indenting rules for paragraphs.
4. List entries in alphabetical order by the author's last name. For a work with multiple authors, use the last name of the first author listed.

5. List authors' names using this format: Smith, J. C.
6. For a work with no individual author(s), use the name of the organization that published the work or, if this is unavailable, the title of the work in place of the author's name.

7. For works with multiple authors, follow these guidelines:

- For works with up to seven authors, list the last name and initials for each author.
- For works with more than seven authors, list the first six names, followed by ellipses, and then the name of the last author listed.
- Use an ampersand before the name of the last author listed.

8. Use title case for journal titles. Capitalize all important words in the title.

9. Use sentence case for all other titles—books, articles, web pages, and other source titles. Capitalize the first word of the title. Do not capitalize any other words in the title except for the following:

- Proper nouns
- First word of a subtitle
- First word after a colon or dash

10. Use italics for book and journal titles. Do not use italics, underlining, or quotation marks for titles of shorter works, such as articles.

Exercise 14.3.1

Set up the first page of your references section and begin adding entries, following the APA formatting guidelines provided in this section.

1. If there are any simple entries that you can format completely using the general guidelines, do so at this time.
2. For entries you are unsure of how to format, type in as much information as you can, and highlight the entries so you can return to them later.

Formatting Reference Entries for Different Source Types

As is the case for in-text citations, formatting reference entries becomes more complicated when you are citing a source with multiple authors, citing various types of online media, or citing sources for which you must provide additional information beyond the basics listed in the general guidelines. The following guidelines show how to format reference entries for these different situations.

Print Sources: Books

For book-length sources and shorter works that appear in a book, follow the guidelines that best describes your source.

A Book by Two or More Authors

List the authors' names in the order they appear on the book's title page. Use an ampersand before the last author's name.

Campbell, D. T., & Stanley, J. C. (1963). *Experimental and quasi-experimental designs for research.* Boston, MA: Houghton Mifflin.

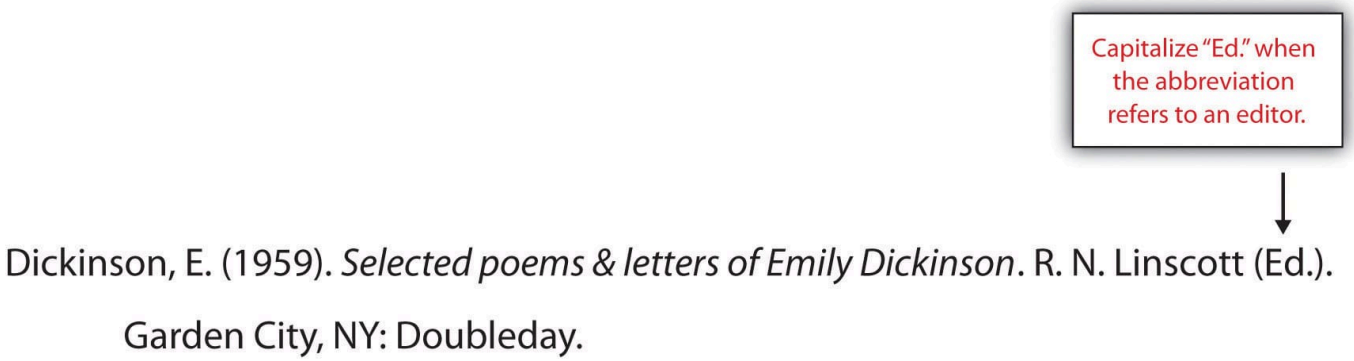
An Edited Book with No Author

List the editor or editors' names in place of the author's name, followed by *Ed.* or *Eds.* in parentheses.

Myers, C., & Reamer, D. (Eds.). (2009). *2009 nutrition index.* San Francisco, CA: HealthSource, Inc.

An Edited Book with an Author

List the author's name first, followed by the title and the editor or editors. Note that when the editor is listed after the title, you list the initials before the last name.



Tip

The previous example shows the format used for an edited book with one author—for instance, a collection of a famous person's letters that has been edited. This type of source is different from an anthology, which is a collection of articles or essays by different authors. For citing works in anthologies, see the guidelines later in this section.

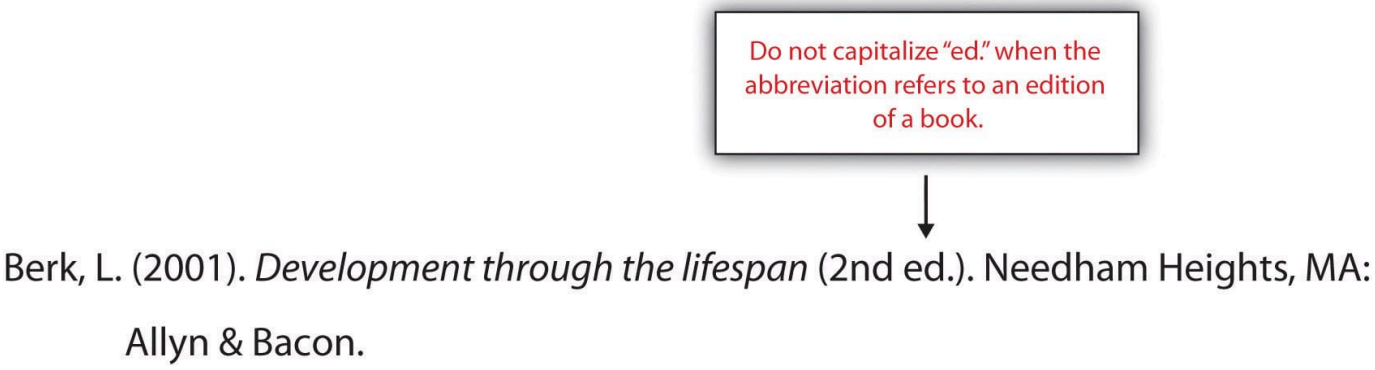
A Translated Book

Include the translator's name after the title, and at the end of the citation, list the date the original work was published. Note that for the translator's name, you list the initials before the last name.

Freud, S. (1965). *New introductory lectures on psycho-analysis* (J. Strachey, Trans.). New York, NY: W. W. Norton. (Original work published 1933).

A Book Published in Multiple Editions

If you are using any edition other than the first edition, include the edition number in parentheses after the title.



A Chapter in an Edited Book

List the name of the author(s) who wrote the chapter, followed by the chapter title. Then list the names of the book editor(s) and the title of the book, followed by the page numbers for the chapter and the usual information about the book's publisher.

Hughes, J. R., & Pierattini, R. A. (1992). An introduction to pharmacotherapy for mental disorders. In J. Grabowski & G. VandenBos (Eds.), *Psychopharmacology* (pp. 97–125). Washington, DC: American Psychological Association.

Include the abbreviation "pp." when listing the pages where a chapter or article appears in a book.

A Work That Appears in an Anthology

Follow the same process you would use to cite a book chapter, substituting the article or essay title for the chapter title.

Beck, A. T., & Young, J. (1986). College blues. In D. Goleman & D. Heller (Eds.), *The pleasures of psychology* (pp. 309–323). New York, NY: New American Library.

Include the abbreviation "pp." when listing the pages where a chapter or article appears in a book.

An Article in a Reference Book

List the author's name if available; if no author is listed, provide the title of the entry where the author's name would normally be listed. If the book lists the name of the editor(s), include it in your citation. Indicate the volume number (if applicable) and page numbers in parentheses after the article title.

The census. (2006). In J. W. Wright (Ed.), *The New York Times 2006 almanac* (pp. 268–275). New York, NY: Penguin.

Capitalize proper nouns that appear in a book title.

Two or More Books by the Same Author

List the entries in order of their publication year, beginning with the work published first.

- Swedan, N. (2001). *Women's sports medicine and rehabilitation.* Gaithersburg, MD: Aspen Publishers.
- Swedan, N. (2003). *The active woman's health and fitness handbook.* New York, NY: Perigee.

If two books have multiple authors, and the first author is the same but the others are different, alphabetize by the second author's last name (or the third or fourth, if necessary).

- Carroll, D., & Aaronson, F. (2008). *Managing type II diabetes.* Chicago, IL: Southwick Press.
- Carroll, D., & Zuckerman, N. (2008). *Gestational diabetes.* Chicago, IL: Southwick Press.

Books by Different Authors with the Same Last Name

Alphabetize entries by the authors' first initial.

Smith, I. K. (2008). *The 4-day diet*. New York, NY: St. Martin's Press.

Capitalize the first word of a subtitle.

Smith, S. (2008). *The complete guide to Navy Seal fitness: Updated for today's warrior elite* (3rd ed.). Long Island City, NY: Hatherleigh Press.

A Book Authored by an Organization

Treat the organization name as you would an author's name. For the purposes of alphabetizing, ignore words like *The* in the organization's name. (That is, a book published by the American Heart Association would be listed with other entries whose authors' names begin with *A*.)

American Psychiatric Association. (1994). *Diagnostic and statistical manual of mental disorders DSM-IV* (4th ed.). Arlington, VA: American Psychiatric Publishing.

A Book-Length Report

Format technical and research reports as you would format other book-length sources. If the organization that issued the report assigned it a number, include the number in parentheses after the title. (See also the guidelines provided for citing works produced by government agencies.)

Jameson, R., & Dewey, J. (2009). *Preliminary findings from an evaluation of the president's physical fitness program in Pleasantville school district.* Pleasantville, WA: Pleasantville Board of Education.

A Book Authored by a Government Agency

Treat these as you would a book published by a nongovernment organization, but be aware that these works may have an identification number listed. If so, include it in parentheses after the publication year.

U.S. Census Bureau. (2002). *The decennial censuses from 1790 to 2000* (Publication No. POL/02-MA). Washington, DC: US Government Printing Offices.

Exercise 14.3.2

Revisit the references section you began to compile in Exercise 1. Use the guidelines provided to format any entries for book-length print sources that you were unable to finish earlier.

Review how Jorge formatted these book-length print sources:

Atkins, R. C. (2002). *Dr. Atkins' diet revolution*. New York, NY: M. Evans and Company.

Agatson, A. (2003). *The South Beach diet*. New York, NY: St. Martin's Griffin.

Print Sources: Periodicals

An Article in a Scholarly Journal

Include the following information:

- Author or authors' names
- Publication year
- Article title (in sentence case, without quotation marks or italics)
- Journal title (in title case and in italics)
- Volume number (in italics)
- Issue number (in parentheses)
- Page number(s) where the article appears

DeMarco, R. F. (2010). Palliative care and African American women living with HIV. *Journal of Nursing Education, 49*(5), 1–4.

An Article in a Journal Paginated by Volume

In these types of journals, page numbers for one volume continue across all the issues in that volume. For instance, the winter issue may begin with page 1, and in the spring issue that follows, the page numbers pick up where the previous issue left off. (If you have ever wondered why a print journal did not begin on page 1, or wondered why the page numbers of a journal extend into four digits, this is why.) Omit the issue number from your reference entry.

Wagner, J. (2009). Rethinking school lunches: A review of recent literature. *American School Nurses' Journal*, *47,* 1123–1127.

An Abstract of a Scholarly Article

At times you may need to cite an abstract—the summary that appears at the beginning—of a published article. If you are citing the abstract only, and it was published separately from the article, provide the following information:

- Publication information for the article
- Information about where the abstract was published (for instance, another journal or a collection of abstracts)

Use this format for abstracts published in a collection of abstracts.

Romano, S. (2005). Parental involvement in raising standardized test scores. [Abstract]. *Elementary Education Abstracts, 19,* 36.

Use this format for abstracts published in another journal.

Simpson, M. J. (2008). Assessing educational progress: Beyond standardized testing. *Journal of the Association for School Administrative Professionals*, 35(4), 32–40. Abstract obtained from Assessment in Education, 2009, 73(6), Abstract No. 537892.

A Journal Article with Two to Seven Authors

List all the authors' names in the order they appear in the article. Use an ampersand before the last name listed.

