BUSINESS VOCABULARY

1. IT IS IN PROGRESS - So wrapped in red tape that the situation is almost hopeless.
2. WE WILL LOOK INTO IT - By the time the wheel makes a full turn, we assume you will have forgotten about it.
3. A PROGRAM - Any assignment that can't be completed by one telephone call.
4. CONSULTANT (or expert) - Any ordinary person more than 50 miles from home (must have briefcase).
5. TO ACTIVATE - To make copies and add more names to the memo.
6. TO IMPLEMENT A PROGRAM - Hire more people and expand the office.
7. UNDER CONSIDERATION - Never heard of it.
8. UNDER ACTIVE CONSIDERATION - We are looking in the files for it.
10. TO NEGOTIATE - To seek a meeting of minds without a knocking together of heads.
11. RE-ORIENTATION - Getting used to working again.
12. RELIABLE SOURCE - The person you just met.
13. INFORMED SOURCE - The person who told the guy you just met.
14. UNIMPACTABLE SOURCE - The person who started the rumor originally.
15. A CLARIFICATION - To fill in the background with so many details that the foreground goes underground.
16. WE ARE MAKING A SURVEY - We need more time to think of an answer.
17. NOTE AND INITIAL - Let's spread the responsibility for this.
18. SEE ME OR LET'S DISCUSS - You're in trouble.
19. LET'S GET TOGETHER ON THIS - I'm assuming you're as confused as I am.
20. GIVE US THE BENEFIT OF YOUR PRESENT THINKING - We'll listen to what you have to say as long as it doesn't interfere with what we have already decided to do.
21. WILL ADVISE YOU IN DUE COURSE - If we figure it out, we'll let you know.
22. TAKE SOME DICITION - Correctly type this document for me.

BUSINESS BLOOPERS

These errors were taken from actual business correspondence and advertising materials.

Guessed Speaker
Extinguished guests
References available a pone request
Thank you for your corporation.
Up and atom
Selling and satisfying our customers is our first priority
One of the best selling cars in the world
Patriotic launch menus
A hand full of employees
Money must be paid before hands.
Supervisions need patients.
A combination of skill and intelligence
Car being toad
Next store neighbor
A doggy dog word
Conflict in the dessert
Flags will be flown over post offices.
Free, private consolation
No dying in washing machines
We will offer you a prescription to our magazine.

Proofreading Tips: Make sure that the placement of titles, headlines, tables, headers and footers, text, etc. is consistent.
Finding Your Passive Voice
By Marie Webb Hixon
Writing Lab Director

Today I found my voice—my passive voice, and now I'm going to use it. NOT A GOOD IDEA! When you find your voice—your passive voice, learn how to use it moderately and in specific situations only.

For instance, A good time was had by all of us! is a passive voice sentence that would be better expressed as All of us had a good time! The sentence, as well as the verb, sounds very stiff, stilted, and unnatural; was had! On the other hand, Rome wasn't built in a day is a passive voice sentence that works: since the performer of the action is unknown anyway, using passive voice places the emphasis on the object—Rome, making the sentence formal and direct. More importantly, writing the sentence in passive voice avoids the use of the vague pronoun "they" in the active voice construction. They did not build Rome in a day.

Voice. In grammatical terms, refers to the relationship of the subject to the verb—whether the relationship is active (with the subject performing the action) or passive (with the subject receiving the action).

ACTIVE: The committee reached a decision.
PASSIVE: A decision was reached by the committee.

In a passive voice construction, the "real" subject of the sentence (committee in the example above) is shifted to a secondary, passive slot in the sentence (the object of the preposition by), or it is omitted; a be verb form is added to the active verb (was reached); and the object of the sentence (decision) becomes the subject.

As a professional/business writer, you are expected to be direct, so using active voice allows you to show that your subject acts (The committee reached a decision). Using active voice also allows you to state your subject rather than omit it or make it secondary in a passive voice construction:

PASSIVE: A decision was reached.
PASSIVE: A decision was reached by the committee.

