



# HUM 120

# EXPOSITORY WRITING

## Lecture 11

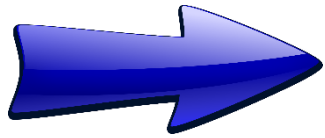
# Previous Lecture

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- Traits in technical writing
- Clarity
- Conciseness

# Objectives/Traits in Technical Writing

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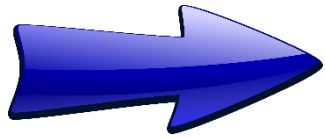
*How to enhance the probability of comprehension for the audience?*



- Accessible Document Design (necessary info)
- Audience Recognition (specified)
- Accuracy (grammar)

# Objectives/Traits in Technical Writing

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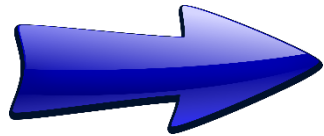


*How to enhance the probability of comprehension for the audience?*



- Clarity
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- Accessible Document Design (necessary info)**
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# Accessible Document Design



***What makes a document accessible?***



Regarding course code HUM987, we received 41 documents following style #2312-1. These were rejected. For the same code, we received 23 documents following style #2312-9. These were accepted. 45 documents following style #2312-5 from the same course code. These were accepted. Next, 21 of course code HUM989's documents following style #2312-8 were accepted. However, the 14 documents of style #2312-4 (same course code) were rejected. Finally, all 57 documents following style #2312-2 were rejected. These were also for course code HUM989



# Accessible Document Design



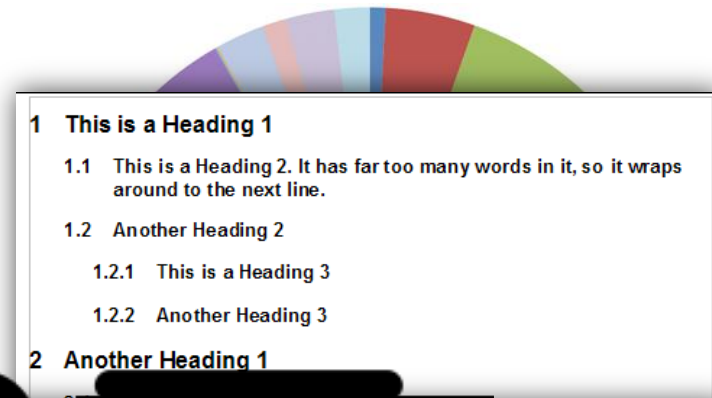
- ❑ The paragraph: 80 words or 10 sentences.
- ❑ Average words/sentence: 8.0
- ❑ Next, the text is clear, due to specificity of detail.
- ❑ However, despite the clarity and conciseness, this writing fails. Why?
- ❑ Essentially, this paragraph is unintelligible. Reason?
- ❑ **The page layout makes it nearly impossible.**

# Accessible Document Design









## ✓ Use highlighting techniques

- Graphics (tables and figures)
- White spaces
- **Boldface text**
- Headings and subheadings
- *Italics*
- Underlining
- Varied font sizes
- Bullets
- Numbered lists
- Varying font types



# Accessible Document Design

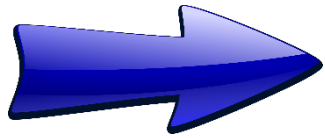


Course Code HUM987			
Document Style#	Quantity Received	Accepted	Rejected
2312-1	41		
2312-2	57		
2312-4	14		
2312-5	45		
2312-8	21		
2312-9	23		



# Objectives/Traits in Technical Writing

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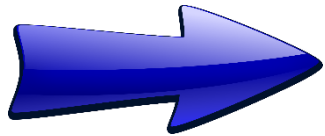
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# Objectives/Traits in Technical Writing