- Barker, E. T., & Bornstein, M. H. (2010). Global self-esteem, appearance satisfaction, and self-reported dieting in early adolescence. *Journal of Early Adolescence, 30*(2), 205–224.
- Tremblay, M. S., Shields, M., Laviolette, M., Craig, C. L., Janssen, I., & Gorber, S. C. (2010). Fitness of Canadian children and youth: Results from the 2007–2009 Canadian Health Measures Survey. *Health Reports, 21*(1), 7–20.

A Journal Article with More Than Seven Authors

List the first six authors' names, followed by a comma, an ellipsis, and the name of the last author listed. The article in the following example has sixteen listed authors; the reference entry lists the first six authors and the sixteenth, omitting the seventh through the fifteenth.

Straznicky, N. E., Lambert, E. A., Nestel, P. J., McGrane, M. T., Dawood, T., Schlaich, M. P., … Lambert, G. W. (2010). Sympathetic neural adaptation to hypocaloric diet with or without exercise training in obese metabolic syndrome subjects. *Diabetes*, *59*(1), 71–79.

Because some names are omitted, use a comma and an ellipsis, rather than an ampersand, before the final name listed.

Writing at Work

The idea of an eight-page article with sixteen authors may seem strange to you—especially if you are in the midst of writing a ten-page research paper on your own. More often than not, articles in scholarly journals list multiple authors. Sometimes, the authors actually did collaborate on writing and editing the published article. In other instances, some of the authors listed may have contributed to the research in some way while being only minimally involved in the process of writing the article. Whenever you collaborate with colleagues to produce a written product, follow your profession's conventions for giving everyone proper credit for their contribution.

A Magazine Article

After the publication year, list the issue date. Otherwise, treat these as you would journal articles. List the volume and issue number if both are available.

List the month after the year. For weekly magazines, list the full date, e.g. "March 8, 2010."

Marano, H. E. (2010, March/April). Keen cuisine: Dairy queen. *Psychology Today*, *43*(2), 58.

A Newspaper Article

Treat these as you would magazine and journal articles, with one important difference: precede the page number(s) with the abbreviation *p.* (for a single-page article) or *pp.* (for a multipage article). For articles whose pagination is not continuous, list all the pages included in the article. For example, an article that begins on page A1 and continues on pages A4 would have the page reference A1, A4. An article that begins on page A1 and continues on pages A4 and A5 would have the page reference A1, A4–A5.

Corwin, C. (2009, January 24). School board votes to remove soda machines from county schools. *Rockwood Gazette*, pp. A1–A2. ← Include the section in your page reference.

A Letter to the Editor

After the title, indicate in brackets that the work is a letter to the editor.

Jones, J. (2009, January 31). Food police in our schools [Letter to the editor]. *Rockwood Gazette*, p. A8.

A Review

After the title, indicate in brackets that the work is a review and state the name of the work being reviewed. (Note that even if the title of the review is the same as the title of the book being reviewed, as in the following example, you should treat it as an article title. Do not italicize it.)

Penhollow, T. M., & Jackson, M.A. (2009). Drug abuse: Concepts, prevention, and cessation [Review of the book *Drug abuse: Concepts, prevention, and cessation*]. *American Journal of Health Behavior*, *33*(5), 620–622.

↑ Italicize the title of the reviewed book only where it appears in brackets.

Exercise 14.3.3

Revisit the references section you began to compile in Exercise 1. Use the guidelines provided above to format any entries for periodicals and other shorter print sources that you were unable to finish earlier.

This page titled 14.3: Creating a References Section (Part 1) is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

14.4: Creating a References Section (Part 2)

Electronic Sources

Citing Articles from Online Periodicals: URLs and Digital Object Identifiers (DOIs)

Whenever you cite online sources, it is important to provide the most up-to-date information available to help readers locate the source. In some cases, this means providing an article's URL, or web address. (The letters *URL* stand for uniform resource locator.) Always provide the most complete URL possible. Provide a link to the specific article used, rather than a link to the publication's homepage.

As you know, web addresses are not always stable. If a website is updated or reorganized, the article you accessed in April may move to a different location in May. The URL you provided may become a dead link. For this reason, many online periodicals, especially scholarly publications, now rely on DOIs rather than URLs to keep track of articles.

A DOI is a Digital Object Identifier—an identification code provided for some online documents, typically articles in scholarly journals. Like a URL, its purpose is to help readers locate an article. However, a DOI is more stable than a URL, so it makes sense to include it in your reference entry when possible. Follow these guidelines:

- If you are citing an online article with a DOI, list the DOI at the end of the reference entry.
- If the article appears in print as well as online, you do not need to provide the URL. However, include the words *Electronic version* after the title in brackets.
- In other respects, treat the article as you would a print article. Include the volume number and issue number if available. (Note, however, that these may not be available for some online periodicals).

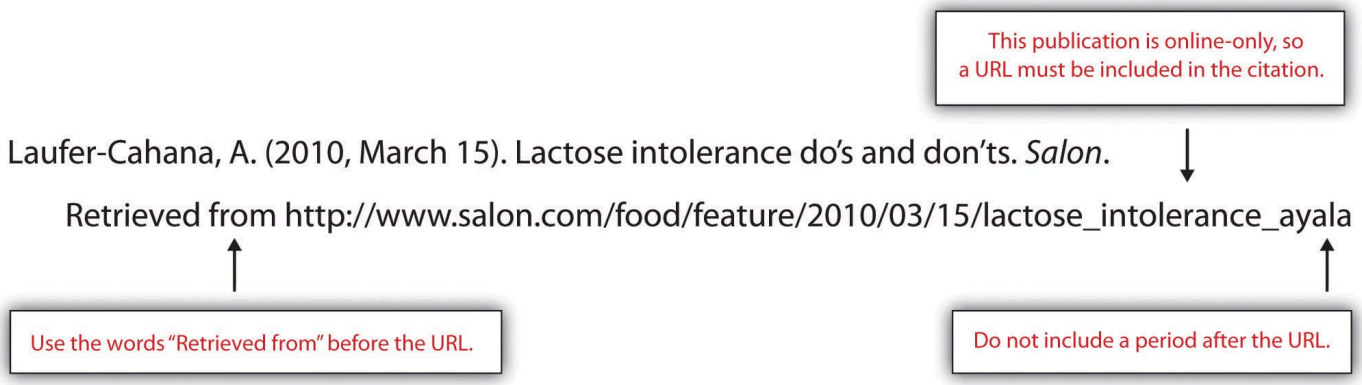
An Article from an Online Periodical with a DOI

List the DOI if one is provided. There is no need to include the URL if you have listed the DOI.

Bell, J. R. (2006). Low-carb beats low-fat diet for early losses but not long term. *OBGYN News, 41*(12), 32. doi:10.1016/S0029-7437(06)71905-X

An Article from an Online Periodical with No DOI

List the URL. Include the volume and issue number for the periodical if this information is available. (For some online periodicals, it may not be.)



Note that if the article appears in a print version of the publication, you do not need to list the URL, but do indicate that you accessed the electronic version.

Robbins, K. (2010, March/April). Nature's bounty: A heady feast [Electronic version]. *Psychology Today, 43*(2), 58.

A Newspaper Article

Provide the URL of the article.

McNeil, D. G. (2010, May 3). Maternal health: A new study challenges benefits of vitamin A for women and babies. *The New York Times.* Retrieved from www.nytimes.com/2010/05/04/he...tml?ref=health

An Article Accessed through a Database

Cite these articles as you would normally cite a print article. Provide database information only if the article is difficult to locate.

Tip

APA style does not require writers to provide the item number or accession number for articles retrieved from databases. You may choose to do so if the article is difficult to locate or the database is an obscure one. Check with your professor to see if this is something he or she would like you to include.

An Abstract of an Article

Format these as you would an article citation, but add the word *Abstract* in brackets after the title.

Bradley, U., Spence, M., Courtney, C. H., McKinley, M. C., Ennis, C. N., McCance, D. R....Hunter, S. J. (2009). Low-fat versus low-carbohydrate weight reduction diets: Effects on weight loss, insulin resistance, and cardiovascular risk: A randomized control trial [Abstract]. *Diabetes*, *58*(12), 2741–2748. diabetes.diabetesjournals.org...00098.abstract

A Nonperiodical Web Document

The ways you cite different nonperiodical web documents may vary slightly from source to source, depending on the information that is available. In your citation, include as much of the following information as you can:

- Name of the author(s), whether an individual or organization
- Date of publication (Use *n.d.* if no date is available.)
- Title of the document
- Address where you retrieved the document

If the document consists of more than one web page within the site, link to the homepage or the entry page for the document.

American Heart Association. (2010). *Heart attack, stroke, and cardiac arrest warning signs.* Retrieved from http://www.americanheart.org/present...dentifier=3053

An Entry from an Online Encyclopedia or Dictionary

Because these sources often do not include authors' names, you may list the title of the entry at the beginning of the citation. Provide the URL for the specific entry.

Addiction. (n.d.) In *Merriam-Webster's online dictionary*. Retrieved from http://www.merriam-webster.com/dictionary/addiction

Data Sets

If you cite raw data compiled by an organization, such as statistical data, provide the URL where you retrieved the information. Provide the name of the organization that sponsors the site.

> US Food and Drug Administration. (2009). *Nationwide evaluation of X-ray trends: NEXT surveys performed* [Data file]. Retrieved from www.fda.gov/Radiation-Emittin...EvaluationofX- RayTrendsNEXT/ucm116508.htm

Graphic Data

When citing graphic data—such as maps, pie charts, bar graphs, and so on—include the name of the organization that compiled the information, along with the publication date. Briefly describe the contents in brackets. Provide the URL where you retrieved the information. (If the graphic is associated with a specific project or document, list it after your bracketed description of the contents.)

> US Food and Drug Administration. (2009). [Pie charts showing the percentage breakdown of the FDA's budget for fiscal year 2005]. *2005 FDA budget summary*. Retrieved from mhttp://www.fda.gov/AboutFDA/Reports.../ucm117231.htm

An Online Interview (Audio File or Transcript)

List the interviewer, interviewee, and date. After the title, include bracketed text describing the interview as an "Interview transcript" or "Interview audio file," depending on the format of the interview you accessed. List the name of the website and the URL where you retrieved the information. Use the following format.

> Davies, D. (Interviewer), & Pollan, M. (Interviewee). (2008). *Michael Pollan offers president food for thought* [Interview transcript]. Retrieved from National Public Radio website: www.npr.org/templates/transcr...ryId=100755362

An Electronic Book

Electronic books may include books available as text files online or audiobooks. If an electronic book is easily available in print, cite it as you would a print source. If it is unavailable in print (or extremely difficult to find), use the format in the example. (Use the words *Available from* in your citation if the book must be purchased or is not available directly.)

> Chisholm, L. (n.d.). *Celtic tales*. Retrieved from http://www.childrenslibrary.org/icdl/BookReader?bookid=chicelt_00150014&twoPage=false&route=text&size=0&fullscreen=false&pnum1=1&lang= English&ilang=English

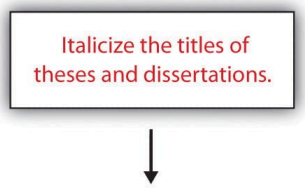
A Chapter from an Online Book or a Chapter or Section of a Web Document

These are treated similarly to their print counterparts with the addition of retrieval information. Include the chapter or section number in parentheses after the book title.

Hart, A. M. (1895). Restoratives—Coffee, cocoa, chocolate. In *Diet in sickness and in health* (VI). Retrieved from www.archive.org/details/dieti...ssin00hartrich

A Dissertation or Thesis from a Database

Provide the author, date of publication, title, and retrieval information. If the work is numbered within the database, include the number in parentheses at the end of the citation.



Coleman, M. D. (2004). *Effect of a low-carbohydrate, high-protein diet on bone mineral density, biomarkers of bone turnover, and calcium metabolism in healthy pre-menopausal females*. Retrieved from Virginia Tech Digital Library & Archives: Electronic Theses and Dissertations. (etd-07282004-174858)

Computer Software

For commonly used office software and programming languages, it is not necessary to provide a citation. Cite software only when you are using a specialized program, such as the nutrition tracking software in the following example. If you download software from a website, provide the version and the year if available.

