

CUFE, M. Sc. MPM, 2014-2015

# Effective Sentences

**Examples of Touches for  
Effectiveness: Formatting can  
improve readability →  
effectiveness**

**If on the date of opening of bid, the average price of domestic product is not more than 10 percent above the average of types, which price should reflect the price of premium quality products, and if reasonable bid proposals have been received for the whole quantity, the said bid will be awarded for local products that do not exceed 10 percent more than foreign equivalents and the procedures set forth for awarding contracts will apply.**

**Grammatically correct, yet ineffective**

## **A bid will be awarded for local products**

- if the average price of domestic product is not more than 10 percent above the average price of other representative types**
- if the price reflects the price of premium quality products**
- if reasonable bid proposals have been received for the whole quantity**
- if they do not exceed 10 percent more than foreign equivalents**
- if the procedures set forth for awarding contracts will apply.**

**A bid will be awarded for local products**

- 1. if the average price of domestic product is not more than 10 percent above the average price of other representative types**
- 2. if the price reflects the price of premium quality products**
- 3. if reasonable bid proposals have been received for the whole quantity**
- 4. if they do not exceed 10 percent more than foreign equivalents**
- 5. if the procedures set forth for awarding contracts will apply.**

- 1. If the average price of domestic product is not more than 10 percent above the average price of other representative types**
  - 2. if the price reflects the price of premium quality products**
  - 3. if reasonable bid proposals have been received for the whole quantity**
  - 4. if they do not exceed 10 percent more than foreign equivalents**
  - 5. if the procedures set forth for awarding contracts will apply,**
- the bid will be awarded for local products.**

**Also, few touches can  
improve readability →  
effectiveness**

**If necessary, click "To:" to choose a different recipient type; click Reply to answer a message: click Reply to respond to the sender alone and Reply All to respond to all addressees in the message. To automatically include the text of a message to which you are replying in the composition window, click "Quote."**



## If necessary

- click **To:** to choose a different recipient type
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- click **Quote** to automatically include the text of a message to which you are replying in the composition window.

# **An Example of Conciseness → Effectiveness**

- **Employees will ~~be able to~~ nominate two employees to receive the best employee of the month award.**
- ✓ **Employees will nominate two of them to receive the award of the best-employee of the month.**

- ~~All supervisors are herewith firmly instructed to return the due performance appraisal forms for all their employees to the designated HR officer.~~
- Please return the performance appraisal forms to the HR department.

**Electricity is useful. ~~Electricity is practical.~~  
~~Electricity is economic.~~ Electricity is  
generated in large power plants. ~~Electricity is~~  
environmentally friendly. ~~Electricity is~~  
expensive. ~~Electricity is important.~~ Electricity  
is the backbone of modern life and economies.  
~~Electricity in Egypt is 80% from natural gas.~~  
~~Electricity in France is 60% from nuclear~~  
sources.**

**Electricity is the backbone of modern life and  
economies: it is useful, economic, and  
environmentally friendly. Electricity is  
generated in large power plants: In France 60%  
is produced from nuclear sources; in Egypt  
80% is from natural gas.**

➤ ~~Please be informed that for certain uncontrollable circumstances, we will be unable to handout required elements in time because available resources shall not be mobilized in time.~~

➤ There is no doubt that .... ?

- **They specialize in computer business; the future of data processing looks good.**
- **Because oil prices are low, the search for new sources of energy is intensive.**
- **Presenting a good outline of the budget, the management approved the outline rapidly. *Who presented the budget?***
- **Today, a jet engine develops over 40,000 lb. of thrust which weighs 5000 lb.**



**We cannot give you a room on the executive floor today, but we can provide you with a room on the 18th floor with a sea view.**



**We can offer you an excellent room on the 18th floor with a sea-view since all the rooms on the executive floor are already occupied.**

Emphasized

➤ **Explore the possibility of ordering additional supplies and ensure that the supplies can be delivered on time.**

➤ **Explore the possibility of ordering additional supplies, *but most importantly*, ensure that the suppliers can deliver them on time!**