Despite these facts, there are instances in which passive voice is universally used and accepted. The unwanted telephone solicitor usually opens with this message: You have been selected to receive. . . . If you send money, you've been sold. Your mail has been sent. If you're a wedding planner, or if you've received a wedding invitation lately, you probably recognize this formal expression: The favor of a reply is requested. If you're a moviegoer, you should recognize these passive voice sentences: The previews have been approved by the Motion Picture Association of America. Silence is required. Switching audiences is not permitted. And, if you're a video/movie watcher, you should recognize these passive voice sentences: Viewer discretion is advised. The following film has been modified from its original version. It has been formatted to fit this screen and edited to run in the time allotted and for content.

Other than the formal style used in wedding invitations, the examples above fall under one of these categories in which "your passive voice" can be very effective:
When the action itself is more important than the performer of the action:
Pre-registration is required.
On its second vote, the referendum was passed by the City Council.
The novel was written by Kurt Vonnegut, Jr.
A signature is required.
This program was well publicized.

When it isn't necessary to name a specific person:
The patient was treated and released.
Next year's conference will be held in Orlando.
All three violators were reported.

Dr. Judith Steele in Chapter 4 of her book Write on Target cites several other instances in which the business writer should consider using passive voice (I have added examples):

When the performer of the action is unknown, nonexistent, or unimportant:
The package has already been mailed.
Officers were elected at the last meeting.
The copier will be repaired.
Income tax refund checks will be mailed in September.
This person was abducted from the convenience store.

When it is more tactful to avoid blaming a specific person for an error:
The White House videotapes show that a mistake was made.

When the writer wants to reject something or someone diplomatically:
Your insurance coverage has been dropped.
Your credit card privileges have been suspended.
The students were expelled from school.

When objectivity is being stressed:
Your application has been approved.
I am being promoted.

When the writer is making a general statement:
The meeting was cancelled.
The library was closed.
The company was destroyed by fire.

As a professional/business writer, remember to be forceful, be active; and when you find your appropriate passive voice, use it!

PASSIVE VOICE RESISTANCE

Passive voice should be avoided! All this professional hype about passive voice! Is the hype necessary? The objection to passive voice is that professional writing should be written in active voice. Is the objection reasonable? You decide. Each of the sentences below is written in passive voice. Which ones would be better left in the passive voice? That is, in which ones should the attention be drawn away from the subject?

- Uniforms must be worn by all students.
- An attempt to collect the money will be made.
- We were told to sit in the back of the room.
- Your call will be answered in the order in which it was received.
- Funding is provided by the university.
- His daily column is read by millions of subscribers.
- The computers will be upgraded.
- Administrators will be evaluated this year.
- A check or money order must be enclosed with your application.
- A proposal has been submitted to the County Commissioners for consideration.
- This e-mail system has been used by other companies.
- A pilot program was conducted by UWF.
- Participants will be asked to go through training.
- The format was praised.

PVA - PASSIVE VOICE ADDICTION

Now, here's a one-paragraph letter written in passive voice. Revise it. Call the Writing Lab/Grammar Hotline at (850) 174-2129 for assistance.

Your letter requesting information about our vantage point program has been received in the director's office. Please be advised, however, that in order for this office to respond to your inquiry, appropriate forms must be completed. Accordingly, your letter is being returned to you, and if you want the information being sought, another letter with the enclosed forms must be sent to us.

THE WHO, WHICH, OR THAT QUESTION

Use who (or whom) to refer to people or animals with given names:
The request was sent to the company president, who immediately approved it.

Use which to refer to places, things, or events:
The annual statistical report, which was distributed yesterday, shows an increase in enrollment.

Use whose to refer to both animate and inanimate objects:
The supervisor whose promotion was denied filed a grievance.
The book whose ISBN number is 141 2006 is out of print.