Internet Brands, Inc. (2009). FitDay PC (Version 2) [Software]. Available from www.fitday.com/Pc/PcHome.html?gcid=14

A Post on a Blog or Video Blog

Citation guidelines for these sources are similar to those used for discussion forum postings. Briefly describe the type of source in brackets after the title.



Fazio, M. (2010, April 5). Exercising in my eighth month of pregnancy [Web log comment]. Retrieved from http://somanyblogs.com/~faziom/postID=67

writing at work

Because the content may not be carefully reviewed for accuracy, discussion forums and blogs should not be relied upon as a major source of information. However, it may be appropriate to cite these sources for some types of research. You may also participate in discussion forums or comment on blogs that address topics of personal or professional interest. Always keep

in mind that when you post, you are making your thoughts public—and in many cases, available through search engines. Make sure any posts that can easily be associated with your name are appropriately professional, because a potential employer could view them.

A Television or Radio Broadcast

Include the name of the producer or executive producer; the date, title, and type of broadcast; and the associated company and location.

West, Ty. (Executive producer). (2009, September 24). *PBS special report: Health care reform* [Television broadcast]. New York, NY, and Washington, DC: Public Broadcasting Service.

A Television or Radio Series or Episode

Include the producer and the type of series if you are citing an entire television or radio series.

Couture, D., Nabors, S., Pinkard, S., Robertson, N., & Smith, J. (Producers). (1979). *The Diane Rehm show* [Radio series]. Washington, DC: National Public Radio.

To cite a specific episode of a radio or television series, list the name of the writer or writers (if available), the date the episode aired, its title, and the type of series, along with general information about the series.

Bernanke, J., & Wade, C. (2010, January 10). Hummingbirds: Magic in the air [Television series episode]. In F. Kaufman (Executive producer), *Nature*. New York, NY: WNET.

A Motion Picture

Name the director or producer (or both), year of release, title, country of origin, and studio.

Spurlock, M. (Director/producer), Morley, J. (Executive producer), & Winters. H. M. (Executive producer). (2004). *Super size me*. United States: Kathbur Pictures in association with Studio on Hudson.

A Recording

Name the primary contributors and list their role. Include the recording medium in brackets after the title. Then list the location and the label.

- Smith, L. W. (Speaker). (1999). *Meditation and relaxation* [CD]. New York, NY: Earth, Wind, & Sky Productions.
- Székely, I. (Pianist), Budapest Symphony Orchestra (Performers), & Németh, G. (Conductor). (1988). *Chopin piano concertos no. 1 and 2* [CD]. Hong Kong: Naxos.

A Podcast

Provide as much information as possible about the writer, director, and producer; the date the podcast aired; its title; any organization or series with which it is associated; and where you retrieved the podcast.

Kelsey, A. R. (Writer), Garcia, J. (Director), & Kim, S. C. (Producer). (2010, May 7). Lies food labels tell us. *Savvy consumer podcasts* [Audio podcast]. Retrieved from www.savvyconsumer.org/podcasts/050710

Exercise 14.4.4

Revisit the references section you began to compile in Exercise 1.

1. Use the APA guidelines provided in this section to format any entries for electronic sources that you were unable to finish earlier.
2. If your sources include a form of media not covered in the APA guidelines here, consult with a writing tutor or review a print or online reference book. You may wish to visit the website of the American Psychological Association at http://www.apa.org or the Purdue University Online Writing lab at http://owl.english.purdue.edu, which regularly updates its online style guidelines.
3. Give your paper a final edit to check the references section.

Key Takeaways

In APA papers, entries in the references section include as much of the following information as possible:

- **Print sources.** Author(s), date of publication, title, publisher, page numbers (for shorter works), editors (if applicable), and periodical title (if applicable).
- **Online sources (text-based).** Author(s), date of publication, title, publisher or sponsoring organization, and DOI or URL (if applicable).
- **Electronic sources (non-text-based).** Provide details about the creator(s) of the work, title, associated company or series, and date the work was produced or broadcast. The specific details provided will vary depending on the medium and the information that is available.
- **Electronic sources (text-based).** If an electronic source is also widely available in print form, it is sometimes unnecessary to provide details about how to access the electronic version. Check the guidelines for the specific source type.

This page titled 14.4: Creating a References Section (Part 2) is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

14.5: Using Modern Language Association (MLA) Style

Learning Objectives

- Identify the major components of a research paper written using MLA style.
- Apply general Modern Language Association (MLA) style and formatting conventions in a research paper.

We have addressed American Psychological Association (APA) style, as well as the importance of giving credit where credit is due, so now let's turn our attention to the formatting and citation style of the Modern Language Association, known as MLA style.

MLA style is often used in the liberal arts and humanities. Like APA style, it provides a uniform framework for consistency across a document in several areas. MLA style provides a format for the manuscript text and parenthetical citations, or in-text citations. It also provides the framework for the works cited area for references at the end of the essay. MLA style emphasizes brevity and clarity. As a student writer, it is to your advantage to be familiar with both major styles, and this section will outline the main points of MLA as well as offer specific examples of commonly used references. Remember that your writing represents you in your absence. The correct use of a citation style demonstrates your attention to detail and ability to produce a scholarly work in an acceptable style, and it can help prevent the appearance or accusations of plagiarism.

If you are taking an English, art history, or music appreciation class, chances are that you will be asked to write an essay in MLA format. One common question goes something like "What's the difference?" referring to APA and MLA style, and it deserves our consideration. The liberal arts and humanities often reflect works of creativity that come from individual and group effort, but they may adapt, change, or build on previous creative works. The inspiration to create something new, from a song to a music video, may contain elements of previous works. Drawing on your fellow artists and authors is part of the creative process, and so is giving credit where credit is due.

A reader interested in your subject wants not only to read what you wrote but also to be aware of the works that you used to create it. Readers want to examine your sources to see if you know your subject, to see if you missed anything, or if you offer anything new and interesting. Your new or up-to-date sources may offer the reader additional insight on the subject being considered. It also demonstrates that you, as the author, are up-to-date on what is happening in the field or on the subject. Giving credit where it is due enhances your credibility, and the MLA style offers a clear format to use.

Uncredited work that is incorporated into your own writing is considered plagiarism. In the professional world, plagiarism results in loss of credibility and often compensation, including future opportunities. In a classroom setting, plagiarism results in a range of sanctions, from loss of a grade to expulsion from a school or university. In both professional and academic settings, the penalties are severe. MLA offers artists and authors a systematic style of reference, again giving credit where credit is due, to protect MLA users from accusations of plagiarism.

MLA style uses a citation in the body of the essay that links to the works cited page at the end. The in-text citation is offset with parentheses, clearly calling attention to itself for the reader. The reference to the author or title is like a signal to the reader that information was incorporated from a separate source. It also provides the reader with information to then turn to the works cited section of your essay (at the end) where they can find the complete reference. If you follow the MLA style, and indicate your source both in your essay and in the works cited section, you will prevent the possibility of plagiarism. If you follow the MLA guidelines, pay attention to detail, and clearly indicate your sources, then this approach to formatting and citation offers a proven way to demonstrate your respect for other authors and artists.

Five Reasons to Use MLA Style

1. To demonstrate your ability to present a professional, academic essay in the correct style
2. To gain credibility and authenticity for your work
3. To enhance the ability of the reader to locate information discussed in your essay
4. To give credit where credit is due and prevent plagiarism
5. To get a good grade or demonstrate excellence in your writing

Before we transition to specifics, please consider one word of caution: consistency. If you are instructed to use the MLA style and

need to indicate a date, you have options. For example, you could use an international or a US style:

- **International style:** 18 May 1980 (day/month/year)
- **US style:** May 18, 1980 (month/day/year)

If you are going to the US style, be consistent in its use. You'll find you have the option on page 83 of the *MLA Handbook for Writers of Research Papers*, 7th edition. You have many options when writing in English as the language itself has several conventions, or acceptable ways of writing particular parts of speech or information. For example, on the next page our *MLA Handbook* addresses the question:

Which convention is preferred in MLA style:

twentieth century
Twentieth Century
20th century
20th Century

You are welcome to look in the *MLA Handbook* and see there is one preferred style or convention (you will also find the answer at end of this section marked by an asterisk [*]). Now you may say to yourself that you won't write that term and it may be true, but you will come to a term or word that has more than one way it can be written. In that case, what convention is acceptable in MLA style? This is where the *MLA Handbook* serves as an invaluable resource. Again, your attention to detail and the professional presentation of your work are aspects of learning to write in an academic setting.

Now let's transition from a general discussion on the advantages of MLA style to what we are required to do to write a standard academic essay. We will first examine a general "to do" list, then review a few "do not" suggestions, and finally take a tour through a sample of MLA features. Links to sample MLA papers are located at the end of this section.

General MLA List

1. Use standard white paper (8.5 × 11 inches).
2. Double space the essay and quotes.
3. Use Times New Roman 12-point font.
4. Use one-inch margins on all sides
5. Indent paragraphs (five spaces or 1.5 inches).
6. Include consecutive page numbers in the upper-right corner.
7. Use italics to indicate a title, as in *Writing for Success*.
8. On the first page, place your name, course, date, and instructor's name in the upper-left corner.
9. On the first page, place the title centered on the page, with no bold or italics and all words capitalized.
10. On all pages, place the header, student's name + one space + page number, 1.5 inches from the top, aligned on the right.

Tip

Depending on your field of study, you may sometimes write research papers in either APA or MLA style. Recognize that each has its advantages and preferred use in fields and disciplines. Learn to write and reference in both styles with proficiency.

Title Block Format

You never get a second chance to make a first impression, and your title block (not a separate title page; just a section at the top of the first page) makes an impression on the reader. If correctly formatted with each element of information in its proper place, form, and format, it says to the reader that you mean business, that you are a professional, and that you take your work seriously, so it should, in turn, be seriously considered. Your title block in MLA style contributes to your credibility. Remember that your writing represents you in your absence, and the title block is the tailored suit or outfit that represents you best. That said, sometimes a separate title page is necessary, but it is best both to know how to properly format a title block or page in MLA style and to ask your instructor if it is included as part of the assignment.

Your name

Instructor

Course number

Date

Title of Paper

Paragraphs and Indentation

Make sure you indent five spaces (from the left margin). You'll see that the indent offsets the beginning of a new paragraph. We use paragraphs to express single ideas or topics that reinforce our central purpose or thesis statement. Paragraphs include topic sentences, supporting sentences, and conclusion or transitional sentences that link paragraphs together to support the main focus of the essay.

Tables and Illustrations

Place tables and illustrations as close as possible to the text they reinforce or complement. Here's an example of a table in MLA.

Table 13.2

Sales Figures by Year	Sales Amount ($)
2007	100,000
2008	125,000
2009	185,000
2010	215,000

As we can see in Table 13.2, we have experienced significant growth since 2008.

This example demonstrates that the words that you write and the tables, figures, illustrations, or images that you include should be next to each other in your paper.

Parenthetical Citations

You must cite your sources as you use them. In the same way that a table or figure should be located right next to the sentence that discusses it (see the previous example), parenthetical citations, or citations enclosed in parenthesis that appear in the text, are required. You need to cite all your information. If someone else wrote it, said it, drew it, demonstrated it, or otherwise expressed it, you need to cite it. The exception to this statement is common, widespread knowledge. For example, if you search online for MLA resources, and specifically MLA sample papers, you will find many similar discussions on MLA style. MLA is a style and cannot be copyrighted because it is a style, but the seventh edition of the *MLA Handbook* can be copyright protected. If you reference a specific page in that handbook, you need to indicate it. If you write about a general MLA style issue that is commonly covered or addressed in multiple sources, you do not. When in doubt, reference the specific resource you used to write your essay.

Your in-text, or parenthetical, citations should do the following:

- Clearly indicate the specific sources also referenced in the works cited
- Specifically identify the location of the information that you used
- Keep the citation clear and concise, always confirming its accuracy

Works Cited Page

After the body of your paper comes the works cited page. It features the reference sources used in your essay. List the sources alphabetically by last name, or list them by title if the author is not known as is often the case of web-based articles. You will find links to examples of the works cited page in several of the sample MLA essays at the end of this section.