## Examples of Conciseness

<b>Afford an opportunity</b>	<b>Allow</b>
<b>At this point in time</b>	<b>Now</b>
<b>Feel free to</b>	<b>Please</b>
<b>In the event that</b>	<b>If</b>
<b>Fully cognizant of</b>	<b>Aware</b>
<b>In addition to the above</b>	<b>Also</b>

# **An Example of Information Ordering**

## **Negative**

- **If you get a negative performance evaluation during your probation period, you will be terminated.**

## **Positive Tone**

- **You will secure the position, once you successfully complete your probation period.**

**Sentences should first be correct** Then to be effective, sentences should

- 1. show cohesion of parts**
- 2. emphasize the right part**
- 3. show variety in the structure**
- 4. be concise**
- 5. show word propriety**
- 6. be precise in meaning**
- 7. be clear in meaning**
- 8. have unity of idea.**

Effective sentences should

**0. be correct**

**1. emphasize the right part**

**2. show cohesion of parts**

**3. be concise**

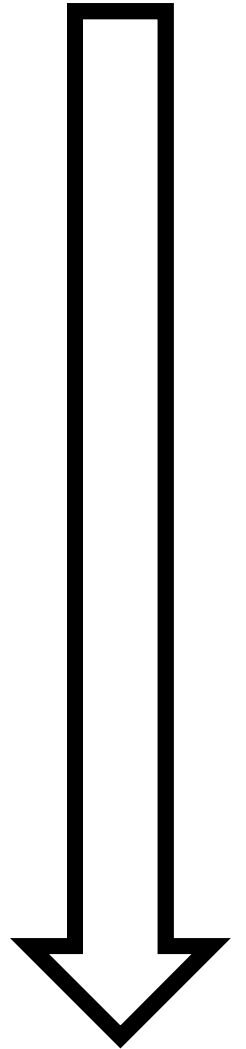
**4. show word propriety**

**5. be precise in meaning**

**6. show variety in structure**





**7. have unity of idea**

**8. be clear in meaning.**



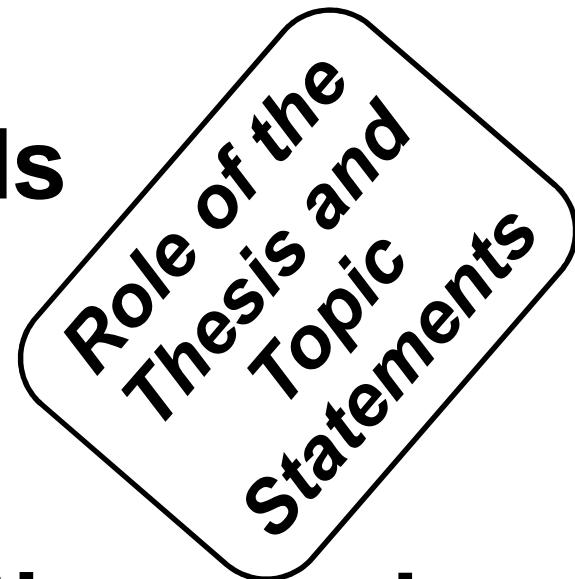
## 2. Cohesion

The sentence is cohesive when parts are tied together. Cohesion can be within the sentence, between sentences, and between paragraphs.

- ☒ The chief engineer had, ~~in spite of his not willing to share with us this meeting,~~ pride of the department's performance.  

- ☒ The new hardware is the one to, whether expensive or not, ~~use in design.~~  

- ☒ Those who watch television *rarely* read much.  


