

WEEK 4

Comprehension

Topics:

- Skimming & scanning and extracting information
- Test in reading comprehension

Learning Outcomes:

- To enable the students to do note-taking in meetings, lectures, etc.
- To test their level of apprehension and comprehension

Activity:

- comprehension exercises & note-taking exercises

WEEK 4

PRINCIPLES OF EFFECTIVE WRITING

Learning outcome



To understand the principles of effective writing.

The factors needed to be considered.

Communication in business is required to be effective: excessive or inappropriate communication is less likely to achieve its purpose: to convey information and meaning to the recipient in a way that attracts and focuses his attention.

It involves 4 steps:

- a. Planning
- b. Acquiring and organizing
- c. Structuring communication
- d. The importance of clarity



Planning

A simple method or framework to plan is the 'PASS' acronym.

Purpose: what do you wish or need to achieve, i.e., persuade, inform, or request.

Audience: what factors in the recipients of the message, or their situation, will affect the way in which they respond.

Structure: what content, emphasis, order and format will be most suitable.

Style: what vocabulary, sentence structure, visual elements and tone of voice will be most suitable.

Acquiring and Organizing Information

The kind of information that needs to be acquired is based on the audience and their interest in the topic discussed or delivered.

Thus, the message should take into consideration the demographic and sociographic aspects of the audience while searching the information.



The other factors that need to be considered are:

- a. What they want to hear?
- b. What they expect to hear?
- c. What they don't want to hear; and thus
- d. What they are likely to hear?

This would enable the speaker to organize the right information for the specific audience.

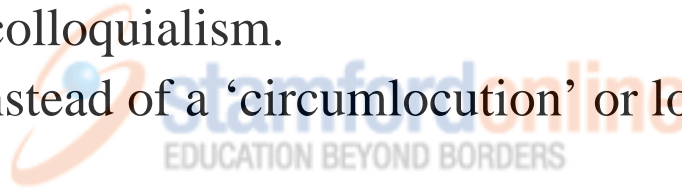
Structuring involves:

- a. The volume of material to be communicated, so as not to overload the recipient.
- b. The selection of material, according to relevance and importance.
- c. The classification or grouping of ideas into logical chunks.
- d. The ordering of the chunks so as to achieve the desired effects.
- e. The shape or pattern of the argument as a whole in a chronological order or systematic pattern .



Clarity can be achieved successfully if the following are adhered to:

- a. Use short, direct English words instead of long, ambiguous or foreign words.
- b. Use rational and objective words for informing, and discreetly emotive/subjective words for persuading
- c. Use formal words unless friendliness/ persuasiveness requires familiarity and colloquialism.
- d. Use one word instead of a 'circumlocution' or longer way of saying something.
- e. Maintain a friendly tone, and use non-verbal techniques to emphasize the main ideas.



Clarity is important as:

- a. The receiver would understand the complete message.
- b. The objectives can be achieved.
- c. Interest can be created from the audience