As a point of reference and comparison to our APA examples, let's examine the following three citations and the order of the information needed.

Citation Type	MLA Style	APA Style
Website	Author's Last Name, First Name. Title of the website. Publication Date. Name of Organization (if applicable). Date you accessed the website. .	Author's Last Name, First Initial. (Date of publication). Title of document. Retrieved from URL
Online article	Author's Last Name, First Name. "Title of Article." Title of the website. Date of publication. Organization that provides the website. Date you accessed the website.	Author's Last name, First Initial. (Date of publication). Title of article. *Title of Journal, Volume*(Issue). Retrieved from URL
Book	Author's Last Name, First Name. *Title of the Book*. Place of Publication: Publishing Company, Date of publication.	Author's Last Name, First Initial. (Date of publication). *Title of the book*. Place of Publication: Publishing Company.
Note: The items listed include proper punctuation and capitalization according to the style's guidelines.		

Exercise 14.5.1

In Section 13.1, you created a sample essay in APA style. After reviewing this section and exploring the resources linked at the end of the section (including California State University–Sacramento's clear example of a paper in MLA format), please convert your paper to MLA style using the formatting and citation guidelines. You may find it helpful to use online applications that quickly, easily, and at no cost convert your citations to MLA format.

Exercise 14.5.2

Please convert the APA-style citations to MLA style. You may find that online applications can quickly, easily, and at no cost convert your citations to MLA format. There are several websites and applications available free (or as a free trial) that will allow you to input the information and will produce a correct citation in the style of your choice. Consider these two sites:

- http://www.noodletools.com
- http://citationmachine.net

Hint: You may need access to the Internet to find any missing information required to correctly cite in MLA style. This demonstrates an important difference between APA and MLA style—the information provided to the reader.

Sample Student Reference List in APA Style	
1	Brent, D. A., Poling, K. D., & Goldstein, T. R. (2010). *Treating depressed and suicidal adolescents: A clinician's guide*. New York, NY: Guilford Press.
MLA	
2	Dewan, S. (2007, September 17). Using crayons to exorcise Katrina. *The New York Times*. Retrieved from www.nytimes.com/2007/09/17/ar...gn/17ther.html
MLA	
3	Freud, S. (1955). Beyond the pleasure principle. In *The Complete Works of Sigmund Freud*. (Vol. XVII, pp. 3–66). London, England: Hogarth.

Sample Student Reference List in APA Style	
MLA	
4	Henley, D. (2007). Naming the enemy: An art therapy intervention for children with bipolar and comorbid disorders. *Art Therapy: Journal of the American Art Therapy Association, 24*(3), 104–110.
MLA	
5	Hutson, M. (2008). Art therapy: The healing arts. *Psychology Today.* Retrieved from www.psychologytoday.com/artic...e-healing-arts
MLA	
6	Isis, P. D., Bus, J., Siegel, C. A., & Ventura, Y. (2010). Empowering students through creativity: Art therapy in Miami-Dade County Public Schools. *Art Therapy: Journal of the American Art Therapy Association, 27*(2), 56–61.
MLA	
7	Johnson, D. (1987). The role of the creative arts therapies in the diagnosis and treatment of psychological trauma. *The Arts in Psychotherapy, 14,* 7–13.
MLA	
8	Malchiodi, C. (2006). *Art therapy sourcebook*. New York, NY: McGraw-Hill.
MLA	
9	Markel, R. (Producer). (2010). *I'm an artist* [Motion picture]. United States: Red Pepper Films.
MLA	
10	Kelley, S. J. (1984). The use of art therapy with sexually abused children. *Journal of Psychosocial Nursing and Mental Health, 22*(12), 12–28.
MLA	
11	Pifalo, T. (2008). Why art therapy? *Darkness to light: Confronting child abuse with courage.*Retrieved from www.darkness2light.org/KnowAb...rt_therapy.asp
MLA	
12	Rubin, J. A. (2005). *Child art therapy* (25th ed.). New York, NY: Wiley.
MLA	
13	Schimek, J. (1975). A critical re-examination of Freud's concept of unconscious mental representation. *International Review of Psychoanalysis, 2,* 171–187.
MLA	
14	Strauss, M. B. (1999). *No talk therapy for children and adolescents*. New York, NY: Norton.
MLA	
15	Thompson, T. (2008). *Freedom from meltdowns: Dr. Thompson's solutions for children with autism.*Baltimore, MD: Paul H. Brookes.
MLA	

Useful Sources of Examples of MLA Style

- Arizona State University Libraries offers an excellent resource with clear examples.
  - http://libguides.asu.edu/content.php...97&sid=1132964
- Purdue Online Writing Lab includes sample pages and works cited.
  - http://owl.english.purdue.edu/owl/resource/747/01
- California State University–Sacramento's Online Writing Lab has an excellent visual description and example of an MLA paper.

    - www.csus.edu/owl/index/mla/mla_format.htm
- SUNY offers an excellent, brief, side-by-side comparison of MLA and APA citations.
    - www.sunywcc.edu/LIBRARY/resea...A_08.03.10.pdf
- Cornell University Library provides comprehensive MLA information on its Citation Management website.
    - http://www.library.cornell.edu/resrch/citmanage/mla
- The University of Kansas Writing Center is an excellent resource.
    - www.writing.ku.edu/guides

* (a) is the correct answer to the question at the beginning of this section. The *MLA Handbook* prefers “twentieth century.”

Key Takeaways

- MLA style is often used in the liberal arts and humanities.
- MLA style emphasizes brevity and clarity.
- A reader interested in your subject wants not only to read what you wrote but also to be informed of the works you used to create it.
- MLA style uses a citation in the body of the essay that refers to the works cited section at the end.
- If you follow MLA style, and indicate your source both in your essay and in the works cited section, you will prevent the possibility of plagiarism.

This page titled 14.5: Using Modern Language Association (MLA) Style is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

14.E: APA and MLA Documentation and Formatting (Exercises)

1. In this chapter, you learned strategies for using APA and MLA style documentation and formatting in a research paper. Locate a source that uses APA or MLA style, such as an article in a professional journal in the sciences or social sciences. Identify these key components of an APA or MLA paper in your example: the abstract, section heads, in-text citations, and references list.

2. Check one of your assignments for correct APA or MLA formatting and citations. (You may wish to conduct this activity in two sessions—one to edit the body of the paper and one to edit the references section.) Check for the following:

- All components of an APA or MLA paper are included.
- The title page (or title block) and body of the paper are correctly formatted.
- In-text, or parenthetical, citations are complete and correctly formatted.
- Sources cited within the paper match the sources listed in the references or works cited section.
- The references or works cited section uses correct formatting and lists entries in alphabetical order.

3. As electronic media continually change, guidelines for citing electronic sources are continually updated. Identify three new or emerging forms of electronic media not listed in this text—for instance, virtual communities, such as Second Life, or social networking sites, such as LinkedIn, Facebook, and MySpace. Answer the following questions:

- Under what circumstances would this media be a useful source of information for a research paper? How might students use these sources to conduct research five or ten years from now?
- What information would a student need to provide if citing this source? Why?
- Develop brief guidelines for how to cite the emerging media source types you identified.

This page titled 14.E: APA and MLA Documentation and Formatting (Exercises) is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by Anonymous via source content that was edited to the style and standards of the LibreTexts platform.

INDEX

A

abstract
9.5: Principles of Written Communication

B

brainstorming
7.1: Apply Prewriting Models

Bypassing
9.6: Overcoming Barriers to Effective Written Communication

C

Casual language
9.4: Style in Written Communication

colloquial language
9.4: Style in Written Communication

credibility
10.2: A Planning Checklist for Business Messages

critical thinking
9.2: How Is Writing Learned?

E

ethos
11.1: Organization
9.3: Good Writing

external communications
9.4: Style in Written Communication

F

Formal language
9.4: Style in Written Communication

framing
12.5: Proofreading and Design Evaluation

freewriting
7.1: Apply Prewriting Models

I

internal communications
9.4: Style in Written Communication

L

libel
9.5: Principles of Written Communication

line justification
12.5: Proofreading and Design Evaluation

logo
13.6: Sales Message

logos
11.1: Organization
9.3: Good Writing

M

Memorandums
13.2: Memorandums and Letters

N

netiquette
13.1: Text, E-mail, and Netiquette

O

oral communication
9.1: Oral versus Written Communication

P

paraphrase
11.4: Paraphrase and Summary versus Plagiarism

pathos
11.1: Organization
9.3: Good Writing

Plagiarism
11.4: Paraphrase and Summary versus Plagiarism
9.5: Principles of Written Communication

Prewriting
7.1: Apply Prewriting Models

Proofreading
12.5: Proofreading and Design Evaluation

R

readability
12.1: General Revision Points to Consider

reflection
9.6: Overcoming Barriers to Effective Written Communication

report
13.4: Report

résumé
13.5: Résumé

S

Sales Message
13.6: Sales Message

T

Text
13.1: Text, E-mail, and Netiquette

Typeface
12.5: Proofreading and Design Evaluation

V

verbatim
11.4: Paraphrase and Summary versus Plagiarism

W

written communication
9.1: Oral versus Written Communication

This page titled Index is shared under a license and was authored, remixed, and/or curated by LibreTexts.

GLOSSARY

A

abstract | Referring to an intangible concept.

abstract | A concise (one hundred to one hundred fifty words) summary of research findings that appears at the beginning of an APA-style paper.

abstract noun | A noun that you cannot see, touch, or count.

accommodation | The process by which you adapt or filter out new sources of information as they relate to your goal.

accommodation | The process by which you adapt or filter out new sources of information as they relate to your goal.

action verb | A verb that identifies the action the subject performs.

action verb | A verb that identifies the action the subject performs.

adjective | A word that describes a noun or a pronoun.

adjective | A word that describes a noun or a pronoun.

adjective | A word that describes a noun or a pronoun.

adjective | A word that describes a noun or a pronoun.

adverb | A word that describes a verb, adjective, or other adverb and often ends in *-ly*.

adverb | A word that describes a verb, adjective, or other adverb and often ends in *-ly*.

adverb | A word that describes a verb, adjective, or other adverb and often ends in *-ly*.

adverb | A word that describes a verb, adjective, or other adverb and often ends in *-ly*.

agree | To match parts of speech in number, case, gender or person.

agree | To match parts of speech in number, case, gender or person.

analysis | A purpose for writing that separates the individual points in a piece of writing and studies how the points relate to one another.

analysis | A purpose for writing that separates the individual points in a piece of writing and studies how the points relate to one another.

antecedent | The noun that a pronoun refers to.

antecedent | The noun that a pronoun refers to.

Antonyms | Words that have the opposite meaning of a given word.

Antonyms | Words that have the opposite meaning of a given word.

apostrophe (’) | A punctuation mark that is used with a noun to show possession or to indicate where a letter has been left out to form a contraction.

apostrophe (’) | A punctuation mark that is used with a noun to show possession or to indicate where a letter has been left out to form a contraction.

appositive | A word or group of words that describes or renames a noun or pronoun.

appositive | A word or group of words that describes or renames a noun or pronoun.

assertion | A declaration, a statement of fact, or claim of fact.

assertion | A declaration, a statement of fact, or claim of fact.

asynchronous | Occurring at different times.

asynchronous | Occurring at different times.

audience | The individual(s) or group(s) whom the writer intends to address.

audience | The individual(s) or group(s) whom the writer intends to address.

Audience | Identifies the individual(s) or group(s) whom the writer intends to address.

Audience | Identifies the individual(s) or group(s) whom the writer intends to address.

B

benefit | What the buyer gains with the purchase.

benefit | What the buyer gains with the purchase.

block quotation | A long quotation (forty words or more) that uses indentation, rather than quotation marks, to indicate that the material is quoted. Block quotations are indented five spaces from the left margin. The page reference is included in parentheses after the end punctuation for the quote.

block quotation | A long quotation (forty words or more) that uses indentation, rather than quotation marks, to indicate that the material is quoted. Block quotations are indented five spaces from the left margin. The page reference is included in parentheses after the end punctuation for the quote.