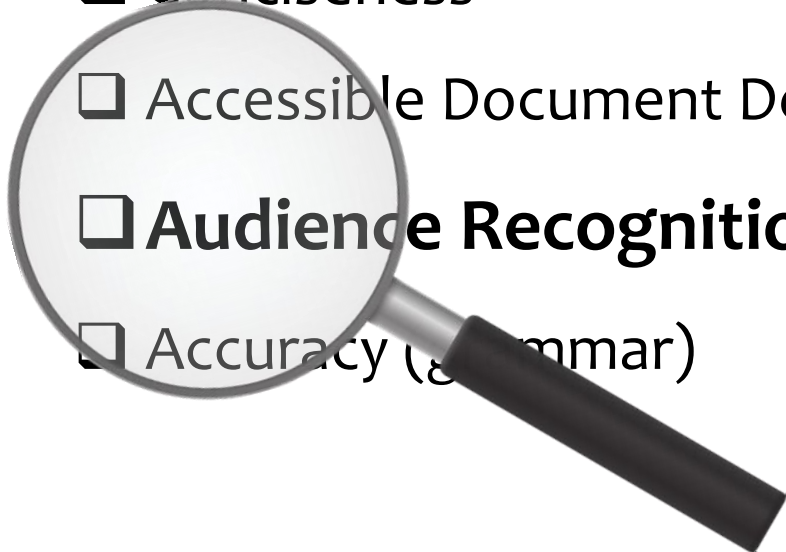
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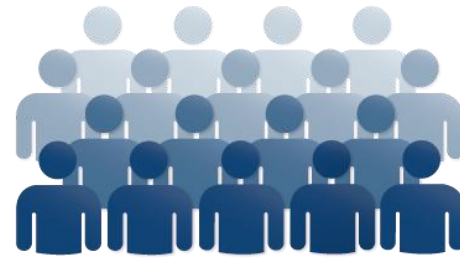
*How to enhance the probability of comprehension for the audience?*



- Clarity
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# Audience Recognition



## ✓ Objectives

→ • To inform

→ • To generate

**Clearest document for audience**

# Audience Recognition

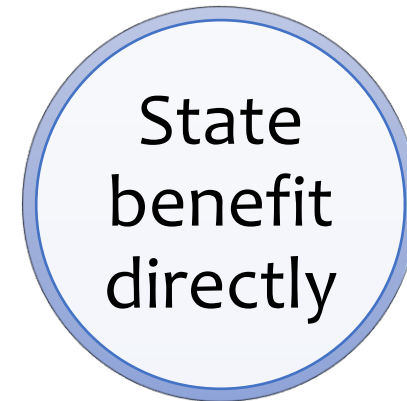


## Audience Involvement

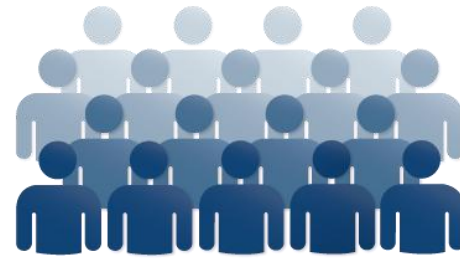
Personalized Tone



Readers Benefit

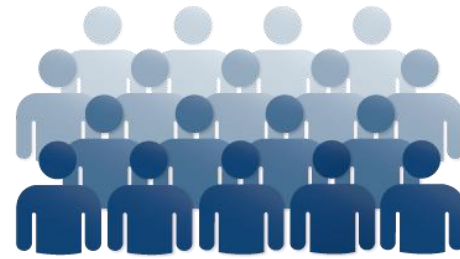


# Audience Recognition



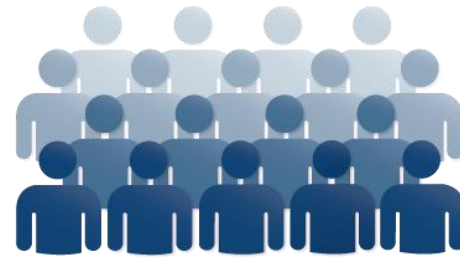
- High Tech Audience
- Low Tech Audience
- Lay Audience
- Multiple Audience
  - Multi-level
  - Multi-cultural

# Audience Recognition



- High Tech Audience**
  - Low Tech Audience
  - Lay Audience
  - Multiple Audience
- High tech readers require minimum detail regarding standard procedures and for mathematical or technical theories.
  - High tech peers read to discover new technical knowledge or for updates regarding the status of a project.
  - High tech readers need little background information regarding a project's history or objectives unless the specific subject matter of the correspondence is new to them.