# Tools → relations that improve cohesion:

1. coordinating or subordinating E
2. information ordering E
3. repeating specific words E
4. pronouns E
5. the definite article E
6. demonstratives E
7. connectives and transition words E
8. visual formatting and use of colors E
9. other ways of organization E
10. punctuation. E



## Parallelism

**First of all, the good paragraph has unity: focuses on a single idea or theme. Second, a good paragraph has coherence: one sentence leads to the next in some kind of logical sequence. Finally, a good paragraph has adequate content: each sentence contains appropriate details to support the main idea.**

*Repetition of the same structure*

## **Cohesive tools: Coordination, punctuation, Thesis**

**The two processes, speaking and writing, are not identical. Writing is not simply speech written down on paper. Learning to write is not just a natural extension of learning to speak a language. We learned to speak our first language at home without systematic instruction; whereas, most of us had to be taught in school how to write that same language. Many adult native speakers of a language find writing difficult. A speaker speaks to a listener who is right there, nodding or frowning, or interrupting or questioning. *(development of the main thought is based on showing contrast)***



## **Cohesion → use of color**

**The two processes, speaking and writing, are not identical. Writing is not simply speech written down on paper. Learning to write is not just a natural extension of learning to speak a language. We learned to speak our first language at home without systematic instruction; whereas, most of us had to be taught in school how to write that same language. Many adult native speakers of a language find writing difficult. A speaker speaks to a listener who is right there, nodding or frowning, or interrupting or questioning. For the writer, the reader's response is either delayed or nonexistent.**

## **Punctuation marks serve cohesion**

- **colon (what is after details what is before)**
- **semicolon (*before & after are logically related*)**
- **parenthesis, quotation marks (group parts)**
- **formatting, parallelism (show levels)**

## **Errors disrupt relationship**

- **fragments (*incomplete meaning*)**
- **run on sentences (*no relationships*)**
- **dangling and squinting modifiers**
- **errors of agreement (*verb, number, persons*)**
- **relationships between tenses, ...**

**Parallelism, punctuation, ordinal adverbs are tools for cohesion**

**First of all, the good paragraph has unity: focuses on a single idea or theme. Second, a good paragraph has coherence: one sentence leads to the next in some kind of logical sequence.**

**Finally, a good paragraph has adequate content: each sentence contains appropriate details to support the main idea.**

**Errors hurt cohesion**

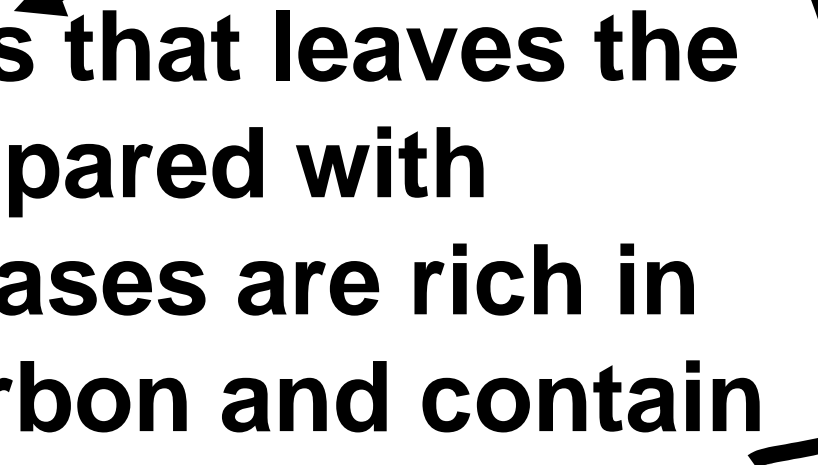
**X Once made, you should execute the decision.**

*(the first part is dangling)*

**✓ Once made, the decision should be executed.**

*Article is a tool of cohesion when it refers to something previously mentioned.*

**Gas-driven cars burn gas that leaves the air relatively clean. Compared with gasoline, hydrocarbon gases are rich in mainly hydrogen and carbon and contain very little impurities. The hydrogen in the gas combines with oxygen to form water vapor and carbon dioxide..**



## **Repetition of a Key Term or Phrase**

The problem with **contemporary art** is that **it** is not easily understood by most people.

**Contemporary art** is deliberately abstract, and that means **it** leaves the viewer wondering what he/she is looking at.

## **Synonyms**

**Myths** narrate almost sacred histories and explain sacred origins. **These traditional narratives** are, in short, a set of beliefs that are a very real force in the lives of the people who tell them.

## Pronouns

*This, that, these, those, he/she, it, .....*: they refer to something previously mentioned. Be sure; what you are referring to is clear.