Body sentences | Sentences that support the topic sentence and relate clearly to the subject matter of the paragraph and overall document.

Body sentences | Sentences that support the topic sentence and relate clearly to the subject matter of the paragraph and overall document.

Brainstorming | A prewriting strategy similar to list making. Writers start with a general category and list specific items that fall into the category.

Brainstorming | A prewriting strategy similar to list making. Writers start with a general category and list specific items that fall into the category.

Business proposals | Document designed to make a persuasive appeal to the audience to achieve a defined outcome, often proposing a solution to a problem.

Business proposals | Document designed to make a persuasive appeal to the audience to achieve a defined outcome, often proposing a solution to a problem.

Bypassing | The misunderstanding that occurs when the receiver completely misses the source's intended meaning.

Bypassing | The misunderstanding that occurs when the receiver completely misses the source's intended meaning.

C

capitalization | Using a capital letter as the first letter of a word.

capitalization | Using a capital letter as the first letter of a word.

Casual language | Involves everyday words and expressions in a familiar group context.

Casual language | Involves everyday words and expressions in a familiar group context.

Clichés | A descriptive expression that has lost its effectiveness because it is overused.

Clichés | A descriptive expression that has lost its effectiveness because it is overused.

cognate strategies | Ways of framing, expressing and representing a message to an audience.

cognate strategies | Ways of framing, expressing and representing a message to an audience.

coherence | A quality in which the wording of an work clearly indicates how one idea leads to another within a paragraph and from paragraph to paragraph.

coherence | A quality in which the wording of an work clearly indicates how one idea leads to another within a paragraph and from paragraph to paragraph.

collective noun | A noun that identifies more than one person, place, or thing and treats those people, places, or things as a singular unit.

collective noun | A noun that identifies more than one person, place, or thing and treats those people, places, or things as a singular unit.

Collective nouns | A noun that identifies more than one person, place, or thing and treats those people, places, or things as a singular unit.

Collective nouns | A noun that identifies more than one person, place, or thing and treats those people, places, or things as a singular unit.

Colloquial language | An informal, conversational style of writing.

Colloquial language | An informal, conversational style of writing.

colon (:) | A punctuation mark that is used to indicate a full stop. Colons can introduce lists, quotes, examples, and explanations.

colon (:) | A punctuation mark that is used to indicate a full stop. Colons can introduce lists, quotes, examples, and explanations.

comma | A punctuation mark that tells the reader when to pause or when a word is part of a list.

comma | A punctuation mark that tells the reader when to pause or when a word is part of a list.

comma splice | A run-on sentence created by two complete sentences separated only by a single comma.

comma splice | A run-on sentence created by two complete sentences separated only by a single comma.

commonly confused words | Words that share a similar pronunciation, meaning, or spelling.

commonly confused words | Words that share a similar pronunciation, meaning, or spelling.

Comparative | Adjectives and adverbs used to compare two things.

Comparative | Adjectives and adverbs used to compare two things.

Compiling | Involves composing your speech out of materials from the documents and other sources you have collected.

Compiling | Involves composing your speech out of materials from the documents and other sources you have collected.

Compound object pronouns | Two or more pronouns joined by a conjunction or preposition that function as the object of the sentence.

Compound object pronouns | Two or more pronouns joined by a conjunction or preposition that function as the object of the sentence.

compound subject | A subject that is formed when two or more nouns are linked by the coordinating conjunctions *and*, *or*, or *nor*.

compound subject | A subject that is formed when two or more nouns are linked by the coordinating conjunctions *and*, *or*, or *nor*.

Compound subject pronouns | Two or more pronouns joined by a conjunction or preposition that function as the subject of the sentence.

Compound subject pronouns | Two or more pronouns joined by a conjunction or preposition that function as the subject of the sentence.

compound subjects | A subject that contains two or more nouns or pronouns joined by the words *and*, *or*, or *nor*.

compound subjects | A subject that contains two or more nouns or pronouns joined by the words *and*, *or*, or *nor*.

concluding sentence | The final sentence of a paragraph that summarizes the topic sentence using different words.

concluding sentence | The final sentence of a paragraph that summarizes the topic sentence using different words.

conclusion | The closing paragraph of an essay that reinforces the thesis statement and leaves the audience with a feeling of completion.

conclusion | The closing paragraph of an essay that reinforces the thesis statement and leaves the audience with a feeling of completion.

Conclusion | The final sentence in a paragraph that summarizes the main point.

Conclusion | The final sentence in a paragraph that summarizes the main point.

conclusion sentence | Sentence that brings the paragraph to a close.

conclusion sentence | Sentence that brings the paragraph to a close.

concrete terms | Describes something we can see and touch.

concrete terms | Describes something we can see and touch.

confirmation bias | When you only pay attention to information that reinforces your existing beliefs, and ignore or discredit information that contradicts your beliefs.

confirmation bias | When you only pay attention to information that reinforces your existing beliefs, and ignore or discredit information that contradicts your beliefs.

conjunctive adverb | An adverb that connects two clauses by describing the relationship between them.

conjunctive adverb | An adverb that connects two clauses by describing the relationship between them.

connotation | The emotional or cultural meaning attached to a word.

connotation | The emotional or cultural meaning attached to a word.

Consistent verb tense | Using the same verb tense throughout a sentence or paragraph.

Consistent verb tense | Using the same verb tense throughout a sentence or paragraph.

Content | All the written substance in a document.

Content | All the written substance in a document.

context clues | Words or phrases in a text that help clarify the meaning of an unfamiliar word.

context clues | Words or phrases in a text that help clarify the meaning of an unfamiliar word.

Context clues | Words or phrases in a text that help clarify the meaning of an unfamiliar word.

Context clues | Words or phrases in a text that help clarify the meaning of an unfamiliar word.

contraction | A word that is formed by combining two words. In a contraction, an apostrophe shows where one or more letters have been left out.

contraction | A word that is formed by combining two words. In a contraction, an apostrophe shows where one or more letters have been left out.

controlling idea | Indicates the writer's stance on the main idea of a paragraph. The controlling idea appears in the paragraph's topic sentence.

controlling idea | Indicates the writer's stance on the main idea of a paragraph. The controlling idea appears in the paragraph's topic sentence.

controlling idea | The main idea that guides the content of an essay; the idea upon which a thesis statement is built.

controlling idea | The main idea that guides the content of an essay; the idea upon which a thesis statement is built.

conventions | Conventional language patterns for a specific genre.

conventions | Conventional language patterns for a specific genre.

conversational tone | Writing style that resembles oral communication.

conversational tone | Writing style that resembles oral communication.

coordinating adjectives | A series of adjectives that come before the noun they describe.

coordinating adjectives | A series of adjectives that come before the noun they describe.

coordinating conjunction | A word that links two independent clauses. Common coordinating conjunctions are *for*, *and*, *nor*, *but*, *or*, *yet*, and *so*.

coordinating conjunction | A word that links two independent clauses. Common coordinating conjunctions are *for*, *and*, *nor*, *but*, *or*, *yet*, and *so*.

coordinating conjunction | A linking word that joins two independent clauses. The seven common coordinating conjunctions are *for*, *and*, *nor*, *but*, *or*, *yet*, and, *so*.

coordinating conjunction | A linking word that joins two independent clauses. The seven common coordinating conjunctions are *for*, *and*, *nor*, *but*, *or*, *yet*, and, *so*.

correlative conjunction | A paired conjunction that connects two equal parts of a sentence and shows the relationship between them. Common correlative conjunctions include *both…and*, *neither…nor*, and *either…or*.

correlative conjunction | A paired conjunction that connects two equal parts of a sentence and shows the relationship between them. Common correlative conjunctions include *both…and*, *neither…nor*, and *either…or*.

count nouns | A noun that can be made plural by adding *-s*.

count nouns | A noun that can be made plural by adding *-s*.

Credibility | Qualities, capabilities, or power to elicit from the audience belief in one's character.

Credibility | Qualities, capabilities, or power to elicit from the audience belief in one's character.

Critical thinking | "Self-directed, self-disciplined, self-monitored, and self-corrective thinking."

Critical thinking | "Self-directed, self-disciplined, self-monitored, and self-corrective thinking."

Critical thinking | "Self-directed, self-disciplined, self-monitored, and self-corrective thinking."

Critical thinking | "Self-directed, self-disciplined, self-monitored, and self-corrective thinking."

D

dangling modifier | A word, phrase, or clause that describes or modifies something that has been left out of the sentence.

dangling modifier | A word, phrase, or clause that describes or modifies something that has been left out of the sentence.

dangling modifier | A modifier that is not logically connected to the rest of the sentence.

dangling modifier | A modifier that is not logically connected to the rest of the sentence.

dash (—) | A punctuation mark used to set off information in a sentence for emphasis.

dash (—) | A punctuation mark used to set off information in a sentence for emphasis.

definite article | The word *the* that refers to one or more specific things.

definite article | The word *the* that refers to one or more specific things.

dependent clause | A group of words that contain a subject and verb but cannot stand alone as a complete thought.

dependent clause | A group of words that contain a subject and verb but cannot stand alone as a complete thought.

dependent word | The first word in a dependent clause. Common dependent words are *since*, *because*, *without*, *unless*, and so on.

dependent word | The first word in a dependent clause. Common dependent words are *since*, *because*, *without*, *unless*, and so on.

DOI | Digital Object Identifier, an identification code provided for some online documents, typically articles in scholarly journals. DOIs are more stable than URLs, so they should be included in reference entries when available.

DOI | Digital Object Identifier, an identification code provided for some online documents, typically articles in scholarly journals. DOIs are more stable than URLs, so they should be included in reference entries when available.

double negative | A phrase or sentence construction that employs two negatives to indicate a positive.

double negative | A phrase or sentence construction that employs two negatives to indicate a positive.

Double negatives | Two negatives used in the same phrase or sentence.

Double negatives | Two negatives used in the same phrase or sentence.

Drafting | The stage of the writing process in which the writer develops a complete first version of a piece of writing.

Drafting | The stage of the writing process in which the writer develops a complete first version of a piece of writing.

E

e-mail | Electronic mail.

e-mail | Electronic mail.

edit | To examine a piece of writing for how the writer expressed his or her ideas. Editing often involves adding or changing words, and fixing any problems in grammar, punctuation, and sentence structure.

edit | To examine a piece of writing for how the writer expressed his or her ideas. Editing often involves adding or changing words, and fixing any problems in grammar, punctuation, and sentence structure.

Emotional resistance | Occurs when the audience gets tired, often to the point of rejection, of hearing messages that attempt to elicit an emotional response.

Emotional resistance | Occurs when the audience gets tired, often to the point of rejection, of hearing messages that attempt to elicit an emotional response.

Emotions | A psychological and physical reaction, such as fear or anger, to stimuli that we experience as a feeling.

Emotions | A psychological and physical reaction, such as fear or anger, to stimuli that we experience as a feeling.

et al. | An abbreviation for the Latin phrase *et alia*, meaning “and others.” This abbreviation frequently appears in citations for works with multiple authors.

et al. | An abbreviation for the Latin phrase *et alia*, meaning “and others.” This abbreviation frequently appears in citations for works with multiple authors.

evaluation | A purpose for writing that communicates a writer’s opinion about a document or a topic and the justifications for that opinion.

evaluation | A purpose for writing that communicates a writer’s opinion about a document or a topic and the justifications for that opinion.

exclamatory sentences | Sentence that expresses a strong emotion.

exclamatory sentences | Sentence that expresses a strong emotion.

expository writing | Writing that conveys facts or descriptions.

expository writing | Writing that conveys facts or descriptions.

Exposure | Involves your condition of being presented with views, ideas, experiences, or made known to you through direct experience.

Exposure | Involves your condition of being presented with views, ideas, experiences, or made known to you through direct experience.

external communications | The sharing and understanding of meaning between individuals, departments, or representatives of the business and parties outside the organization.

external communications | The sharing and understanding of meaning between individuals, departments, or representatives of the business and parties outside the organization.

F

Fallacy | False logic.