# Audience Recognition



## High Tech Audience

Low Tech Audience

Lay Audience

Multiple Audience

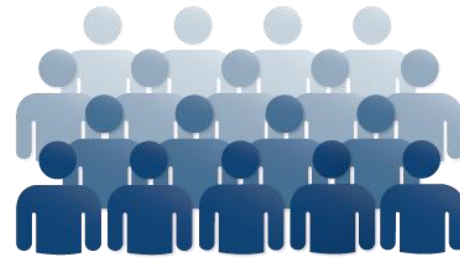
### ▪ Characteristics

- These are the people working in your field of expertise, in your department, in the same capacity, either in your company or any other.

E.g. **You ... Peer**

- Require minimal details.
- Experts in field you are writing about.
- Read to discover new techniques, knowledge and for updates.
- Share your level of understanding so you need not explain things.

# Audience Recognition

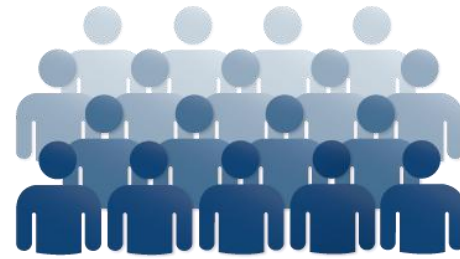


- High Tech Audience
- Low Tech Audience**
- Lay Audience
- Multiple Audience

- Low tech audience are familiar with the technology you are using but their **job responsibilities are peripheral to the subject matter**. They either work in another department, manage your work under your supervision or work outside your company.
- They understand **some** abbreviations, jargon, and technical concepts. To ensure that readers understand your content therefore, **define your terms**. An abbreviation like VLSI can not stand alone; define it parenthetically (very large scale integration).
- Since low tech reader is not in your normal writing domain, i.e., as someone to whom you don't write often regarding your field of expertise, **you need to provide more background information**.

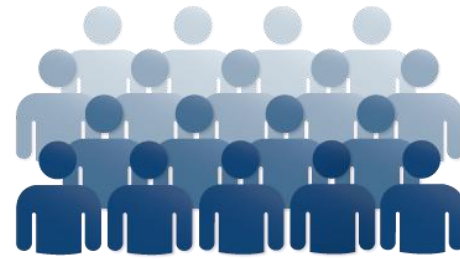


# Audience Recognition



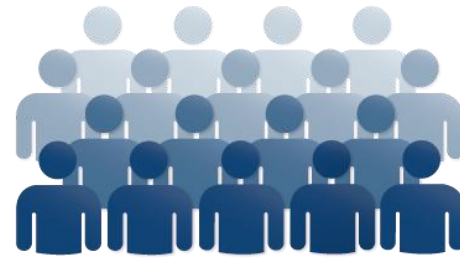
- High Tech Audience
- Low Tech Audience**
- Lay Audience
- Multiple Audience
- **Characteristics**
  - These are co-workers in other departments e.g. director, subordinates.
  - Familiar with the technology you are writing about but their job is different.
  - Provide background information, i.e., introduction.
  - Familiar with the subject matter but you need to **define technical terms**, i.e., acronyms, abbreviations, jargons.

# Audience Recognition



- High Tech Audience
  - Low Tech Audience
  - Lay Audience**
  - Multiple Audience
- Lay readers are **unfamiliar with your subject matter**. They don't understand your technology, therefore you should **write simply**.
  - Lay readers do not understand your technology or work environment so they will not understand any of your in house jargon abbreviations or acronyms.
  - Lay readers will always be in need of **background information**.

# Audience Recognition



- High Tech Audience
- Low Tech Audience
- Lay Audience**
- Multiple Audience

## ▪ Characteristics

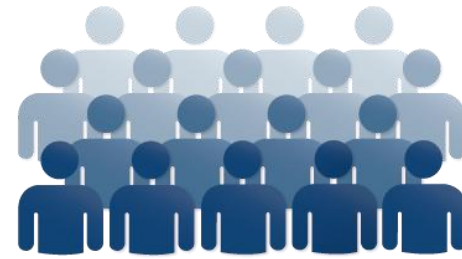
- No knowledge about your field, e.g., clients or customers.
- Avoid high-technical terms or define them thoroughly.
- Unfamiliar with subject matter.
- Provide background information and sufficient details.