When **scientific experiments** do not work out as expected, **they** are often considered failures until some other scientist tries **them** again. **Those** that work out better the second time around are **the ones** that promise the most rewards.

**Transitional Words improve cohesion**  
I like autumn, and yet autumn is a sad time of the year. The leaves turn bright shades of red and the weather is mild, but I cannot help thinking ahead to the spring and the nice weather we have in this time of the year. In addition, that is the season of not too many layers of clothes to put on, and (*season of*) days when I will not have to heat part of the house to stay in working.

# Compound nouns should show clear relationships

## Compound nouns

- 1. four-arm-caliper,  
4-wheel drive car**
- 2. horizontal bar,  
vertical tower, top  
drive**
- 3. floppy disc, soft  
line, hard disk**
- 4. Bingham fluid,  
Newton's law**
- 5. the first law of  
thermodynamics**

?

## Relationship

**a. Position**

**b. Construction**

**c. order**

**d. Name of  
creator**

**e. Consistency**



### 3. Emphasis

**Is a special attention given to particular words or part(s) of speech.**

**Ideas vary in importance; therefore, expressing them should vary in emphasis.**

### 3) Emphasis

**The writer can gain or vary emphasis by**

- ✓ **placing important parts at the position of natural stress**
- ✓ **repeating important parts** C
- ✓ **arranging ideas in order of climax** C
- ✓ **using intensifiers, subordination, ...** C
- ✓ **abruptly changing sentence length**
- ✓ **putting parts out of customary order**
- ✓ **Other: passive/active, questioning**
- ✓ **Visual elements, punctuation, italicization, ...** C
- ✓ **Use of emphatic mood, ... etc.**

Beginning phrases usually do not affect emphasis: the main clauses are always emphasized.

- ✓ **At the present time, consumers are not interested in solar heaters because they are still expensive despite the wide publicity we have made for this article.**
- ✓ **solar heaters do not interest customers because they are still expensive despite the wide publicity we have made for this article.**

Beginning phrases usually do not affect emphasis: the main clauses are always emphasized.

**Unlike readers of the academic world, most readers of the “real world” read selectively: rather than digesting a piece of writing, they skim-read most of it, skipping from one main idea to another until they come to something that particularly interests them. Such readers are forced to read this way.**

**Put words to emphasize near the beginnings and endings  
Never bury elements in subordinate clauses.**

- No one can deny that the computer has had a great effect upon the business world.**
- Computer effect upon the business world has been great.**
- Undeniably, computer effect upon the business world has been great.**

# Punctuation Marks for Achieving Emphasis

**Dash or colon is more emphatic than comma.**

*1. The employees were surprised by the decision, which was not to change company policy.*

**2. The decision was a surprise -- no change in company policy.**

**3. The decision was a surprise: no change in company policy.**

**But express emphasis primarily through words. Use punctuation as a help.**

## Choice and Arrangement of Words for Achieving Emphasis

- **Use of some words and phrases:** *especially, particularly, crucially, most, importantly, ....*
- **Emphasis by repetition of key words:**  
*See your good times: pictures in elegant finish, instant pictures, and pictures in beautiful enlargements will stay for ever.*
- **Establishing a pattern; repeat it; then break it. The varied part is emphasized**
- **We are the first in reliability, first in service, but in customer complaints -- the last.**

**Depart from a basic structural:**

**Invert standard S-V-O pattern**

- You make \$ 50 in one hour-work.**
- Fifty dollars you can make in one hour.**

**What you earn in one hour is 50 dollars.**

**Put words to emphasize at the positions of  
natural stress (beginning & end!)**



# Arrangement of Clauses for Achieving Emphasis

*Purpose: say candidates are good.*

- **I believe both applicants are superb even though it is hard to find good persons nowadays.**
- **Although it is hard to find good applicants nowadays, the last two are superb.**

## **Sudden change of sentence length**

- **For a long time some corporations used other countries merely as a cheap source of raw materials, as a place to dump outdated equipment and overstocked merchandise, and as a training ground for junior executives. But those days have ended.**