Use that to introduce restrictive information and to refer to groups of people, places, things, and events:
The two companies that adopted the plan showed profit increases.
**Writing for Social Services - Feeling Your Client's Pain**

By Dr. Diane Scott

Department of Social Work

As writers who try to capture what clients say in the most accurate way possible, social workers and other social services professionals need to document what clients say, think, and feel following the contact with the worker. Workers often use the word "feel" interchangeably with "think" and "believe" when writing what transpires with the client. Using "feel" universally in this way, however, is incorrect.

Typically, a social worker writes about what a client feels by using a word that describes a feeling such as "sad," "angry," "depressed," "discouraged," or "overwhelmed.

When the worker uses "feel" to describe what a client thinks or believes, the sentence construction usually gives away the lack of a feeling word. Take this sentence, for example: "Sally feels that her mother doesn't listen to her." The giveaway clue that the writer is not writing about feelings is the word combination "feels that." Whenever "that" is used with "feel," the next phrase refers to what someone thinks or believes, or it refers to some other cognitive process.

So, if you write in the social services and want to convey that you "feel your client's pain," please make sure you don't "feel that" your clients have pain." THAT makes it wrong!

---

**Business Letter Components**

**Letterhead or Return Address/Heading**
- Company name or writer's name*
- Street address or post office box number
- City, state, ZIP code
- Area code and phone number*
- Cable address or fax*
  * Letterhead only

**Date Line**
- Type on third line below letterhead. If you're using a Return Address/Heading, the date should be the third line of the heading, following the address (line 1) and the city, state, and ZIP (line 2). Avoid 2nd, 3rd, rd, and rd with the date.

**Inside Address**
- Type on fifth line below date line
- Addresser's name and job title, name of organization, street address or post office box number, city, state, and ZIP.

**Salutation/Greeting**
- Type on second line below inside address (or attention line if used). Use "Dear" before the addressee's last name. Follow with a colon. Don't use "To whom it may concern."

**Body**
- Begin on second line below salutation or reference line.
- Don't close with "Thanking you in advance."

**Complimentary Closing**
- Type on second line below last line of body. Capitalize only the first word. Punctuate with a comma. Avoid trendy closings such as "Yours for a better community."

**More Personal:**
- Sincerely, More formal:
  * Very truly yours,
  * Cordially,
  * Sincerely yours,
  * Cordially yours,
  * Respectfully yours,

**Signature**
- The signature should be in the form by which the writer wishes to be addressed.
- A secretary who signs a letter at the supervisor's request customarily signs the supervisor's name, followed by his/her own initials.

**Writer's Name and Title**
- Type on the fourth line below the Complimentary Closing—the name on one line, the title on a separate line.
- Writers who prefer a particular title or whose name does not reveal their gender may include a courtesy title (Ms., M., Mrs., etc.) preceding their name—within or without parentheses.

**Copy Notation**
- On the line below the reference initials or enclosure notation, type the initials cc (courtesy copy) or c (copy) with or without a colon thereafter and follow on same line with name of person to receive copy.
- If several people are to receive copies, type their names below the first name, arranged by rank or alphabetically. Don't repeat cc or c.

**Postscript**
- Use a postscript for emphasis to express effectively an idea that you have deliberately withheld from the body of the letter.

**Second Pages**
- Use plain paper (never a letterhead), using same margins as on first page.
- Type a second page heading on the seventh line down from top of page, giving
  1) addressee's name
  2) page number
  3) date

---

**Proofreading Tip:** Be especially careful with "firsts":
- the first title, heading, or subheading
- the first sentence
- the first paragraph
- the first page

The errors in these places are especially noticeable to readers and especially embarrassing for writers and publishers.
### Greetings and Salutations