# Audience Recognition

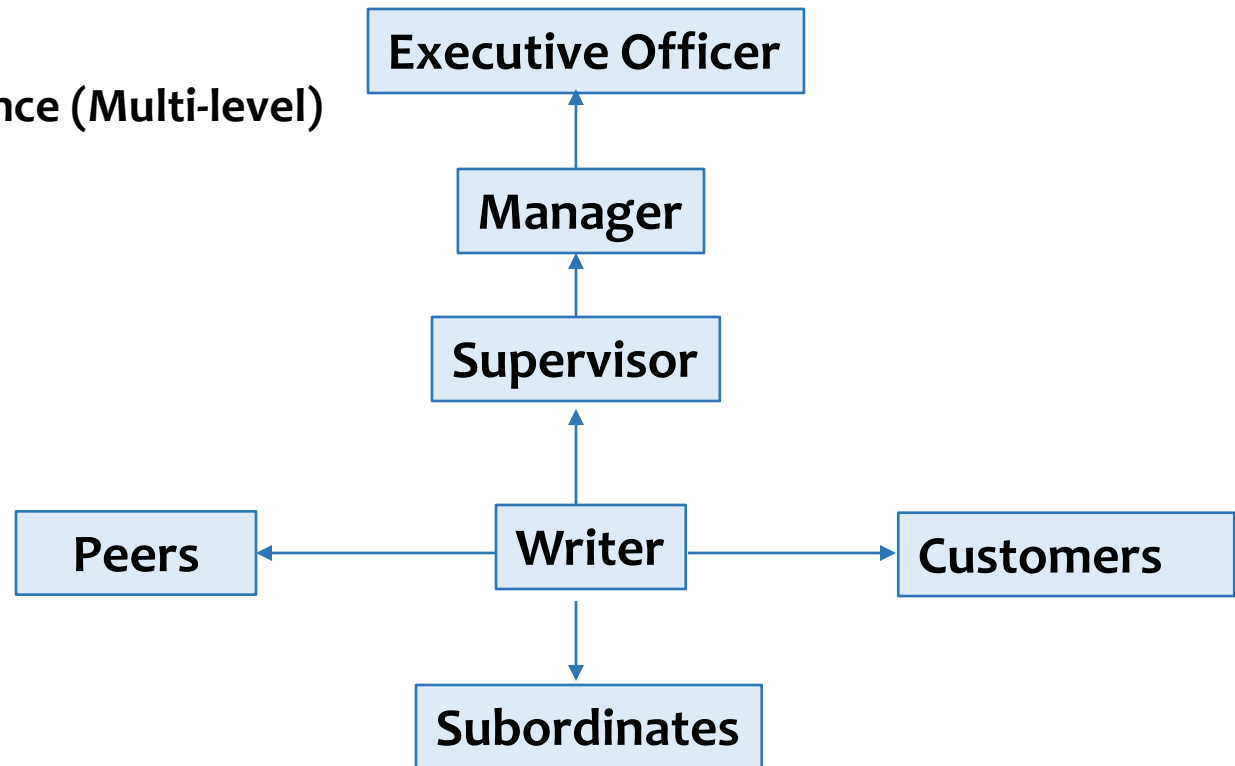


- High Tech Audience
- Low Tech Audience
- Lay Audience
- Multiple Audience (Multi-level)**
  - Your intended audience will not necessarily be your only readers. Others might receive copies of your writing.
  - Some of your readers will have background information while some will be in need of it so it is recommended to give some background information.
  - As your readers are diverse, so **define your jargons acronyms and abbreviations.**

