WHY ARE WE HERE?

BETTER CLARITY
CLEARER DIRECTIONS
LESS MISUNDERSTANDING
I will seek and I will find you.  
I shall take you to bed and have my way with you.  
I will make you ache, shake, and sweat until you moan and groan.  
I will make you beg for mercy.  
You will beg me to stop.  
I will exhaust you to the point that you will be relieved when I'm finished with you.  
And, when I am finished, you will be weak for days.

The Flu

REDUNDANCIES
LOOK FOR WAYS TO DROP WORDS WITHOUT CHANGING THE MEANING
Daniel is now employed at a rehabilitation center working as a physical therapist.

Daniel works at a rehabilitation center as a physical therapist.

EMPTY OR INFLATED PHRASES
We will file the appropriate papers in the event that we are unable to meet the deadlines.

We will file the appropriate papers if we are unable to meet the deadlines.

EMPTY OR INFLATED PHRASES

<table>
<thead>
<tr>
<th>INFLATED</th>
<th>CONCISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALONG THE LINES OF</td>
<td>LIKE</td>
</tr>
<tr>
<td>AT THE PRESENT TIME</td>
<td>NOW, CURRENTLY</td>
</tr>
<tr>
<td>BECAUSE OF THE FACT THAT</td>
<td>BECAUSE</td>
</tr>
<tr>
<td>Empty or Inflated Phrases</td>
<td>Inflated</td>
</tr>
<tr>
<td>--------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>By means of</td>
<td>By</td>
</tr>
<tr>
<td>Due to the fact that</td>
<td>Because</td>
</tr>
<tr>
<td>For the reason that</td>
<td>Because</td>
</tr>
<tr>
<td>In order to</td>
<td>To</td>
</tr>
<tr>
<td>In spite of the fact that</td>
<td>Although,</td>
</tr>
<tr>
<td>In the event that</td>
<td>If</td>
</tr>
<tr>
<td>Until such time as</td>
<td>Until</td>
</tr>
</tbody>
</table>

**Add Need Words**

Do not omit words necessary for completeness.
I have never and never will accept a bribe.

Modifiers

Modifiers should point clearly to the words they modify. As a rule words should be kept together.

The robber was described as a six foot-tall man with a mustache weighing 150 pounds.
MODIFIERS
THE ROBBER WAS DESCRIBED AS
150 POUNDS, A SIX FOOT-TALL MAN
WITH A MUSTACHE.

APPROPRIATE VOICE
VOICE IS A GRAMMATICAL TERM
WHICH IS USED TO TELL IF ACTION IS
BEING RECEIVED OR ACTING

ACTIVE & PASSIVE VOICE
ACTIVE VOICE
MORE FORCEFUL
SIMPLER & MORE DIRECT
CAN BE HARSH

PASSIVE VOICE
USUALLY WORDIER
OF TEN RESULTS IN
ROUND ABOUT WRITING
CAN BE AWKWARD

JARGON
USE ONLY WHEN YOUR READERS
WILL BE FAMILIAR WITH THE WORDS
SOME FORMS OF JARGON
INCLUDES PUFFED WORDS
PUFFED WORDS ARE WORDS

DESIGNED TO IMPRESS

VS.

COMMENCE

BEGIN

PARTS

COMPONENTS

ENDEAVOR

TRY

EXIT

LEAVE

VS.

PRIOR TO

BEFORE

PRIORITIZE

SET PRIORITIES

UTILIZE

USE

VIABLE

WORKABLE
<table>
<thead>
<tr>
<th>PUFFED WORDS ARE WORDS</th>
<th>Vs.</th>
<th>FINALIZE</th>
<th>IMPACT ON</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACILITATE</td>
<td>HELP</td>
<td>CONSIDERATION, CAUSE</td>
<td>FINISH</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PUFFED WORDS ARE WORDS</th>
<th>Vs.</th>
<th>INPUT</th>
<th>OPTIMAL</th>
<th>PARAMETERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDICATOR</td>
<td>SIGN</td>
<td>ADVISE</td>
<td>BEST</td>
<td>BOUNDARIES</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEXIST LANGUAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVOID STEROTYPICAL THINKING</td>
</tr>
<tr>
<td>AVOID MAN WORDS</td>
</tr>
<tr>
<td>Stereotypical Manwords</td>
</tr>
<tr>
<td>------------------------</td>
</tr>
<tr>
<td>Chairman</td>
</tr>
<tr>
<td>Congressman</td>
</tr>
<tr>
<td>Fireman</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stereotypical Manwords</th>
<th>Appropriateness</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mankind</td>
<td>Inappropriate</td>
<td>Mankind</td>
</tr>
<tr>
<td>To man</td>
<td>Inappropriate</td>
<td>To man</td>
</tr>
<tr>
<td>Workman</td>
<td>Inappropriate</td>
<td>Workman</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grammar</th>
</tr>
</thead>
</table>
A SENTENCE IS

A sentence is the largest independent unit of grammar: it begins with a capital letter and ends with a period, question mark, or exclamation point.