# **Use a question after a series of statements**

- **The increased number of joggers, the booming sales of exercise bicycles and other physical training devices, the record number of entrants in marathon races -- all clearly indicate the growing belief that strenuous, prolonged exercise is good for their health. But is it real?**

### 3) Emphasis: Summing up

**The writer can gain or vary emphasis by**

- ✓ **placing important parts at the position of natural stress**
- ✓ **repeating important parts**
- ✓ **arranging ideas in order of climax**
- ✓ **using intensifiers, subordination, ...**
- ✓ **abruptly changing sentence length**
- ✓ **putting parts out of customary order**
- ✓ **Other: passive/active, questioning**
- ✓ **Visual elements, punctuation, italicization, ...**
- ✓ **Using emphatic mood, ... etc.**

## **4) VARIETY**

**Introduce variety in texts. Avoid short repetitive structures, unless necessary.**

**Electricity is useful. Electricity is practical. Electricity is economic. Electricity is environmentally friendly.**

**Electricity is important. Electricity is generated in large power stations**

**Electricity has become important because of being useful, practical, economic, and environmentally friendly. For economy of scale, It is now generated in large power stations using coal, oil, gas or nuclear power.**

- ✓ **The increasing price of oil may cause a shift to other sources of energy.**
- ✓ **Worldwide, coal should last for at least 300 years.**
- ✓ **Oil, on the other hand, will be virtually depleted within the next 60 years.**
- ✓ **A method with old foundations, rock splitting by humidifying wood, is still used these days.**
- ✓ **“We have long meetings without results” is true.**

**Phrase, cannot stand by itself;  
has no complete meaning.**

# VARIETY

- ✓ **Use sentence connective: In addition**
- ✓ **Use coordinate conjunction: and, or,**
- ✓ **Use conjunctive adverb, however,**
- ✓ **Use transitional expression: Price, *we have seen*, is one aspect of marketing; quality is another, but important factor.**

**1. Vary sentence pattern**

✓ **S-Vi or S-Vi-C. S-Vt-O or S-Vt-O-C**

✓ **S-Vt-OD-preposition-Oi-COi**

✓ **S-Vt-Oi-C-Od-C**

**2. Use leading phrase or clause.**

**3. Use one or more of the following:**

✓ **Negation, Question, Passive Voice**

✓ **Monosyllabic: perform → do. Direct → indirect**

**4. Vary repetitions: full/short forms.**

**5. Vary length: 8 to 28 words/sentence.**

**6. Combine Clauses: coordinate/subordinate.**

**7. Vary sentences type: > 40% simple, < 40% complex, < 20% compound.**

**VARIETY**



# **Vary sentence pattern**

- ✓ **S-Vi: ... is writing**
- ✓ **S-Vi-C: ... is writing well**
- ✓ **S-Vt-O ... is writing a letter**
- ✓ **S-Vt-O-C: We consider him clever**
- ✓ **S-Vt-OD-preposition-Oi: ... wrote a letter to the office.**
- ✓ **S-Vt-OD-preposition-Oi-COi ... wrote a letter to the office in Cairo.**
- ✓ **S-Vt-Oi-C-Od-C: We wrote him a letter before Tuesday**

# **Study Variety Tools**

**First choose the style of brainstorming. Do not allow audience to discuss ideas nor to criticize speakers. An exception, ask for clarity. Show results of brainstorming to all: write them on board. Essentially, brainstorming targets quantity not quality. After brainstorming, group related thoughts, exclude repetitions, and rank them in terms of priorities.**

**Length, sentence structure, sentence beginning**

# **Study Variety Tools**

**What is a great workplace? A great place to work in is the one where employees trust the people they work for, have pride in what they do, and enjoy the people they work with. Companies with good workplace tend to be better performers in financial terms. The heart of the workplace is in the quality of relation-ships in it: employees trust the people they work for. If a business needs to be changed, the trust within the workplace will be the currency with which that change will be paid.**

**Show tools of variety used in the following text.**

**Unlike readers of the academic world, most readers of the “real world” read *selectively*: rather than digesting a piece of writing, they skim-read most of it, skipping from one main idea to another until they come to something that particularly interests them. Such readers are forced to read this way.**

# Study Variety Tools

The two processes, speaking and writing, are not identical. Writing is not simply speech written down on paper. Learning to write is not just a natural extension of learning to speak a language. We learned to speak our first language at home without systematic instruction; whereas, most of us had to be taught in school how to write that same language. Many adult native speakers of a language find writing difficult. A speaker speaks to a listener who is right there, nodding or frowning, or interrupting or questioning. For the writer, the reader's response is either delayed or nonexistent.