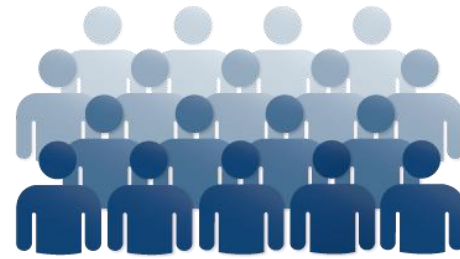
# Audience Recognition



- High Tech Audience
- Low Tech Audience
- Lay Audience
- Multiple Audience (Multi-level)**

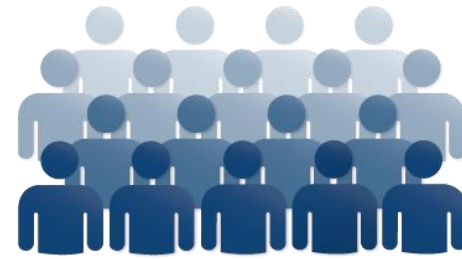


# Audience Recognition



- High Tech Audience
- Low Tech Audience
- Lay Audience
- Multiple Audience (Multi-cultural)**
  - You should have a business like tone. You shouldn't be too authoritative since upper level management might read the memo letter or report.
    - Define acronyms and abbreviations
    - Avoid jargons and idioms
    - Distinguish between nouns and verbs
    - Watch for cultural biases
    - Be careful when using slash/mark
    - Avoid humor and puns
    - Leave space for a translation
    - Avoid figurative language

# Audience Recognition



## High Tech

When writing to a high tech peer, one can use acronyms and abbreviations, usually without any definition.

Educators are familiar with QPA, NEA, and KPERS.

But individuals in other fields would assume that NEA meant National Endowment for the Arts, not National Education Association

## Low Tech

Accountants do not need their high tech peers to define FIFO or CPR.

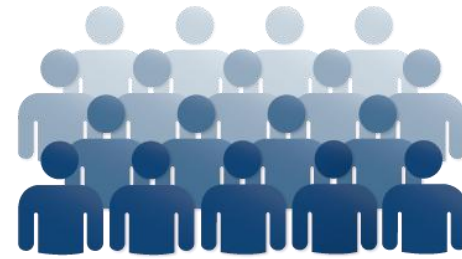
If these accountants write to one of their fellow employees in sales, computer technology, or human resources (low tech peers), however, these high-tech terms must be explained.

FIFO could be parenthetically defined as First In, First Out.

## Lay Readers

All they want is the definition—no abbreviations or acronyms. In fact, they might also need follow-up explanations.

# Audience Recognition



## High Tech

High-Tech know as much about a subject matter as you.

They have the same job title, same education, same years of experience, and the same level of expertise.

For example, a medical doctor writing to another medical doctor would be writing High Tech to High Tech.

## Low Tech

Low-Tech who work in your company know something about the subject matter.

They may not have the same job title, education, years of experience, or level of expertise.

For example, a medical doctor writing to a staff nurse would be writing High Tech to Low Tech

## Lay Readers

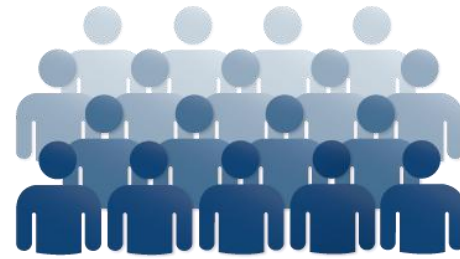
Lay Readers are your customers.

They are completely out of the loop.

For example, a medical doctor communicating with a patient.



# Audience Recognition

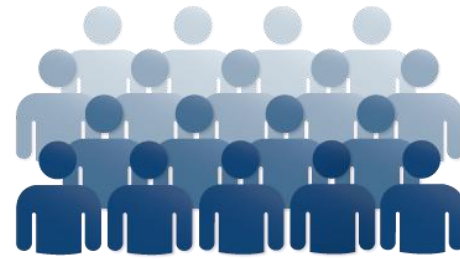


## *Defining Terms for Different Audience Levels*

Since every industry has its own specialized vocabulary so a writer must use:

- glossary items
- familiar terms
- short and precise sentences to define terms
- extended definitions for explanations
- endnotes/footnotes
- electronic communication (pop-up screen)