FRAGMENTED CLAUSES

A FRAGMENTED CLAUSE IS LIKE A SMALL SENTENCE

USUALLY THEY HAVE WORDS LIKE

AFTER

BECAUSE 
BEFORE 
IF 
SO 
THAT 
THROUGH 

UNLESS 
UNTIL 
WHEN 
WHERE 
WHO 
WHICH
Jane will address the problem of limited on-campus parking. If she is elected special student adviser, Jane will address the problem of limited on-campus parking, if she is elected special student adviser.

RUN ON SENTENCES
THERE ARE TWO TYPES
OF RUN-ON SENTENCES

NO PUNCTUATIONS MARKS
My car is out of gas we cannot reach town before dark
COMMA SPLICES

This has been a very dry summer, therefore, the supply of water in the reservoirs is low

COMMA SPLICES

Usually have one of six word with them:

AND,     YET,
BUT,     FOR,
OR,     SO,

TO CORRECT RUN-ON SENTENCES

Use a comma
Use a semicolon (or, colon or a dash)
Making it into separate sentences
Re-write the sentence
DO NOT USE COMMAS UNLESS YOU HAVE A GOOD REASON

RULES FOR COMMAS
TO SEPARATE THE ELEMENTS IN A SERIES (THREE OR MORE THINGS), INCLUDING THE LAST TWO.
"He hit the ball, dropped the bat, and ran to first base."

RULES FOR COMMAS
TO CONNECT TWO INDEPENDENT CLAUSES (and, but, for, nor, yet, or, so)
"He hit the ball well, but he ran toward third base."
RULES FOR COMMAS
TO SET OFF INTRODUCTORY ELEMENTS

Running toward third base, he suddenly realized how stupid he looked
THE EXCLAMATION POINT!
USE TO HIGHLIGHT A
EXCEPTIONAL FEELING
USE FOR SPECIAL EMPHASIS

THE ELLIPSIS MARK...
USE THE ELLIPSIS MARK TO
INDICATE THAT YOU HAVE
DELETED MATERIAL FROM AN OTHER WISE WORD FOR WORD QUOATION.

MECHANICS
CAPITALIZATION

CAUTION

CAPITALIZE DOES NOT
TO MAKE THEM MORE
IMPORTANT

PROPER NOUNS

NAME OF SPECIFIC

PLACES

PERSONS

THINGS

MONTHS

HOLIDAYS

DAYS OF THE WEEK
CAPITALIZATION

ABBREVIATIONS

DEPARTMENTS AND AGENCIES
OF GOVERNMENT, CORPORATIONS
AND OTHER ORGANIZATIONS

ABBREVIATIONS

USE ONLY WHEN CLEARLY APPROPRIATE

USE STANDARD APPROPRIATE
ABBREVIATIONS

Mr.  JR.
Ms.  Ph.D.
Dr.  M.D.
Rev.  M.A.
Prof.  C.B.O.
ABBREVIATIONS
INAPPROPRIATE
IN FORMAL WRITING
DO NOT ABBREVIATE
UNITS OF MEASURE
DAYS OF THE WEEK
HOLIDAYS
MONTHS

NUMBERS
SPELL OUT NUMBERS
WITH ONE OR TWO WORDS
FIGURES THAT NEED MORE THAN
TWO WORDS USE NUMBERS
EXCEPTION IF A SENTENCE
STARTS A NUMBER

SPELLING
MANY PEOPLE FEEL THAT THEY CANNOT SPELL
THEY EQUATE SPELLING
WITH INTELLIGENTS
### Spelling

**Misspelling is often the result of incorrect pronunciation**

<table>
<thead>
<tr>
<th>Incorrect</th>
<th>Correct</th>
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</thead>
<tbody>
<tr>
<td>CONGRADULATIONS</td>
<td>CONGRATULATIONS</td>
</tr>
<tr>
<td>DISCRIBE</td>
<td>DESCRIBE</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>GOVERNMENT</td>
</tr>
<tr>
<td>ENVIROMENT</td>
<td>ENVIRONMENT</td>
</tr>
<tr>
<td>SECATARY</td>
<td>SECRETARY</td>
</tr>
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</table>

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**Spelling**

<table>
<thead>
<tr>
<th>Incorrect</th>
<th>Correct</th>
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<tbody>
<tr>
<td>PROCEDE</td>
<td>PROCEED</td>
</tr>
<tr>
<td>RECEIPT</td>
<td>RECEIPT</td>
</tr>
</tbody>
</table>

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**Spelling**

**Ways to correct spelling**

- Books on spelling
- Electrons
- Word processors
Heating and Air Conditioning

Suite #1

At the time of inspection the heating and air conditioning unit could not be located.