Fallacy | False logic.

faulty parallelism | A failure to create grammatically parallel structures in a sentence.

faulty parallelism | A failure to create grammatically parallel structures in a sentence.

formal outline | A detailed guide that shows how all the supporting ideas in an essay are related to one other.

formal outline | A detailed guide that shows how all the supporting ideas in an essay are related to one other.

fragment | An incomplete sentence that results when a subject or a verb is missing.

fragment | An incomplete sentence that results when a subject or a verb is missing.

Framing | Placing an imaginary set of boundaries, much like a frame around a picture or a window, around a story, of what is included and omitted, influencing the story itself.

Framing | Placing an imaginary set of boundaries, much like a frame around a picture or a window, around a story, of what is included and omitted, influencing the story itself.

Freewriting | A prewriting strategy in which writers write freely about any topic for a set amount of time (usually three to five minutes).

Freewriting | A prewriting strategy in which writers write freely about any topic for a set amount of time (usually three to five minutes).

funnel technique | A writing device that begins with a broad statement and then gradually moves toward the heart of the matter.

funnel technique | A writing device that begins with a broad statement and then gradually moves toward the heart of the matter.

G

General purposes | The overall goal of the communication interaction: to inform, persuade, entertain, facilitate interaction, or motivate a reader.

General purposes | The overall goal of the communication interaction: to inform, persuade, entertain, facilitate interaction, or motivate a reader.

gerund | A verb form ending in *-ing* that is used as a noun, such as *running*, *writing*, or *celebrating*.

gerund | A verb form ending in *-ing* that is used as a noun, such as *running*, *writing*, or *celebrating*.

gerund | A verb form ending in *-ing* that is used as a noun, such as *running*, *writing*, or *celebrating*.

gerund | A verb form ending in *-ing* that is used as a noun, such as *running*, *writing*, or *celebrating*.

Grammar | The written construction of meaning from words, involving customs that evolve and adapt to usage over time.

Grammar | The written construction of meaning from words, involving customs that evolve and adapt to usage over time.

grapevine | The unofficial, informal communication network within an organization, often characterized by rumor, gossip, and innuendo.

grapevine | The unofficial, informal communication network within an organization, often characterized by rumor, gossip, and innuendo.

H

helping verb | Verbs that are used with a main verb to describe mood or tense. The helping verb is usually a form of *be*, *do*, or *have*.

helping verb | Verbs that are used with a main verb to describe mood or tense. The helping verb is usually a form of *be*, *do*, or *have*.

helping verb | A verb that is used with a main verb to describe mood or tense. The helping verb is usually a form of *be*, *do*, or *have*.

helping verb | A verb that is used with a main verb to describe mood or tense. The helping verb is usually a form of *be*, *do*, or *have*.

helping verbs | A verb that is used with a main verb to describe mood or tense. The helping verb is usually a form of *be*, *do*, or *have*.

helping verbs | A verb that is used with a main verb to describe mood or tense. The helping verb is usually a form of *be*, *do*, or *have*.

Homonyms | A word that sounds like another word but has a different meaning.

Homonyms | A word that sounds like another word but has a different meaning.

hyphen (-) | A punctuation mark that combines words that work together to form a single description, or it breaks a word across two lines of text.

hyphen (-) | A punctuation mark that combines words that work together to form a single description, or it breaks a word across two lines of text.

I

Idea mapping | A prewriting strategy in which writers cluster ideas on paper using circles, lines, and arrows.

Idea mapping | A prewriting strategy in which writers cluster ideas on paper using circles, lines, and arrows.

Idioms | Expressions that have a meaning different from the dictionary definitions of the individual words that make them up.

Idioms | Expressions that have a meaning different from the dictionary definitions of the individual words that make them up.

Incorporation | The process by which you bring the information into a whole or complete topic.

Incorporation | The process by which you bring the information into a whole or complete topic.

Incubation | The process by which you cause an idea or ideas to develop in your mind.

Incubation | The process by which you cause an idea or ideas to develop in your mind.

indefinite articles | The words *a* and *an* that refer to one nonspecific thing.

indefinite articles | The words *a* and *an* that refer to one nonspecific thing.

Indefinite pronouns | A pronoun that refers to an unspecified person, thing, or number.

Indefinite pronouns | Does not refer to a specific person or thing and is usually singular.

Indefinite pronouns | A pronoun that refers to an unspecified person, thing, or number.

Indefinite pronouns | Does not refer to a specific person or thing and is usually singular.

independent clause | A group of words that contains a subject and a verb and can stand alone as a complete, grammatically correct thought. An independent clause is a complete sentence.

independent clause | A group of words that contains a subject and a verb and can stand alone as a complete, grammatically correct thought. An independent clause is a complete sentence.

independent verification | Looking up facts in a different source from the one where you got it.

independent verification | Looking up facts in a different source from the one where you got it.

indirect object | A noun or pronoun in a sentence that answers *to whom* or *to what* the action is being done. The indirect object comes before

the direct object in a sentence.

indirect object | A noun or pronoun in a sentence that answers *to whom* or *to what* the action is being done. The indirect object comes before the direct object in a sentence.

indirect objects | A noun or pronoun in a sentence that answers the question *to whom?* or *to what?* after the verb. The indirect object comes before the direct object in a sentence.

indirect objects | A noun or pronoun in a sentence that answers the question *to whom?* or *to what?* after the verb. The indirect object comes before the direct object in a sentence.

indirect quotation | A restatement of what someone said or wrote. An indirect quotation does not use the person's exact words. You do not need to use quotation marks for indirect quotations.

indirect quotation | A restatement of what someone said or wrote. An indirect quotation does not use the person's exact words. You do not need to use quotation marks for indirect quotations.

infinitive | A verb form that combines the word *to* with a verb, such as *to buy*, *to go*, or *to gather*.

infinitive | A verb form that combines the word *to* with a verb, such as *to buy*, *to go*, or *to gather*.

infinitive | Form of verb without a reference to time; in its standard form it includes the auxiliary word "to."

infinitive | Form of verb without a reference to time; in its standard form it includes the auxiliary word "to."

interrupting words | Words or phrases that describe a noun, separated from the rest of the sentence by commas. Interrupters can come before or after the noun they describe.

interrupting words | Words or phrases that describe a noun, separated from the rest of the sentence by commas. Interrupters can come before or after the noun they describe.

introduction | The opening paragraph of an essay that piques the audience's interest, tells what the essay is about, and motivates the audience to keep reading.

introduction | The opening paragraph of an essay that piques the audience's interest, tells what the essay is about, and motivates the audience to keep reading.

inverted sentence | A sentence that inverts the traditional subject-verb-object structure so that the verb follows the subject.

inverted sentence | A sentence that inverts the traditional subject-verb-object structure so that the verb follows the subject.

irregular verbs | Verbs that do not follow a predictable pattern when shifting tenses, such as from the present to the past tense.

irregular verbs | Verbs whose endings do not follow regular patterns when shifting from present to past tense.

irregular verbs | Verbs that do not follow a predictable pattern when shifting tenses, such as from the present to the past tense.

irregular verbs | Verbs whose endings do not follow regular patterns when shifting from present to past tense.

Irregular verbs | Verbs that change a vowel or convert to another word when representing the past tense.

Irregular verbs | Verbs that change a vowel or convert to another word when representing the past tense.

L

Letters | Brief message sent to recipient(s) that are often outside the organization.

Letters | Brief message sent to recipient(s) that are often outside the organization.

Libel | The written form of defamation, or a false statement that damages a reputation.

Libel | The written form of defamation, or a false statement that damages a reputation.

linking verb | A verb that connects or links the subject of a sentence to a noun or adjective.

linking verb | A verb that connects or links the subject of a sentence to a noun or adjective.

linking verbs | A verb that connects or links the subject of a sentence to a noun or adjective.

linking verbs | A verb that connects or links the subject of a sentence to a noun or adjective.

logos | Logic and reason.

logos | Logic and reason.

M

memo | An abbreviation for memorandum; normally used for communicating policies, procedures, or related official business within an organization.

memo | An abbreviation for memorandum; normally used for communicating policies, procedures, or related official business within an

organization.

metasearch | Returning search results from several search engines at once.

metasearch | Returning search results from several search engines at once.

misplaced modifier | A modifier that is placed too far away from the word or words it modifies.

misplaced modifier | A modifier that is placed too far away from the word or words it modifies.

MLA style | Modern Language Association style, or MLA, is often used in the liberal arts and humanities. It provides a uniform framework for the manuscript and parenthetical citations, or in-text citations. It also provides the framework for the works cited area for listing references at the end of the essay.

MLA style | Modern Language Association style, or MLA, is often used in the liberal arts and humanities. It provides a uniform framework for the manuscript and parenthetical, or in-text, citations. It also provides the framework for the works cited area for listing references at the end of the essay.

MLA style | Modern Language Association style, or MLA, is often used in the liberal arts and humanities. It provides a uniform framework for the manuscript and parenthetical citations, or in-text citations. It also provides the framework for the works cited area for listing references at the end of the essay.

MLA style | Modern Language Association style, or MLA, is often used in the liberal arts and humanities. It provides a uniform framework for the manuscript and parenthetical, or in-text, citations. It also provides the framework for the works cited area for listing references at the end of the essay.

modal auxiliaries | A type of helping verb that is only used with a main verb to help express its mood.

modal auxiliaries | A type of helping verb that is only used with a main verb to help express its mood.

modifier | A word or phrase that qualifies the meaning of another element in a sentence.

modifier | A word or phrase that qualifies the meaning of another element in a sentence.

modifier | A word or phrase that qualifies the meaning of another element in a sentence.

modifier | A word or phrase that qualifies the meaning of another element in a sentence.

Modifiers | Describes a subject in a sentence, or indicates how or when the subject carried out the action.

Modifiers | Describes a subject in a sentence, or indicates how or when the subject carried out the action.

N

Netiquette | Etiquette, or protocols and norms for communication, on the Internet.

Netiquette | Etiquette, or protocols and norms for communication, on the Internet.

noncount nouns | A noun that cannot be counted in individual units.

noncount nouns | A noun that cannot be counted in individual units.

O

object of the preposition | A noun phrase or pronoun that follows a preposition and completes its meaning.

object of the preposition | A noun phrase or pronoun that follows a preposition and completes its meaning.

Object pronouns | Pronoun that functions as the object of a verb or a preposition.

Object pronouns | Pronoun that functions as the object of a verb or a preposition.

Object pronouns | Pronoun that functions as the object of a verb or a preposition; the “who” or “what” acted upon.

Object pronouns | Pronoun that functions as the object of a verb or a preposition; the “who” or “what” acted upon.

order of importance | A method of organization that arranges ideas according to their significance.

order of importance | A method of organization that arranges ideas according to their significance.

order of importance | A method of organization that arranges ideas according to their significance.

order of importance | A method of organization that arranges ideas according to their significance.

outline | A framework that organizes main ideas and subordinate ideas in a hierarchical series.

outline | A framework that organizes main ideas and subordinate ideas in a hierarchical series.

P

Parallel construction | The use of the same grammatical pattern; it can be applied to words, phrases, and sentences.

Parallel construction | The use of the same grammatical pattern; it can be applied to words, phrases, and sentences.

parallelism | Using the same grammatical structure to express equal ideas in a sentence. Parallelism may occur at the word, phrase, or clause level.

parallelism | Using the same grammatical structure to express equal ideas in a sentence. Parallelism may occur at the word, phrase, or clause level.

paraphrase | To restate ideas or information from sources using one's own words and sentence structures.

paraphrase | To restate ideas or information from sources using one's own words and sentence structures.

paraphrase | To rewrite information in your own words.

paraphrase | To rewrite information in your own words.

Parentheses ( ) | Punctuation marks that are used in pairs to contain information that is secondary to the meaning of a sentence.

Parentheses ( ) | Punctuation marks that are used in pairs to contain information that is secondary to the meaning of a sentence.

passive voice | Sentence structure in which the subject receives the action.

passive voice | Sentence structure in which the subject receives the action.

past participle | Often called the *-ed* form of the verb, it is formed by adding *-d* or *-ed* to the base form of regular verbs.

past participle | Often called the *-ed* form of the verb, it is formed by adding *-d* or *-ed* to the base form of regular verbs.