# Audience Recognition



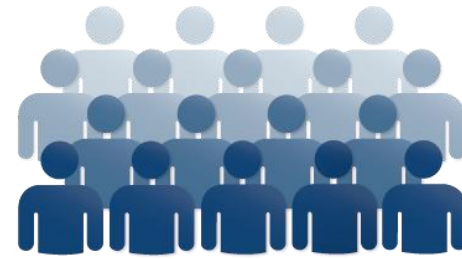
## Techniques to Avoid Sexist Language

- ✓ Neither refer to women as secondary nor ignore them.
  - **Biased:** “Radium was discovered by a women Marie Curie.”
  - **Unbiased:** “Radium was discovered by Marie Curie.”



SEXIST	GENDER NEUTRAL
Spokesman	Spokesperson, representative
Manpower	Staff, workforce
Chairman	Chair, Chairperson
Man the counter	Staff the counter, serve

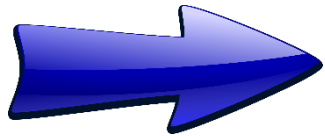
# Audience Recognition



Achieving Audience Recognition		
Audience	Style	Example
High Tech Peers	Abbreviations/Acronyms OK	Please review the enclosed OP and EN.
Low Tech Peers	Abbreviations/Acronyms need parenthetical definitions	Please review the enclosed OP (Operating Procedure) and EN (Engineering Notice).
Lay Readers	No abbreviations/acronyms. Explanations instead.	By following the enclosed procedure, you can ensure that your printer will run to our engineers' desired performance levels.

# Objectives/Traits in Technical Writing

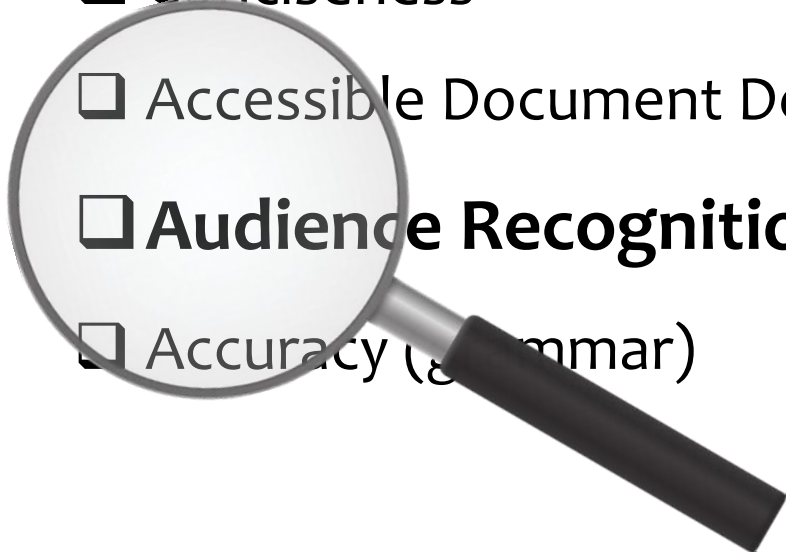
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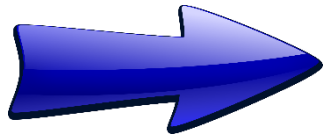


- Clarity
- Conciseness
- Accessible Document Design (necessary info)
- Audience Recognition (specified)**
- Accuracy (grammar)



# Objectives/Traits in Technical Writing

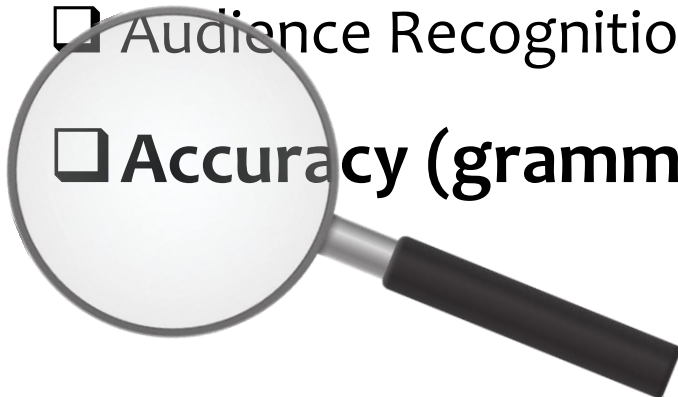
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*How to enhance the probability of comprehension for the audience?*