#### Forms of Address

<table>
<thead>
<tr>
<th>Addressee</th>
<th>Form of Address</th>
<th>Salutation</th>
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<tbody>
<tr>
<td>Clerical and Religious Officials</td>
<td></td>
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</tr>
<tr>
<td>Clergy</td>
<td>The Reverend Dr. Michael Johnson</td>
<td>Dear Sir: or</td>
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<tr>
<td></td>
<td></td>
<td>Dear Rev. Johnson: or</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dear Dr. Johnson:</td>
</tr>
<tr>
<td>Priest</td>
<td>The Reverend Father Tom Bonanti</td>
<td>Dear Father:</td>
</tr>
<tr>
<td>or</td>
<td></td>
<td>Dear Father Bonanti:</td>
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<tr>
<td></td>
<td></td>
<td>or</td>
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<tr>
<td>Rabbin</td>
<td>Rabbi David Ostrich</td>
<td>Dear Rabbi Ostrich:</td>
</tr>
<tr>
<td>College and University Officials</td>
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<td>Dean</td>
<td>Dean Martha Saunders</td>
<td>Dear Dean Saunders:</td>
</tr>
<tr>
<td>or</td>
<td></td>
<td>or</td>
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<tr>
<td></td>
<td></td>
<td>Dear Dr. Saunders:</td>
</tr>
<tr>
<td>President</td>
<td>President Morris Marx</td>
<td>Dear President Marx:</td>
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<tr>
<td></td>
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<td>or</td>
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<tr>
<td></td>
<td></td>
<td>Dear Dr. Marx:</td>
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<tr>
<td>Professor</td>
<td>Dr. Carlos Dews</td>
<td>Dear Dr. Dews:</td>
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<td>or</td>
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<td></td>
<td></td>
<td>Dear Professor Dews:</td>
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<td>Federal, State, and Local Government Officials</td>
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<tr>
<td>City Councilman</td>
<td>The Honorable Ronald Townsend</td>
<td>Dear Mr. Townsend:</td>
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<td>Commissioner</td>
<td>The Honorable Marc Young</td>
<td>Door Mrs. Young:</td>
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<td></td>
<td>Board of County Commissioners</td>
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<td>The Honorable Nancy Gilliam</td>
<td>Dear Judge Gilliam:</td>
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<td>Governor</td>
<td>The Honorable Jeb Bushi</td>
<td>or</td>
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<td></td>
<td>Governor of Florida</td>
<td>Dear Governor Bush:</td>
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<td>School</td>
<td>Dr. Elmer Jenkins</td>
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<td>Board Member</td>
<td>Escambia County School Board</td>
<td>Dear Dr. Jenkins:</td>
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<td>School Superintendent</td>
<td>Mr. Jim Paul</td>
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<td>Representative</td>
<td>The Honorable Jeff Miller</td>
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<td>Mayor</td>
<td>The Honorable John Fogg</td>
<td>Dear Mr. Miller:</td>
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<td>The President</td>
<td>Dear Mayor Fogg:</td>
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<td>or</td>
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<td>Dr. Mr. President:</td>
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<td>Dear Private Freeman:</td>
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<td>Other Professional Titles</td>
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<td>Cynthia Williams, Esq.</td>
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<td>or</td>
<td>Marcus Paul, D.D.S.</td>
<td>or</td>
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<td>Dr. Marcus Paul</td>
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<td>Physician</td>
<td>Percy Goodman, M.D.</td>
<td>Dear Dr. Goodman:</td>
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<tr>
<td>or</td>
<td>Dr. Percy Goodman</td>
<td>or</td>
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<td>Veterinarian</td>
<td>Marilyn Sims, D.V.M.</td>
<td>Dear Dr. Sims:</td>
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<tr>
<td>or</td>
<td>Dr. Marilyn Sims</td>
<td>or</td>
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### State Abbreviations

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<td>OH</td>
<td>Ohio</td>
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</table>

### Avoid "Weasel" Words or Phrases

- Generally speaking
- To be sure
- It appears (or it seems)
- Normally
- Apparently
- Supposedly
- Possibly