Suite #2

The current tenant denied access to this suite.

Suite #3

The heating unit appears to be at or near the end of its life cycle. The heat exchanger was not inspected at this time, because the unit was occupied and using the air conditioning unit. It is recommended that prior to the heating season that a licensed heating contractor checks this unit. The exhaust vent appears to have been moved. Most likely it was moved at the time the new cooling unit was installed.
APA AND MLA
AMERICAN PSYCHOLOGICAL ASSOCIATION (APA)
and
MODERN LANGUAGE ASSOCIATION

APA IS THE MOST COMMON FOR BUSINESS USE
IS VERY SPECIFIC IN IT’S REQUIREMENTS
HAS REQUIREMENTS FOR EVERYTHING
EVEN THE WEIGHT OF THE PAPER

MLA IS CONSIDERED LESS FORMAL
COMMON STYLE FOR NEWSPAPERS
HAS LESS SPECIFIC REQUIREMENTS
DOES REQUIRE A TITLE
<table>
<thead>
<tr>
<th>COMMON DIFFERENCES</th>
<th>MLA</th>
<th>APA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARGINS</td>
<td>1&quot; - 1 1/2&quot;</td>
<td>1&quot;</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>COMMON DIFFERENCES</th>
<th>PUNCTUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLA</td>
<td>APA</td>
</tr>
<tr>
<td>LEAVE 1 SPACE</td>
<td>LEAVE 1 SPACE</td>
</tr>
<tr>
<td>AFTER WORDS,</td>
<td>AFTER ALL PUNCTUATION</td>
</tr>
<tr>
<td>COMMAS ECT.</td>
<td>AND WORDS</td>
</tr>
<tr>
<td>WORD, WORD</td>
<td>WORD , WORD</td>
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<table>
<thead>
<tr>
<th>WRITING STYLE</th>
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<tbody>
<tr>
<td>THE RHETORICAL SITUATION</td>
<td></td>
</tr>
<tr>
<td>FIVE FACTORS THAT INFLUENCE YOUR WRITING</td>
<td></td>
</tr>
<tr>
<td>1) THE OCCASION</td>
<td></td>
</tr>
<tr>
<td>2) THE PURPOSE</td>
<td></td>
</tr>
<tr>
<td>3) THE TOPIC</td>
<td></td>
</tr>
<tr>
<td>4) THE READER</td>
<td></td>
</tr>
<tr>
<td>5) YOU</td>
<td></td>
</tr>
</tbody>
</table>
BASIC TIPS FOR WRITING
DRAFTING
REVISING / EDITING
PROOFREADING

OVERVIEW
PRE-WRITING
EXPLORING NEW IDEAS

TO BE DONE AFTER DRAFTING
THE MORE IMPORTANT THE WRITING
THE MORE IT NEEDS TO BE REVISED
BASIC TIPS FOR WRITING

EDITING

ARE THE SENTENCES CLEAR
DO THE SENTENCES MAKE SENSE
DOES A SENTENCE SEEM TO RAMBLE

EDITING

DOES THE SENTENCE READ SMOOTHLY
IS THE SENTENCE TOO LONG
ARE KEY POINTS AND WORDS CLEAR

PROOFREADING

NO WRITING SHOULD BE CONSIDERED COMPLETE UNTIL IT HAS CAREFULLY PROOFREAD
BASIC TIPS FOR WRITING
PROOFREADING
READ THE PAPER OUT LOUD
ALWAYS TRY TO WAIT A DAY
USE THE COMPUTER

BASIC TIPS FOR WRITING
PROOFREADING
IF HIGH PROFILE
HIRE A PROFESSIONAL EDITOR
ASK SOME ELSE

EMAIL
EMAIL IS NOT PRIVATE
BE CAREFUL OF REPLIES
BE CAREFUL OF JOKING
WATCH FOR ALL CAPS
USE THE SUBJECT LINE
EMAIL

EMAIL IS NOT PRIVATE

HOW EMAIL WORKS
EMAIL
BECAREFUL OF REPLIES
BE CAREFUL OF JOKING
USE THE SUBJECT LINE

EMAIL
G-MAIL, YAHOO MAIL,
AOL MAIL..., ECT.
DATA MINING
TEXTING

TEXTING
UR PHONE → UR CARRIER → UR CARRIER SERVER'S → CLOUD → RECEIVERS SERVER'S → RECEIVERS PHONE

CLOUD

CLOUD

CLOUD Computing

QUESTION?