# **6. Conciseness**

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- **Eliminate words that explain the obvious**
  - Imagine a mental picture of someone
  - Imagine someone
- **Eliminate unnecessary determiners and modifiers**
  - very unique; very essential
  - Unique, essential
- **Combine sentences where appropriate**

**Dangerous**  
**Very dangerous**

## 6- Conciseness

- Replace several vague words with more powerful and specific words.

<b>Afford an opportunity</b>	<b>allow</b>
<b>At this point in time</b>	<b>now</b>
<b>Feel free to</b>	<b>please</b>
<b>In the event that</b>	<b>if</b>
<b>Fully cognizant of</b>	<b>aware</b>
<b>In addition to the above</b>	<b>also</b>



- **All supervisors are herewith instructed to return the performance appraisal forms for all their employees to the designated HR officer.**
- **Please return the performance appraisal forms to the HR department.**

# Conciseness

## Change phrases into single-words and adjectives

- As you carefully read what you have written to improve your wording and catch small errors of spelling, punctuation, and so on, the thing to do before you do anything else is to try to see where a series of words expressing action could replace the ideas found in nouns rather than verbs. (53 words)
- **Concise:** As you edit, first find nominalizations that you can replace with verb phrases.

# **Methods of Eliminating Wordiness**

- 1. Eliminate unnecessary modifiers**
- 2. Change phrases into single words**
- 3. Change that, who ...clauses to phrases**
- 4. Avoid overusing expletives**
- 5. Use active rather than passive verbs**
- 6. Avoid overusing noun forms of verbs**
- 7. Reword infinitive phrases**
- 8. Replace circumlocutions with direct expressions**
- 9. Omit words that explain obvious things**
- 10. Omit repetitive wording**

## *Methods of Eliminating Wordiness*

# **1. Eliminate unnecessary elements and modifiers**

### **Wordy**

- **Any particular type of dessert is fine with me.**
- **Balancing the budget by Friday is an impossibility without some kind of extra help.**

### **More Concise**

- **Any dessert is fine with me.**
- **Balancing the budget by Friday is impossible without extra help.**

# 1. Eliminate unnecessary and modifiers

some words/phrases, often be eliminated to make sentences clearer

■ <b>actually</b>	■ <b>type of</b>
■ <b>generally</b>	■ <b>specific</b>
■ <b>individual</b>	■ <b>really</b>
■ <b>basically</b>	■ <b>particular</b>
■ <b>for all intents and purposes</b>	■ <b>definitely</b>

## **Wordy**

*For all intents and purposes, industrial productivity generally depends on certain factors that are really more psychological in kind than of any given technological aspect.*

## **More Concise**

*Industrial productivity depends more on psychological than on technological factors.*

## **2. Change phrases into single words when possible.**

### **Wordy**

- **The employee with ambition ...**
- **The department showing the best performance ...**

### **More Concise**

- **The ambitious employee...**
- **The best-performing department...**

## **2. Change phrases into single words *when possible.***

- **Mr. xyz, our chief of consulting , suggested at our last board meeting the installation of microfilm equipment in the department of data processing.**
- **our chief consultant suggested the installation of microfilm equipment in the department of data processing.**
- **The chief consultant suggested that the company install microfilm equipment in the data processing department.**



## **2. Put actions into verbs**

- The measurement of the tube was conducted using a special probe.**
- We used a special probe to measure the diameter of the pipe.**

### **3. Change unnecessary “that , who , and which” clauses into phrases**

- The report, which was released recently ...**
- The report released recently**
- We recently released a report...**
- All applicants who are interested in the job must...**
- All job applicants must...**
- The system that is most efficient and accurate ...**
- The most efficient and accurate system...**

