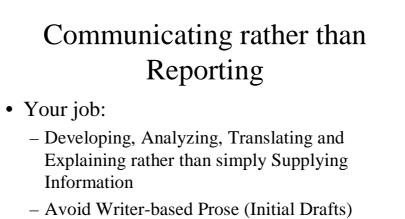
Communicating as a Professional

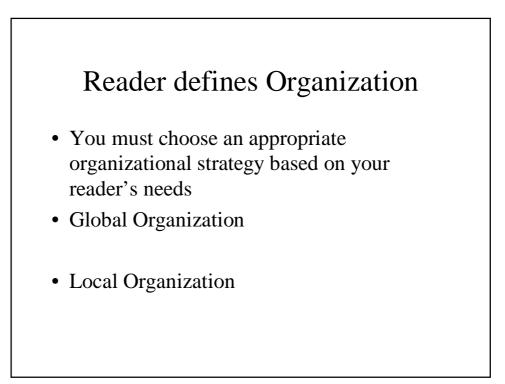
Stats 36-701 Tim Dawson Fall 2004

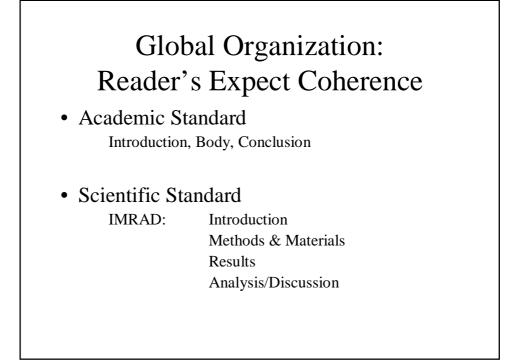


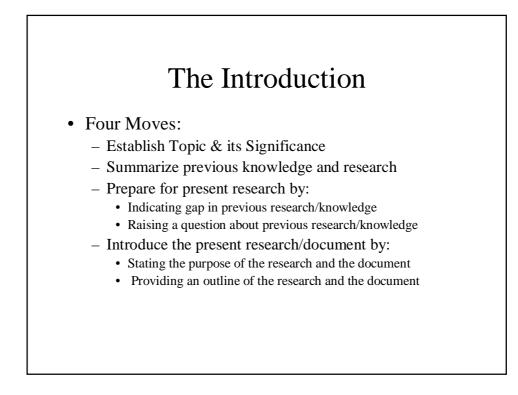
- Focused on writer's rather than reader's needs
- Goal: Reader-based Prose
 - Responds to readers needs for explicit organization, coherence and clarity

Reader defines Purpose

- Question your reader to get as much information as possible about what he/she needs from the document
- What information must you provide?
- What can you assume/leave out?







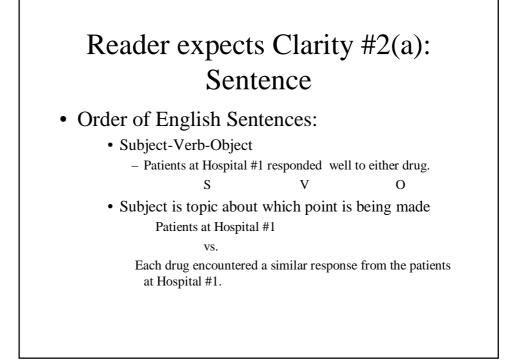
Local Organization: Developing Coherence

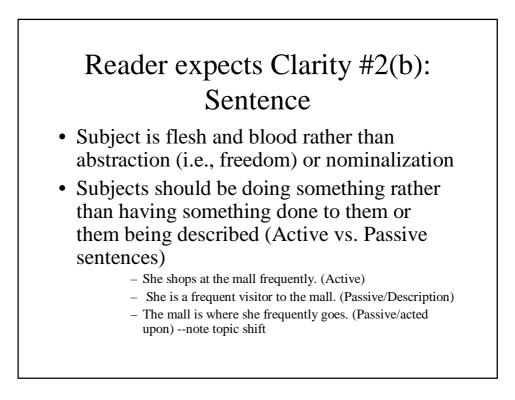
Coherence: General Guidelines

- Explicitly connect Known (old) information with Uknown (new)
- Each section/element of report is informed by the whole project
- Management of Topics
 - In Paragraphs: The author clearly introduces and then develops <u>one</u> point about <u>one</u> topic
 - In Sentences: the Grammatical subject (doer of the action) is also the topic about which a point is being made

Reader expects Clarity #1: Paragraph

- 5 elements/moves
 - 1. Introduce (A) a topic and (B) a point about the topic
 - 2. Provide statements in support of the point
 - 3. Supply evidence/examples or other information in support of your point
 - 4. Explain/analyze/evaluate your supporting information
 - 5. Connect the point of each paragraph to a larger unit of the paper you are working on (e.g., overall argument or connect a sub-point explicitly to a developing major-point within a section of the paper)





Reader expects Clarity #2(b): Sentence

- Nominalization (verb changed to noun)
 - (a) Introduction of new terminology should be done at the end of a sentence.
 - » (Nominalized verb: introduce)
 - (b) New technical terminology should be introduced at the end of a sentence.

Reader expects Clarity #2(b): Sentence

- Abstractions:
 - Often lead to convoluted or passive sentences

Freedom is what Americans love.

vs.

Americans love freedom.

Reader expects Clarity #2 (c): Sentence

- Remember Known to Uknown/Old to New
 - Known/Old information should be at the beginning of a sentence(topic cohesion), new information should be at end (rhetorical emphasis)
 - Points you wish to emphasize should occur at the end of a sentence
 - Complex phrases and clauses should occur after known information has been introduced
 - New technical terminology should be introduced at the end of a sentence