



HUM 120

EXPOSITORY WRITING

Lecture 15

Previous Lecture



- ❑ The writing process
- ❑ Stage 03: Post-writing techniques with examples

Effective Communication



Reasons to Communicate

- To persuade an audience to accept your point of view
- To instruct an audience by directing actions
- To inform an audience of facts, concerns, or questions you might have
- To build trust and rapport by managing work relationships

Professional Scenario

- Less time
- No room for errors
- Professional development
- Strengthening relationship
- Meetings, emails, conference calls, reports, presentations
- 7C's for both oral and written communication

7 C's of Effective Communication

1. Clarity
2. Conciseness
3. Completeness
4. Concreteness
5. Correctness
6. Consideration
7. Courtesy

Clarity



Simplicity & Organization

- Short, simple, fluent sentences and paragraphs
- Interconnected with the principles of completeness and concreteness
- **Big picture** to support details
- **Ending** of paragraph should indicate what is coming in the following paragraph
- Clarity of **thought** and ideas
- Using exact, **appropriate** and concrete words

Clarity



Simplicity & Organization

- Familiar words
 - After vs. subsequent
 - Home vs. Domicile
- **LUCE:** Length, Unity, Coherence, Emphasis
- I am sure you can help us (You can surely help us)

Clarity



Bad Example

Hi Ahmad,

I wanted to write you a quick note about Waseem, who's working in your department. He's a great asset, and I'd like to talk to you more about him when you have time.

Best,

Kamran

Clarity



Issues to Resolve

- What about Waseem?
- What are the duties of Waseem?
- What is the purpose of this conversation?

Clarity



Good Example

Hi Ahmad,

I wanted to write you a quick note about Waseem Khan, who's working in your department. In recent weeks, he's helped the IT department through several pressing deadlines on his own time.

We've got a tough upgrade project due to run over the next three months, and his knowledge and skills would prove invaluable. Could we please have his help with this work?

I'd appreciate speaking with you about this. When is it best to call you to discuss this further?

Best wishes,

Kamran

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Conciseness



Get to the Point

- Linked with concreteness and consideration
- Words as **minimum as possible**
- Avoid wordiness, redundancy, filler words. For Example:
 - Due to the fact
 - As stated
 - In short, etc.
- Specially for proposals and research papers
- You can often eliminate words like “for instance”, “you see”, “definitely”, “kind of”, “literally”, “basically”, or “I mean”

Conciseness



Get to the Point

- Time- and cost-saving
- At this time = **Now**
- Due to the fact = **Because**
- We hereby wish to let you know that our company appreciates your confidence = **We appreciate your confidence**

Conciseness



Examples

- Employed the **use** of
- Basic **fundamentals**
- Completely **eliminate**
- **Alternative** choices
- Actual **experience**
- **Connected** together
- Final **result**
- **Prove** conclusively
- In as few words as possible???

Conciseness



✓ Single Word Substitutes

- With regard to → About
- Despite the fact that → Although
- At the present writing → Now
- Is of opinion that → Thinks
- In the first place → First
- At a rapid rate → Fast

Conciseness



Bad Example

Hi Ayyan,

I wanted to touch base with you about the email marketing campaign we kind of sketched out last Thursday. I really think that our target market is definitely going to want to see the company's philanthropic efforts. I think that could make a big impact, and it would stay in their minds longer than a sales pitch.

For instance, if we talk about the company's efforts to become sustainable, as well as the charity work we're doing in local schools, then the people that we want to attract are going to remember our message longer. The impact will just be greater.

What do you think?

Ali

Conciseness



Issues to Resolve

- Length
- Repetition
- Fillers

Conciseness



Good Example

Hi Ayyan,

I wanted to quickly discuss the email marketing campaign that we analyzed last Thursday. Our target market will want to know about the company's philanthropic efforts, especially regarding our goals to become sustainable and to help local schools.

This would make a far greater impact, and it would stay in the minds of people longer than a traditional sales pitch.

What do you think?

Ali

Conciseness



Bad Email

Hi Talal

I think we need to talk about the CSR campaign. I mean the one which we need to do as a quarterly exercise. I think it is a great way of enhancing our brand image. Basically, it would just be a visit to an orphanage but we can sort of do other things, too. For instance, we could take the kids out for a short trip to a nearby park or zoo. Let us sit and talk tomorrow.

Regards

Hasan

Conciseness



Good Email

Hi Talal

I need to discuss the quarterly CSR campaign with you. Let us take the kids out this time to a nearby park or zoo and have our discussion over there. This will help enhance our brand image. We'll talk in detail, tomorrow.

Regards

Hasan

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Completeness



Nothing important is missed

- Interconnected with the principle of clarity and courtesy
- To **provide everything required** by the audience
- Content would be determined based on the **nature of the audience**
- Answer all the asked questions and give extra as desirable
- Use **conjunctions**

Completeness



✓ Nothing important is missed

- Check for five W's & one H.
- **Look for questions:** some may even appear buried within a paragraph. Locate them and then answer precisely.
- Use your good judgment in offering **additional material** if the sender's message was incomplete.



Completeness



Bad Example

Hi all,

Let us meet tomorrow to discuss the product launch event.

Please be there on time.

Thanks

Muraad

Completeness



Issues to Resolve

- No Agenda
- No Location
- No Time

Completeness



Good Example

Hi all,

Let us meet tomorrow at 11 AM at Conference Room 3 to discuss the product launch event. We will have to decide the keynote speakers and complete the event invite draft tomorrow.

Please be there on time.

Thanks

Muraad

Completeness



Another Bad Example

Hi everyone,

I just wanted to send you all a reminder about the meeting we're having tomorrow!

See you then,

Asad

Completeness



Issue to Resolve

- What meeting?
- Where is this meeting?
- When will it begin?

Completeness



Good Example

Hi everyone,

I just wanted to remind you about tomorrow's meeting on the new telecommuting policies. The meeting will be at 10:00AM in the second-level Conference Room. Please let me know if you can't attend.

See you then,

Asad

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References

- https://www.mindtools.com/pages/article/newCS_85.htm
- <https://www.invensislearning.com/blog/7-rules-of-effective-communication-with-examples/>

Conclusions



- The 7 C's of Effective Communication
- Clarity
- Conciseness
- Completeness