

# HUM 120 EXPOSITORY WRITING



Lecture 16




# Previous Lecture

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

# 7 C's of Effective Communication

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

# Concreteness



## Specifics

- Interconnected with clarity, conciseness, and consideration
- **Interpret** facts and figures
- **Avoid use** of vague words, particularly those with multiple meanings
  - Several, multiple, quickly
- **Cite sources** appropriately
- Provide numerical data within the sentence construction
  - According to A and B (2017), 60% of the students...

# Concreteness



## Specifics

- Avoid letting readers deduce the meaning to avoid misinterpretation
- Use denotative (direct, explicit, and dictionary-based) words rather than connotative (associated ideas and notions) words
- Prefer action verbs rather than nouns
- Vivid, image building words:
  - This letter is long vs. This letter is three times as long as you said it would

# Concreteness



## ✓ Specifics

- Avoid the impossible (focus on possibilities)
- Using active voice at positive situations
- Using passive voice at negative situations
- Details that capture the attention of the audience
- Particularly useful for marketing or advertising campaigns

### **Vague, General, Indefinite**

- Student GMAT scores are higher.

### **Concrete, Precise**

- In 1996, the GMAT scores averaged 600; by 1997 they had risen to 610.

# Concreteness



## ✓ **Bad Example\***

- “Hilltop Resort is the best resort. Do come to us on your next holiday.”

## ✓ **Issues to resolve**

- How is it the best?
- Why should we come?

\* <https://www.invensislearning.com/blog/7-rules-of-effective-communication-with-examples/>

# Concreteness



## ✓ Good Example\*

- “Hilltop Resort is the jewel of the western hills. Take a break from your work. Escape from life’s chaos and stress. Relax and rejuvenate yourself at Hilltop. Go back fresh and energized!”

## ✓ Tips

- Visualizing details
- Comparison being provided between two situations

\* <https://www.invensislearning.com/blog/7-rules-of-effective-communication-with-examples/>



# Concreteness



## ❑ Bad Example\*

- “The Lunchbox Wizard will save you time every day.”

## ❑ Issues to resolve

- How?
- What is so special?
- Why should we care?

\* [https://www.mindtools.com/pages/article/newCS\\_85.htm](https://www.mindtools.com/pages/article/newCS_85.htm)

# Concreteness



## ✓ **Good Example\***

- “How much time do you spend every day packing your kids' lunches? No more! Just take a complete Lunchbox Wizard from your refrigerator each day to give your kids a healthy lunch and have more time to play or read with them!”

## ✓ **Tips**

- Vivid images
- Comparison
- Idea seems practical

\* [https://www.mindtools.com/pages/article/newCS\\_85.htm](https://www.mindtools.com/pages/article/newCS_85.htm)

# Concreteness



Rewrite the following as the sentences are too  
general and vague

- **Our product** has won **several** prizes.
- **These brakes** stop a car within a **short distance**.
- Tests were made by **us**.
- A full report will be sent to you by the **supervisor**.
- Mr. Singh **will give consideration** to the report.

# 7 C's of Effective Communication

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1. **COMPLETED** ✓
2. **COMPLETED** ✓
3. **COMPLETED** ✓
4. **COMPLETED** ✓
5. **Correctness**
6. Consideration
7. Courtesy

# Correctness



## **Factual and Grammatical Precision**

- Interconnected with consideration
- Avoid grammatical errors
- Exact, correct and well-timed message
- Valid, reliable and credible sources
  - Avoid unreliable sources for scientific publications
- Fundamental for writing a research paper
  - To support claims with results

# Correctness



## **Factual and Grammatical Precision**

- Special caution in case of extreme work load
- Proper grammar, punctuation and spelling
- Use the right level of language
  - formal and informal
- Accuracy of facts, figures and words
  - have another person read and comment on the validity of the material

# Correctness



## Levels of Language

### Formal

Participate

Procure

Endeavor

### Informal

Join

Get

Try

# Correctness



## **Bad Example\***

Dear Saima,

Further to our conversation today, I am attaching the plan for the first stage of the project. Hope the one week deadline is okay with you and your team.