- Clarity
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- Accuracy (grammar)**



# Accuracy



- ✓  Accuracy in technical writing requires that you proof read your text.
- ✓  Tips of proofreading
  - Let someone else read it
  - Use the delay approach
  - Read one line at a time
  - Read long words syllable by syllable



# Accuracy



- ✓  Use technology.
- ✓  Check figures, scientific and technical equations, and abbreviations.
- ✓  Read it out loud .
- ✓  Use a dictionary.
- ✓  Try scattershot proofing .



# Accuracy



## ✓ Organization

- 1-Spatial
- If you are describing the parts of a machine or a plot of ground, you might organize your text spatially. You would describe what you see, as it appears in space, left to right, top to bottom, inside to outside or clockwise. These spatial sequences help your readers visualize what you see and therefore better understand the physical qualities of the subject matter.



# Accuracy



## ✓ Chronological

- At **1:15 PM**, we arrived at the site and assessed the patient's condition, taking vitals (pulse, respiration, etc.). At **1:17 PM** after stabilizing the patient, we contacted the hospital and relayed the vitals. By **1:20 PM**, the patient was on an IV drip. Our vehicle arrived at the hospital at **1:35 PM** and hospital staff took over the patient's care.



# Accuracy



## ✓ Importance

- If you bury key data on the bottom of a page, your reader might not see the information.
- Knowing this, you can decide which ideas you want to emphasize and then place that information on the page accordingly.
- Organize your ideas by importance.



# Accuracy



## Inaccurate Agenda

- Miscellaneous ideas
- Questions from the audience
- Refreshments
- Location, date and time
- Subject matter
- Guest speaker



NO

## Accurate Agenda

- Subject matter
- Guest speaker
- Location, date and time
- Refreshments
- Question from the audience
- Miscellaneous ideas



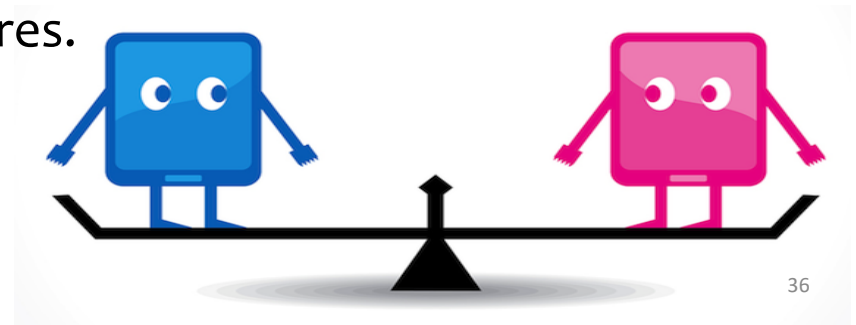
YES

# Accuracy



## ✓ **Comparison/Contrast**

- Many times in business, you will need to document options and ways in which you surpass a competitor. These require that you organize your text by comparison/contrast. You compare similarities and contrast differences. For example, if you are writing a sales brochure, you might want to present your potential client alternatives regarding services, personnel, timetables and fee structures.



# Accuracy



## ✓ Problem/Solution

- Every proposal and sales letter is problem/solution oriented. When you write a proposal for instance, you are proposing a solution to an existing problem. Similarly if your sales letter promotes a new product, your customers will purchase it only if their current product is inferior.



# Accuracy



## ✓ Professional excellence and ethical behaviour

- Use language and visuals with precision.
- Prefer simple and direct expression of ideas.
- Satisfy the audience's needs for information not your own need for self-expression.
- Hold yourself responsible for how well your audience understands your message.
- Respect the work of colleagues knowing that a communication problem may have more than one solution.