Patch writing | Verbatim cut-and-paste insertion of fragments of other publications into one's own writing without crediting the sources.

Patch writing | Verbatim cut-and-paste insertion of fragments of other publications into one's own writing without crediting the sources.

pathos | Passion and enthusiasm.

pathos | Passion and enthusiasm.

peer review | The process in which a writer allows a peer to read and evaluate a draft.

peer review | The process in which a writer allows a peer to read and evaluate a draft.

plagiarism | Representing another's work as your own.

plagiarism | Representing another's work as your own.

plagiarism | Representing another's work as your own.

plagiarism | Representing another's work as your own.

possessive pronoun | A pronoun that shows possession or ownership.

possessive pronoun | A pronoun that shows possession or ownership.

prefix | A word part added to the beginning of a word to create a new meaning.

prefix | A word part added to the beginning of a word to create a new meaning.

preposition | Type of word that connects a noun, pronoun, or verb to another word that describes or modifies it. Common prepositions include *in*, *on*, *under*, *near*, *by*, *with*, and *about*.

preposition | Type of word that connects a noun, pronoun, or verb to another word that describes or modifies it. Common prepositions include *in*, *on*, *under*, *near*, *by*, *with*, and *about*.

prepositional phrase | A group of words that begins with a preposition.

prepositional phrase | A group of words that begins with a preposition.

prepositional phrase | A group of words that begins with a preposition.

prepositional phrase | A group of words that begins with a preposition.

prepositional phrase | A phrase composed of a preposition and its object, which may be a noun, a pronoun, or a clause.

prepositional phrase | A phrase composed of a preposition and its object, which may be a noun, a pronoun, or a clause.

Primary support | The main points you use to support your thesis.

Primary support | The main points you use to support your thesis.

priming | An excited state of awareness.

priming | An excited state of awareness.

Production | Involves the act of creating your speech from the elements you have gathered; you may start to consider what comes first, what goes last, and how you will link your ideas and examples together.

Production | Involves the act of creating your speech from the elements you have gathered; you may start to consider what comes first, what

goes last, and how you will link your ideas and examples together.

Progressive verb tenses | Verb tenses that describe a continuing or unfinished action.

Progressive verb tenses | Verb tenses that describe a continuing or unfinished action.

pronoun | A word that substitutes for a noun; for example, *I*, *you*, *he*, *she*, *it*, *we*, or *they*.

pronoun | A word that substitutes for a noun; for example, *I*, *you*, *he*, *she*, *it*, *we*, or *they*.

pronoun | A word that substitutes for a noun; for example, *I*, *you*, *he*, *she*, *it*, *we*, or *they*.

pronoun | A word that substitutes for a noun; for example, *I*, *you*, *he*, *she*, *it*, *we*, or *they*.

Pronoun agreement | When the pronoun and the antecedent match or agree with each other.

Pronoun agreement | When the pronoun and the antecedent match or agree with each other.

Punctuation marks | The traffic signals, signs, and indications that allow us to navigate the written word.

Punctuation marks | The traffic signals, signs, and indications that allow us to navigate the written word.

Q

Quotation marks (“ ”) | Punctuation marks that are used in pairs to enclose direct quotations and titles of short works.

Quotation marks (“ ”) | Punctuation marks that are used in pairs to enclose direct quotations and titles of short works.

R

Readability | Readers’ ability to read and comprehend the document.

Readability | Readers’ ability to read and comprehend the document.

reflection | A mental review of the task and your performance.

reflection | A mental review of the task and your performance.

Regular verbs | Verbs that follow a predictable pattern when shifting tenses, such as from the present to the past tense.

Regular verbs | Verbs whose endings follow regular patterns when shifting from the present to past tense.

Regular verbs | Verbs that follow a predictable pattern when shifting tenses, such as from the present to the past tense.

Regular verbs | Verbs whose endings follow regular patterns when shifting from the present to past tense.

relative clause | A group of words that contains a subject and a verb and describes a noun. A relative clause functions as an adjective in a sentence.

relative clause | A group of words that contains a subject and a verb and describes a noun. A relative clause functions as an adjective in a sentence.

relative pronoun | A type of pronoun that helps combine two sentences.

relative pronoun | A type of pronoun that helps combine two sentences.

Reports | Document designed to record and convey information to the reader.

Reports | Document designed to record and convey information to the reader.

résumé | Document that summarizes your education, skills, talents, employment history, and experiences in a clear and concise format for potential employers.

résumé | Document that summarizes your education, skills, talents, employment history, and experiences in a clear and concise format for potential employers.

revise | To examine a piece of writing for clarity of ideas. Revising often includes adding, cutting, moving, or changing information in order to make the ideas clearer, more accurate, more interesting, or more convincing.

revise | To examine a piece of writing for clarity of ideas. Revising often includes adding, cutting, moving, or changing information in order to make the ideas clearer, more accurate, more interesting, or more convincing.

revise | Change one word for another, make subtle changes, and improve a document.

revise | Change one word for another, make subtle changes, and improve a document.

Revision | The process by which you look over your speech again in order to correct or improve it.

Revision | The process by which you look over your speech again in order to correct or improve it.

rhetoric | The art of presenting an argument.

rhetoric | The art of presenting an argument.

run-on sentences | A sentence made up of two or more independent clauses that have been incorrectly combined.

run-on sentences | A sentence made up of two or more independent clauses that have been incorrectly combined.

S

sales message | The central persuasive message that intrigues, informs, persuades, calls to action, and closes the sale.

sales message | The central persuasive message that intrigues, informs, persuades, calls to action, and closes the sale.

section headings | Headings used to organize information within an APA-style paper. APA style provides formatting guidelines for five levels of section and subsection headings; however, most college research papers require only one or two heading levels.

section headings | Headings used to organize information within an APA-style paper. APA style provides formatting guidelines for five levels of section and subsection headings; however, most college research papers require only one or two heading levels.

semicolon (;) | A punctuation mark that indicates a pause and joins two independent clauses or separates a list when the list already requires commas.

semicolon (;) | A punctuation mark that indicates a pause and joins two independent clauses or separates a list when the list already requires commas.

sentence variety | Use of an assortment of sentence patterns, rhythms, and lengths to reduce repetition and emphasize important points in a text.

sentence variety | Use of an assortment of sentence patterns, rhythms, and lengths to reduce repetition and emphasize important points in a text.

serif | A small cross line, often perpendicular to the stroke of the letter, that is decorative but also makes the letter easier to read.

serif | A small cross line, often perpendicular to the stroke of the letter, that is decorative but also makes the letter easier to read.

Simple future | Verb tense that is used when the action has not yet taken place.

Simple future | Verb tense that is used when the action has not yet taken place.

Simple past | Verb tense that is used when the action has already taken place and is now finished.

Simple past | Verb tense that is used when the action has already taken place and is now finished.

Simple present | Verb tense that describes things that are generally true, indicates that an action takes place in the present, or indicates that the action is something that happens regularly.

Simple present | Verb tense that describes things that are generally true, indicates that an action takes place in the present, or indicates that the action is something that happens regularly.

single quotation marks (‘ ’) | Punctuation marks that are always used in pairs to enclose a quotation within a quotation.

single quotation marks (‘ ’) | Punctuation marks that are always used in pairs to enclose a quotation within a quotation.

slang | Informal words that are considered nonstandard English.

slang | Informal words that are considered nonstandard English.

Slang | Informal words that are considered nonstandard English.

Slang | Informal words that are considered nonstandard English.

sociocentrism | Involves the use of society-centered standards.

sociocentrism | Involves the use of society-centered standards.

spatial order | A method of organization that arranges ideas according to physical characteristics or appearance.

spatial order | A method of organization that arranges ideas according to physical characteristics or appearance.

Subject pronouns | A pronoun that functions as the subject in a sentence; the “who” and the “what” the sentence is about.

Subject pronouns | A pronoun that functions as the subject in a sentence; the “who” and the “what” the sentence is about.

subordinating conjunction | A word that connects a subordinate (dependent) clause to an independent (main) clause.

subordinating conjunction | A word that connects a subordinate (dependent) clause to an independent (main) clause.

Subordination | It joins two related ideas of unequal importance.

Subordination | It joins two related ideas of unequal importance.

suffix | A word part added to the end of a word to create a new meaning.

suffix | A word part added to the end of a word to create a new meaning.

summarize | To reduce a concept, idea, or data set to its most basic point or element.

summarize | To reduce a concept, idea, or data set to its most basic point or element.

summary | A purpose for writing that condenses a long piece of writing into a smaller paragraph by extracting only the vital information. Writers use their own words to create summaries.

summary | A purpose for writing that condenses a long piece of writing into a smaller paragraph by extracting only the vital information. Writers use their own words to create summaries.

Superlative | Adjectives and adverbs used to compare more than two people or two things.

Superlative | Adjectives and adverbs used to compare more than two people or two things.

Supporting sentences | A sentence in the middle part of the paragraph that helps explain, enhance, or prove the topic sentence.

Supporting sentences | A sentence in the middle part of the paragraph that helps explain, enhance, or prove the topic sentence.

Synonyms | Words that have the same, or almost the same, meaning as another word.

Synonyms | Words that have the same, or almost the same, meaning as another word.

syntax | The grammatical arrangement of words in a sentence.

syntax | The grammatical arrangement of words in a sentence.

synthesis | A purpose for writing that considers the main points from one or more pieces of writing and links them together to create a new point.

synthesis | A purpose for writing that considers the main points from one or more pieces of writing and links them together to create a new point.

T

Targeted practice | Identifying one's weak areas and specifically working to improve them.

Targeted practice | Identifying one's weak areas and specifically working to improve them.

Templates | The normative expectations for a specific type of document.

Templates | The normative expectations for a specific type of document.

Testimony | Quotations from people involved in a matter. It lends authenticity and credibility to an argument.

Testimony | Quotations from people involved in a matter. It lends authenticity and credibility to an argument.

texting | Written communication in the form of brief messages using a digital device.

texting | Written communication in the form of brief messages using a digital device.

thesis statement | A sentence that presents the controlling idea of an essay. A thesis statement is often one sentence long and states the writer's point of view.

thesis statement | A sentence that presents the controlling idea of an essay. A thesis statement is often one sentence long and states the writer's point of view.

thesis statement | A sentence that presents the controlling idea of an essay. A thesis statement is often one sentence long and states the writer's point of view.

thesis statement | A sentence that presents the controlling idea of an essay. A thesis statement is often one sentence long and states the writer's point of view.

topic sentence | The sentence in a paragraph that controls the point of the paragraph. A topic sentence is most often located at the beginning of a paragraph, and it makes the structure of a text and the writer's basic arguments easy to locate and comprehend.

topic sentence | The sentence in a paragraph that controls the point of the paragraph. A topic sentence is most often located at the beginning of a paragraph, and it makes the structure of a text and the writer's basic arguments easy to locate and comprehend.

topic sentence | The sentence in a paragraph that controls the point of the paragraph. It is most often located at the beginning of a paragraph and makes the structure of a text and the writer's basic argument easy to locate and comprehend.

topic sentence | The sentence in a paragraph that controls the point of the paragraph. It is most often located at the beginning of a paragraph and makes the structure of a text and the writer's basic argument easy to locate and comprehend.

topic sentence | Sentence that states the main thesis, purpose, or subject of the paragraph.

topic sentence | Sentence that states the main thesis, purpose, or subject of the paragraph.

transition | Words and phrases that show how the ideas in sentences and paragraphs are related.

transition | Words and phrases that show how the ideas in sentences and paragraphs are related.

transitions | Words and phrases that show how the ideas in sentences and paragraphs are related.

transitions | Words and phrases that show how the ideas in sentences and paragraphs are related.

Transitions | Bridges between ideas, thoughts or concepts; words, phrases, or visual devices that help the audience follow the speaker's ideas, connect the main points to each other, and see the relationships in a speech.

Transitions | Bridges between ideas, thoughts or concepts; words, phrases, or visual devices that help the audience follow the speaker's ideas, connect the main points to each other, and see the relationships in a speech.

Typeface | The visual design of symbols, including letters and numbers.