Regards,

Abdullah

\* <https://www.invensislearning.com/blog/7-rules-of-effective-communication-with-examples/>



# 7 C's of Effective Communication

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1. **COMPLETED** ✓
2. **COMPLETED** ✓
3. **COMPLETED** ✓
4. **COMPLETED** ✓
5. **COMPLETED** ✓
6. **Consideration**
7. Courtesy

# Consideration



## ☑ Stepping into the shoes of others

- Interconnected with the principle of correctness
- Consider audience expectations
- Visual design and good language
- Make the content **comprehensible** and **appealing**
- Maintaining audience **self-respect**
- No harm to their **emotions**
- “You” vs. “I and We” (**You-Attitude**)
  - **We will be extending our hours to make shopping more convenient**
  - **You will be able to shop evenings with the extended hours**
- Avoid overuse of “however”



# Consideration



## ☑ Stepping into the shoes of others

- Understand audiences' desire, expectations, ideas, emotions, attitude and probable reaction.
- Avoiding **you-attitude** in a negative situation (You failed to submit the report within the provided deadline)
  - I want to send my congratulations for...
  - Congratulations to you for...
- Apply integrity and ethics
- Benefits must meet recipients':
  - needs
  - address their concerns, or
  - offer them rewards



# Consideration



## ☑ Stepping into the shoes of others

- Understand professional knowledge, level of education, age and interests of audience
- It is important to relate to the target group and be involved.
- Avoid the use of unpleasant words:
  - **It is impossible** to open an account for you today.
  - When you travel on company expense, **you will not receive** approval for first class fare.

# Consideration



## **Bad Example\***

Dear Mr. Sadan

I'm sorry that we are presently out of stock of black hand bags and will be unable to fill your order at this time.

An order has been placed with the manufacturer in the color you want. We will receive shipment after ten days.

I trust this delay will not inconvenience you.

Sincerely,

Mudassir

\* [http://www.zeepedia.com/read.php?consideration\\_completeness\\_business\\_communication&b=72&c=11](http://www.zeepedia.com/read.php?consideration_completeness_business_communication&b=72&c=11)

# Consideration



## ✓ Good Example\*

Dear Mr. Sadan

Thank you for ordering a black hand bag.

The color you chose proved to be very popular, and we quickly sold all we had in stock. However, we've placed a rush order for more and are promised delivery within ten days. Yours will be shipped the same day our new supply arrives. I know you'll be delighted with the unique carry-on bag Mr. Hassan. It's not only very handsome, but incredibly inexpensive.

Sincerely,

Mudassir

\* [http://www.zeepedia.com/read.php?consideration\\_completeness\\_business\\_communication&b=72&c=11](http://www.zeepedia.com/read.php?consideration_completeness_business_communication&b=72&c=11)

# Consideration

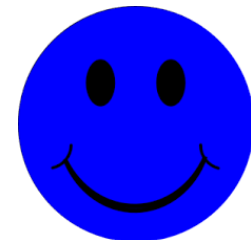


## ✓ Comparison\*

You will be (or customers will be) able to do transactions after office hours, at the Teller counter till 5.00 PM.



We are happy to announce that transaction can be made even after 3.00 PM till 5.00 PM at the teller-counter.



\* <http://communicationtheory.org/considerationyou-attitude-for-effective-business-communication/>

# Consideration



## ✓ Comparison\*

It is not possible for us to extend locker facility to you since you do not have a fixed/term deposit in our bank.



Extending locker facility will be attended to as soon as we receive an investment in fixed/term deposit from you.



\* <http://communicationtheory.org/considerationyou-attitude-for-effective-business-communication/>



# Consideration

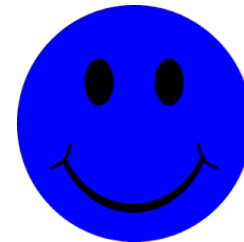


## Comparison\*

You are wrong.



Our perceptions appear to be different.



\* <http://communicationtheory.org/considerationyou-attitude-for-effective-business-communication/>

# Consideration

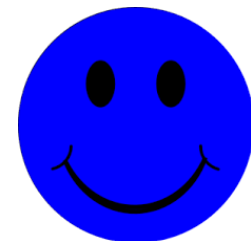


## ✓ Comparison\*

The car left by you for service cannot be delivered before the end of the month.



The car given to us for service will be delivered after thorough service by the end of the month.