## **4. Avoid overusing expletives at the beginning of sentences**

### **Expletives**

**it + be –verb**

**or**

**there + be -verb.**

**"It is imperative that we find a solution."**

**Same meaning → "We must find a solution."**

## **4. Avoid overusing expletives**

- It is the manager who signs the bills. → emphasis**
- The manager signs the bills.**
- There are four rules that should be observed: ...**
- Four rules should be observed:...**
- Observe four rules**
- There was a big explosion, which shook the windows, and people ran into the street.**
- A big explosion shook the windows, and people ran into the street.**

## **5. Use active rather than passive verbs**

### **Wordy**

- An account was opened by Mrs. Xxx.**
- Your figures were checked by the research department.**

### **More Concise**

- Mrs. Xxx opened an account.**
- The research department checked your figures.**

## **6. Avoid overusing noun forms of verbs**

**Use verbs than noun forms  
(nominalizations)**

**Wordy**

- The function of this department is the collection of accounts.**
- The current focus of the medical profession is disease prevention.**

**More Concise**

- This department collects accounts.**
- The medical profession currently focuses on disease prevention.**

## **7. Reword infinitive phrases**

- Convert some infinitive → into verbs
  - Change a *be*-verb with an action verb.
- 1. The duty of a clerk is to check all incoming mail and to record it.**
  - 2. A shortage of tellers at our branch office on Friday and Saturday during rush hours has caused customers to become dissatisfied with service.**
- **A clerk checks and records all incoming mail.**
  - **A teller shortage at our branch office on Friday and Saturday during rush hours has caused customer dissatisfaction.**

## **8. Replace circumlocutions with direct expressions**

**Circumlocutions: saying short meanings in long words**

- At this/that point in time...**
- Now/then...**
- In accordance with your request...**
- As you requested...**
- It is possible that nothing will come of these preparations.**



## **8. Replace circumlocutions with direct expressions**

- 1. Nothing may come of these preparations.**
- 2. You have the ability to influence the outcome.**
- 3. You can influence the outcome**
  - It is necessary that we take a stand on this pressing issue.**
  - We must take a stand on this pressing issue.**

## **common circumlocutions:**

- **the reason for**
- **for the reason that**
- **owing/due to the fact that**
- **in light of the fact that**
- **considering the fact that**
- **this is why because, since, why**
- **on the occasion of**
- **in a situation in which**
- **under circumstances in which = when**
- **as regards**

- **in reference to**
- **with regard to**
- **concerning the matter of**
- **it is crucial that**
- **it is necessary that**
- **there is a need/necessity for**
- **it is important that**
- **cannot be avoided=must, should**
- **is able to**
- **has the opportunity to**
- **has the capacity for**
- **has the ability to=can**
- **it is possible that**
- **there is a chance that**
- **it could happen that**

**9. Omit words that explain the obvious or  
provide excessive detail**

**Delete what is obvious to readers.**

**1. I received your inquiry yesterday. Yes,  
we do have...**

**2. Imagine a mental picture of someone  
engaged in trying to learn the rules for  
how to play the game of chess.**

- Yes you asked for xxx, we do have...**
- Imagine someone trying to learn the  
rules of chess.**

**9. Omit words that explain the obvious or provide excessive detail**

**Delete what is obvious to readers.**

- 1. It goes without saying that we are acquainted with your policy on filing tax returns, and we have every intention of complying with the regulations that you have mentioned.**
- We intend to comply with the tax-return regulations that you have mentioned.**

**9. Omit words that explain the obvious or provide excessive detail**

**Delete what is obvious to readers.**

- 1. Imagine a mental picture of someone engaged in the intellectual activity of trying to learn what the rules are for how to play the game of chess.**
- Imagine someone trying to learn the rules of chess.**

## **10. Omit repetitive wording**

**Do not repeat words with same meaning.**

- I would appreciate it if you would bring to the attention of your officers our dislike of long sentences in messages to the field and in other items drafted for signature, as well as in all correspondence, reports, and studies**
- Please encourage your officers to keep sentences and paragraphs in letters, reports, and studies short.**