Typeface | The visual design of symbols, including letters and numbers.

U

URL | A uniform resource locator, or web address. Writers may provide URLs to help readers locate information that was accessed online. Guidelines for whether to provide a deep link within a site or a general link to the homepage or index vary depending on the type of online source.

URL | A uniform resource locator, or web address. Writers may provide URLs to help readers locate information that was accessed online. Guidelines for whether to provide a deep link within a site or a general link to the homepage or index vary depending on the type of online source.

V

verb | A word that tells what the subject is doing or links the subject to a describing word.

verb | A word that tells what the subject is doing or links the subject to a describing word.

verb | A word that tells what the subject is doing or links the subject to a describing word.

verb | A word that tells what the subject is doing or links the subject to a describing word.

verb | A word that tells what the subject is doing or links the subject to a describing word.

verb | A word that tells what the subject is doing or links the subject to a describing word.

Verb tense | A verb form that identifies the time of action described in a sentence.

Verb tense | A verb form that identifies the time of action described in a sentence.

Verb tense | Refers to the point in time where action occurs.

Verb tense | Refers to the point in time where action occurs.

Verb tenses | A verb form that identifies the time of action described in a sentence.

Verb tenses | A verb form that identifies the time of action described in a sentence.

verbatim | Word for word.

verbatim | Word for word.

vocabulary | A collection of spoken and written words used by individuals or groups.

vocabulary | A collection of spoken and written words used by individuals or groups.

W

white space | The space on the page free of text.

white space | The space on the page free of text.

working thesis statement | The first thesis statement writers use while outlining an assignment. A working thesis statement may change during the writing process.

working thesis statement | The first thesis statement writers use while outlining an assignment. A working thesis statement may change during the writing process.

working thesis statement | An indefinite statement that you make about your topic early in the writing process for the purpose of planning and guiding your writing.

working thesis statement | An indefinite statement that you make about your topic early in the writing process for the purpose of planning and guiding your writing.

Writing style | Also known as voice or tone; the manner in which a writer addresses the reader.

Writing style | Also known as voice or tone; the manner in which a writer addresses the reader.

This page titled Glossary is shared under a license and was authored, remixed, and/or curated by LibreTexts.

DETAILED LICENSING

Overview

Title: Business English for Success

Webpages: 115

Applicable Restrictions: Noncommercial

All licenses found:

- CC BY-NC-SA 3.0: 95.7% (110 pages)
- Undeclared: 4.3% (5 pages)

By Page

- Business English for Success - *CC BY-NC-SA 3.0*
  - Front Matter - *CC BY-NC-SA 3.0*
    - TitlePage - *CC BY-NC-SA 3.0*
    - InfoPage - *CC BY-NC-SA 3.0*
    - About the Author - *CC BY-NC-SA 3.0*
    - Table of Contents - *Undeclared*
    - Licensing - *Undeclared*
    - Preface - *CC BY-NC-SA 3.0*
    - Table of Contents - *CC BY-NC-SA 3.0*
  - Chapter 1: Writing Basics - What Makes a Good Sentence? - *CC BY-NC-SA 3.0*
    - 1.1: Sentence Writing - *CC BY-NC-SA 3.0*
    - 1.2: Subject-Verb Agreement - *CC BY-NC-SA 3.0*
    - 1.3: Verb Tense - *CC BY-NC-SA 3.0*
    - 1.4: Capitalization - *CC BY-NC-SA 3.0*
    - 1.5: Adjectives and Adverbs - *CC BY-NC-SA 3.0*
    - 1.6: Adjectives and Adverbs - *CC BY-NC-SA 3.0*
    - 1.7: Misplaced and Dangling Modifiers - *CC BY-NC-SA 3.0*
    - 1.8: Writing Basics- End-of-Chapter Exercises - *CC BY-NC-SA 3.0*
  - Chapter 2: Punctuation - *CC BY-NC-SA 3.0*
    - 2.1: Commas - *CC BY-NC-SA 3.0*
    - 2.2: Semicolons - *CC BY-NC-SA 3.0*
    - 2.3: Colons - *CC BY-NC-SA 3.0*
    - 2.4: Quotes - *CC BY-NC-SA 3.0*
    - 2.5: Apostrophes - *CC BY-NC-SA 3.0*
    - 2.6: Parentheses - *CC BY-NC-SA 3.0*
    - 2.7: Dashes - *CC BY-NC-SA 3.0*
    - 2.8: Hyphens - *CC BY-NC-SA 3.0*
    - 2.9: Punctuation- End-of-Chapter Exercises - *CC BY-NC-SA 3.0*
  - Chapter 3: Which Word Is Right? - *CC BY-NC-SA 3.0*
    - 3.1: Commonly Confused Words - *CC BY-NC-SA 3.0*
    - 3.2: Spelling - *CC BY-NC-SA 3.0*
    - 3.3: Word Choice - *CC BY-NC-SA 3.0*
    - 3.4: Prefixes and Suffixes - *CC BY-NC-SA 3.0*
    - 3.5: Synonyms and Antonyms - *CC BY-NC-SA 3.0*
    - 3.6: Using Context Clues - *CC BY-NC-SA 3.0*
    - 3.7: Working with Words- End-of-Chapter Exercises - *CC BY-NC-SA 3.0*
  - Chapter 4: Help for English Language Learners - *CC BY-NC-SA 3.0*
    - 4.1: Word Order - *CC BY-NC-SA 3.0*
    - 4.2: Negative Statements - *CC BY-NC-SA 3.0*
    - 4.3: Count and Noncount Nouns and Articles - *CC BY-NC-SA 3.0*
    - 4.4: Pronouns - *CC BY-NC-SA 3.0*
    - 4.5: Verb Tenses - *CC BY-NC-SA 3.0*
    - 4.6: Modal Auxiliaries - *CC BY-NC-SA 3.0*
    - 4.7: Prepositions - *CC BY-NC-SA 3.0*
    - 4.8: Slang and Idioms - *CC BY-NC-SA 3.0*
    - 4.9: Help for English Language Learners- End-of-Chapter Exercises - *CC BY-NC-SA 3.0*
  - Chapter 5: Writing Paragraphs - Separating Ideas and Shaping Content - *CC BY-NC-SA 3.0*
    - 5.1: Purpose, Audience, Tone, and Content - *CC BY-NC-SA 3.0*
    - 5.2: Effective Means for Writing a Paragraph - *CC BY-NC-SA 3.0*
    - 5.3: Writing Paragraphs- End-of-Chapter Exercises - *CC BY-NC-SA 3.0*
  - Chapter 6: Refining Your Writing - How Do I Improve My Writing Technique? - *CC BY-NC-SA 3.0*
    - 6.1: Sentence Variety - *CC BY-NC-SA 3.0*
    - 6.2: Coordination and Subordination - *CC BY-NC-SA 3.0*
    - 6.3: Parallelism - *CC BY-NC-SA 3.0*
    - 6.4: Refining Your Writing- End-of-Chapter Exercises - *CC BY-NC-SA 3.0*
  - Chapter 7: The Writing Process - How Do I Begin? - *CC BY-NC-SA 3.0*
    - 7.1: Apply Prewriting Models - *CC BY-NC-SA 3.0*

- 7.2: Outlining - *CC BY-NC-SA 3.0*
- 7.3: Drafting - *CC BY-NC-SA 3.0*
- 7.4: Revising and Editing - *CC BY-NC-SA 3.0*
- 7.5: The Writing Process- End-of-Chapter Exercises - *CC BY-NC-SA 3.0*

◦ Chapter 8: Writing Essays - From Start to Finish - *CC BY-NC-SA 3.0*
- 8.1: Developing a Strong, Clear Thesis Statement - *CC BY-NC-SA 3.0*
- 8.2: Writing Body Paragraphs - *CC BY-NC-SA 3.0*
- 8.3: Organizing Your Writing - *CC BY-NC-SA 3.0*
- 8.4: Writing Introductory and Concluding Paragraphs - *CC BY-NC-SA 3.0*
- 8.5: Writing Essays- End-of-Chapter Exercises - *CC BY-NC-SA 3.0*

◦ Chapter 9: Effective Business Writing - *CC BY-NC-SA 3.0*
- 9.1: Oral versus Written Communication - *CC BY-NC-SA 3.0*
- 9.2: How Is Writing Learned? - *CC BY-NC-SA 3.0*
- 9.3: Good Writing - *CC BY-NC-SA 3.0*
- 9.4: Style in Written Communication - *CC BY-NC-SA 3.0*
- 9.5: Principles of Written Communication - *CC BY-NC-SA 3.0*
- 9.6: Overcoming Barriers to Effective Written Communication - *CC BY-NC-SA 3.0*
- 9.7: Additional Resources - *CC BY-NC-SA 3.0*

◦ Chapter 10: Writing Preparation - *CC BY-NC-SA 3.0*
- 10.1: Think, Then Write - Writing Preparation - *CC BY-NC-SA 3.0*
- 10.2: A Planning Checklist for Business Messages - *CC BY-NC-SA 3.0*
- 10.3: Research and Investigation - Getting Started - *CC BY-NC-SA 3.0*
- 10.4: Ethics, Plagiarism, and Reliable Sources - *CC BY-NC-SA 3.0*
- 10.5: Completing Your Research and Investigation - *CC BY-NC-SA 3.0*
- 10.6: Reading and Analyzing - *CC BY-NC-SA 3.0*
- 10.7: Additional Resources - *CC BY-NC-SA 3.0*

◦ Chapter 11: Writing - *CC BY-NC-SA 3.0*
- 11.1: Organization - *CC BY-NC-SA 3.0*
- 11.2: Writing Style - *CC BY-NC-SA 3.0*
- 11.3: Making an Argument - *CC BY-NC-SA 3.0*
- 11.4: Paraphrase and Summary versus Plagiarism - *CC BY-NC-SA 3.0*
- 11.5: Additional Resources - *CC BY-NC-SA 3.0*

◦ Chapter 12: Revising and Presenting Your Writing - *CC BY-NC-SA 3.0*
- 12.1: General Revision Points to Consider - *CC BY-NC-SA 3.0*
- 12.2: Specific Revision Points to Consider - *CC BY-NC-SA 3.0*
- 12.3: Style Revisions - *CC BY-NC-SA 3.0*
- 12.4: Evaluating the Work of Others - *CC BY-NC-SA 3.0*
- 12.5: Proofreading and Design Evaluation - *CC BY-NC-SA 3.0*
- 12.6: Additional Resources - *CC BY-NC-SA 3.0*

◦ Chapter 13: Business Writing in Action - *CC BY-NC-SA 3.0*
- 13.1: Text, E-mail, and Netiquette - *CC BY-NC-SA 3.0*
- 13.2: Memorandums and Letters - *CC BY-NC-SA 3.0*
- 13.3: Business Proposal - *CC BY-NC-SA 3.0*
- 13.4: Report - *CC BY-NC-SA 3.0*
- 13.5: Résumé - *CC BY-NC-SA 3.0*
- 13.6: Sales Message - *CC BY-NC-SA 3.0*
- 13.7: Additional Resources - *CC BY-NC-SA 3.0*

◦ Chapter 14: APA and MLA Documentation and Formatting - *CC BY-NC-SA 3.0*
- 14.1: Formatting a Research Paper - *CC BY-NC-SA 3.0*
- 14.2: Citing and Referencing Techniques - *CC BY-NC-SA 3.0*
- 14.3: Creating a References Section (Part 1) - *CC BY-NC-SA 3.0*
- 14.4: Creating a References Section (Part 2) - *CC BY-NC-SA 3.0*
- 14.5: Using Modern Language Association (MLA) Style - *CC BY-NC-SA 3.0*
- 14.E: APA and MLA Documentation and Formatting (Exercises) - *CC BY-NC-SA 3.0*

◦ Back Matter - *CC BY-NC-SA 3.0*
- Index - *Undeclared*
- Glossary - *Undeclared*
- Detailed Licensing - *Undeclared*

This page titled Business English for Success is shared under a CC BY-NC-SA 3.0 license and was authored, remixed, and/or curated by via source content that was edited to the style and standards of the LibreTexts platform.