\* <http://communicationtheory.org/considerationyou-attitude-for-effective-business-communication/>

# 7 C's of Effective Communication

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1. **COMPLETED** ✓
2. **COMPLETED** ✓
3. **COMPLETED** ✓
4. **COMPLETED** ✓
5. **COMPLETED** ✓
6. **COMPLETED** ✓
7. **Courtesy**

# Courtesy

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## Giving space to audience

- Interconnected with the principle of correctness
- Interconnected with the principle of Concreteness
- Understand others' **feelings** along with perspectives
- **Respect** your audience
  - Be polite, judicious, reflective

# Courtesy

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## Giving space to audience

- **Background** for general public
- **Specific details** for coworkers
- Provide **societal benefits**
  - Requires **your own understanding** of the background knowledge of audience
- **Positive** and **focused towards audience**
- Be open, friendly, honest and empathetic

# Courtesy

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## Giving space to audience

- **You-attitude**
- Being thoughtful and appreciative
- Use **non-discriminatory** expressions: employees, students etc.
- Avoid annoying expressions:
  - Delinquent, You failed to, Contrary to your interference, Inexcusable, Non-sense
- Omit expressions that **hurt , irritate, or insult**
- Grant apologies graciously
- Use titles, e.g., Mr. Miss, Mrs., etc.

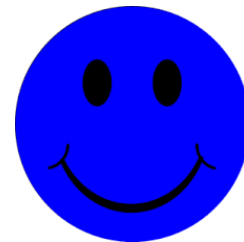
# Courtesy

✓ **Tactful, Thoughtful and Appreciative\***

Stupid letter; I can't understand any of it.  
Clearly, you did not read my latest fax.





It's my understanding...  
Sometimes my wording is not precise; let me try again



\* <https://books.google.com.pk/books?isbn=0070187754>

# Courtesy

  
 **Bad Example**

Hey man, what's this I hear about the good news? You sure pulled a fast one this past weekend-and then didn't tell any of us about it.

Give my regards to the little lady. And wish her the best; she'll need it.



# Courtesy



## Good Example

Warm congratulations on your wedding!

Well, you certainly took us by surprise. In fact, just a few of us even suspected you were taking off to get married. But even though we did not hear about it, we wish you the best.

Give our warm regards to your new partner.

\* <https://books.google.com.pk/books?isbn=0070187754>

# Courtesy

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## **Nondiscriminatory Expressions**

- Equal treatment of people regardless of gender, race, ethnic origin, and physical features:
- **Freshman**
  - New student, Entering student
- **Manpower**
  - Workers, Employees
- **Man-made**
  - Constructed, Manufactured, Built
- **Chairman**
  - Chairperson, Chair

# Courtesy

## **Bad Example\***

Hi Ali,

I really do not appreciate how your IT team ignores the requests of my team, alone. My team is an important function in this organization, too, and we have our own IT requirement. Can you ensure that your team responds promptly to my team's requests hereon?

Regards

Muzammil

\* <https://www.invensislearning.com/blog/7-rules-of-effective-communication-with-examples/>

# Courtesy

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## **Good Example\***

Hi Ali,

I understand that the IT team is swamped with work and gets requests from every department in the organization. My team, however, is working on a high-priority project and I would greatly appreciate if you could ask your team members to respond to my team's queries promptly and help us complete this project on time. Please do let me know if you need anything from me.

Regards

Muzammil

\* <https://www.invensislearning.com/blog/7-rules-of-effective-communication-with-examples/>

# Clarity



## **Bad Example\***

Ehsan,

I wanted to let you know that I don't appreciate how your team always monopolizes the discussion at our weekly meetings. I have a lot of projects, and I really need time to get my team's progress discussed as well. So far, thanks to your department, I haven't been able to do that. Can you make sure they make time for me and my team next week?

Thanks,

Khurrum

\* [https://www.mindtools.com/pages/article/newCS\\_85.htm](https://www.mindtools.com/pages/article/newCS_85.htm)

# Clarity



## Good Example\*

Hi Ehsan,

I wanted to write you a quick note to ask a favor. During our weekly meetings, your team does an excellent job of highlighting their progress. But this uses some of the time available for my team to highlight theirs. I'd really appreciate it if you could give my team a little extra time each week to fully cover their progress reports.

Thanks so much, and please let me know if there's anything I can do for you!

Best,

Khurrum

\* [https://www.mindtools.com/pages/article/newCS\\_85.htm](https://www.mindtools.com/pages/article/newCS_85.htm)

# 7 C's of Effective Communication

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1. Clarity
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# Conclusions

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- The 7 C's of Effective Communication
- Concreteness
- Correctness
- Consideration
- Courtesy