# Accuracy



## ✓ Testing with the intended readers

- For many technical documents, you need to test them on the intended readers. Show users instructions and get them to carry them out. Rework any area where users slowed down. Rethink, redesign and rewrite any area that confused users. Make sure all users can go from the start of each instruction to the end without faltering.

# Accuracy



## ☑ Understand the importance of proofreading

- Use the computer's spell check – remember, however, that a spell check will not catch:
  - **form** if you mean **from**
  - **to** if you mean **too**
  - **except** if you mean **accept**
- Let it sit – for a day or a weekend. When the document is cold, you are more objective about the writing.
- Use peer evaluations – others will see the errors we miss.
- Read it out loud – sometimes we can hear errors.
- Read it backwards – then you read words out of context. You cannot anticipate the next word.

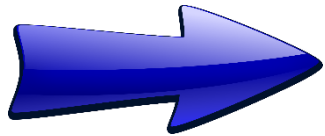


# Objectives/Traits in Technical Writing

Trait	0	1	2	3	4	5
<b>CLARITY</b> Organization	<ul style="list-style-type: none"> <li>Important points are delayed or absent</li> <li>Some Reporter's Questions never answered</li> <li>Many vague, connotative words used</li> </ul>			<ul style="list-style-type: none"> <li>Some important points are delayed</li> <li>Some Reporter's Questions assumed understood</li> <li>Some vague, connotative</li> </ul>		<ul style="list-style-type: none"> <li>Important points come first</li> <li>Reporter's Questions answered</li> <li>Specific, denotative words used</li> </ul>
<b>CONCISENESS</b> Sentence fluency/ word choice	<ul style="list-style-type: none"> <li>Longer words are commonplace</li> <li>Sentences average over 20 words</li> <li>Paragraphs often exceed six typed lines</li> </ul>			<ul style="list-style-type: none"> <li>Longer words used when shorter words exist</li> <li>Sentences average 15-20 words</li> <li>Some paragraphs exceed six typed lines</li> </ul>		<ul style="list-style-type: none"> <li>Words are generally one or two syllables</li> <li>Sentences average 10-12 words</li> <li>Paragraphs do not exceed six typed lines</li> </ul>
<b>ACCESSIBLE DOCUMENT DESIGN</b> Ideas and Content	<ul style="list-style-type: none"> <li>Highlighting is not used</li> <li>Information is not accessible</li> <li>Highlighting is overused</li> </ul>			<ul style="list-style-type: none"> <li>Some main points are highlighted</li> <li>Information is usually accessible</li> </ul>		<ul style="list-style-type: none"> <li>Highlighting techniques emphasize main points to help access</li> <li>Highlighting techniques not overused</li> </ul>
<b>AUDIENCE RECOGNITION</b> Voice	<ul style="list-style-type: none"> <li>Writer does not define high-tech terms</li> <li>Writer does not consider audience needs</li> <li>Writer never uses pronouns to involve audience</li> </ul>			<ul style="list-style-type: none"> <li>Writer usually defines high-tech terms</li> <li>Writer usually considers audience needs</li> <li>Writer often involves audience through pronouns</li> </ul>		<ul style="list-style-type: none"> <li>Writer defines all high-tech terms</li> <li>Writer considers audience needs</li> <li>Writer uses pronouns to involve audience</li> </ul>
<b>ACCURACY</b> Writing Conventions	<ul style="list-style-type: none"> <li>Punctuation often incorrect</li> <li>Spelling often incorrect</li> <li>Excessive grammar &amp; usage errors distort the message</li> </ul>			<ul style="list-style-type: none"> <li>Punctuation is usually correct</li> <li>Spelling is usually correct</li> <li>Grammar &amp; usage somewhat flawed</li> </ul>		<ul style="list-style-type: none"> <li>Correct punctuation</li> <li>Correct spelling</li> <li>Correct grammar &amp; usage</li> </ul>

# Objectives/Traits in Technical Writing

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*How to enhance the probability of comprehension for the audience?*



- Clarity
- Conciseness
- Accessible Document Design (necessary info)
- Audience Recognition (specified)
- Accuracy (grammar)



# Conclusions

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- Traits in technical writing
- Accessible Document Design
- Audience Recognition
- Accuracy