## **10. Omit repetitive wording**

- 1. Before the travel agent was completely able to finish explaining the various differences among all of the many very unique vacation packages his travel agency was offering, the customer changed her future plans.**
- Before the travel agent finished explaining the differences among the unique vacation packages his travel agency was offering, the customer changed her plans.**



- 1. During that time period, many car buyers preferred cars that were pink in color and shiny in appearance.**
- 2. The microscope revealed a group of organisms that were round in shape and peculiar in nature.**
  - During that period, many car buyers preferred shiny, pink cars.**
  - The microscope revealed a group of peculiar, round organisms.**

■ **very unique**

■ **Period of time**

■ **large in size**

■ **often times**

■ **of a red color**

■ **heavy in weight**

■ **period in time**

■ **round in shape**

■ **at an early time**

■ **economics field**

■ **past memories**

■ **various differences**

■ **each individual**

■ **basic fundamentals**

■ **true facts**

■ **important essentials**

■ **future plans**

■ **terrible tragedy**

■ **end result**

■ **final outcome**

■ **economics field**

■ **of cheap quality**

■ **honest in  
character**

■ **uncertain chance**

■ **in a confused state**

■ **unusual in nature**

■ **extreme in degree**

■ **final outcome**

■ **free gift**

■ **past history**

■ **expected surprise**

■ **sudden crisis**

■ **of a strange type**

# Conciseness

<b>Afford an opportunity</b>	<b>allow</b>
<b>At this point in time</b>	<b>now</b>
<b>Feel free to</b>	<b>please</b>
<b>In the event that</b>	<b>if</b>
<b>Fully cognizant of</b>	<b>aware</b>
<b>In addition to the above</b>	<b>also</b>

## **Negative Example**

**Our deluxe models have chromium, rubber-insulated fixtures for durability, economy, and easy maintenance, and convenient controls to cut down on installation costs and necessary adjustments. They operate on AC or DC current and incorporate the latest principles of electronic controls which means flexibility in their use, better adjustment of the thermal units, less chance of error, and reduced labor costs per unit of production.**

## **WORDY/CONCISE Example**

- It is the responsibility of our Production Department to see that it meets the requirements of our Sales Division. (19)**
- Our Production Department must meet our Sales Division's requirements. (9)**
- The collision had the effect of a destructive force on the duplicator. (12)**
- The collision destroyed the duplicator. (5)**

- **We have enclosed a pamphlet which shows further details of construction on page four. (14)**
- **Page four of the enclosed pamphlet shows further construction details. (10)**

- **We must sell our surplus stock. (6)**
- **This manual of instructions was prepared to aid our dealers in being helpful to their customers. (16)**
- **We prepared this instruction manual to help our dealers serve their customers. (12)**



- **Three days ago you asked us to investigate the problem of discomfort among your office workers. We have made our study. Too low humidity is apparently the main cause of your problem. Your building is steam-heated. (39)**
- **Too low humidity is apparently the cause of your workers' discomfort. Since your building is steam-heated, your solution is to . . . (21)**

## **Negative Example**

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## **Ten Rules To Write Good Texts**

- 1. Think of what the reader needs to know. Don't publish texts with paragraphs which cover more than eight lines.**
- 2. A sentence should not contain more than a maximum of 14 words. Better go with twelve. Break long sentences apart.**
- 3. Stay with main clauses whenever possible.**
- 4. Use adjectives only if they provide additional information.**
- 5. Order information. Start with what the reader already knows. And end with something he doesn't. New info from a previous sentence is given information for the next one.**
- 6. When structuring text, start with the relevant information.**
- 7. Don't write for yourself, write for the reader.**
- 8. Be precise, be clear, be as objective as you can. Don't start sentences with "I think" and "In my opinion". It's clear to everyone that what you write is your opinion.**
- 9. Watch use of difficult words. People tend to turn away if there is a word they don't understand.**
- 10. Never think that your text is perfect. But don't try to make it perfect either. If you stick to the rules, your text will be good.**

**End of  
Effective Sentences  
General Review**