### Commonly Mispronounced Words

<table>
<thead>
<tr>
<th>Commonly Mispronounced Word</th>
<th>Correct Pronunciation</th>
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<tbody>
<tr>
<td>in-cess-tive</td>
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<tr>
<td>real-ty</td>
<td>real-ty</td>
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<tr>
<td>of-ten</td>
<td>of-ten</td>
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<tr>
<td>fiscal-year</td>
<td>fiscal-year</td>
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<tr>
<td>clique (dik)</td>
<td>clique</td>
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<tr>
<td>ten-va-lue</td>
<td>ten-va-lue</td>
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<tr>
<td>mis-che-ous (mis-chee-ous)</td>
<td>not</td>
</tr>
<tr>
<td>li-brary</td>
<td>li borry</td>
</tr>
</tbody>
</table>

### Using Capital Letters

The following aren't just generic nouns. They are trademarks and thus should be capitalized.

- Apple computers
- Band-Aid adhesives
- Bic ink pens
- Kleenex facial tissues
- Magi: Marker felt tip pens
- Jeep vehicle

### Proofreading Tip

- Check any sequence of numbers or letters, especially on successive pages:
  - page numbers
  - tables and figures
  - numbered footnotes or endnotes
  - lettered lists
  - number sections and subsections
  - alphabetized lists, such as bibliographies

### How's Your Business English?

1. What's wrong with this sentence? You must register and attend the conference.
   - 1. all right
   - 2. all right
2. Which of the following words is misspelled?
   - 1. two dollars a piece
   - 2. all right
3. Which of the following expressions is grammatically correct?
   - 1. I feel badly about . . . .
   - 2. I feel bad about . . . .
**How to Write a Cover Letter**
By Amy Woodland

Cover letters are used to relate information not appearing on your resume to prospective employers.

- Use standard business format.
- Type the cover letter on letterhead or on plain paper.
- Use the same paper for both your cover letter and the resume.
- Address the cover letter to an individual or use an attention line.
  (ATTENTION: Human Resource Department)
- Include a "SUBJECT" line. (SUBJECT: Internship Position).
- Remember that the salutations "Dear Sir or Madam" and "To Whom It May Concern" are out of date and impersonal.

**First Paragraph:**
1. Where you learned of this job opening.
2. What position you are seeking and your basic qualifications.
3. Any other specific information. Most announcements will make clear the information the company is seeking in your cover letter.

**Second Paragraph:**
1. Brief summary of your work history.
2. Any information not listed in your resume.

**Third paragraph:** Information about how to contact you.

**Proofreading Tips:**

- Make sure that type styles and relative type sizes are consistent.
- Turning pages upside down or sideways will help alert you to spacing and other formatting errors.
- Watch out for commonly misspelled words and mechanical errors, such as inappropriate abbrev.

---

**How to Write a Resume**
By Amy Woodland

Resume paper should be
1. white, gray, or ivory in color
2. thicker than the paper you would use in a copier or in your computer printer
3. standard 8 1/2 x 11-inch paper

**Information to Include in your resume:**
1. Objectives may be used, but they are not necessary. (Seeking a position in sales)
2. Work experience in reverse chronological order — listing present job(s) to past jobs. (Current work experience is more helpful than work experience over ten years ago.)
3. Volunteer work
4. Military experience
5. Internships
6. Education — colleges, universities and technical schools you have attended in chronological order
7. Professional certifications (under the heading “Education and Certification” or “Education and Training”)
8. Academic Awards
9. Recognition — community service, media, or other recognition
10. References — Use your professional judgment when deciding whether or not to include references. If you include references, do the following: List at least three. This list should include employers or other persons familiar with your skills or work. Include their names, addresses, telephone numbers, and email addresses. Request permission from your references before including them on your resume. Create an additional sheet or include a statement such as “References available upon request.”

---

**How to Write a Memo**
By Amy Woodland

A memorandum, or memo, is a document used to convey a simple and relatively small bit of information.

A memo should be

- simple and short
- used within organizations
- typed on the organization's letterhead or on plain 8 1/2 x 11-inch paper

Your organization may have a preset format that it would like to use; however, all memos will include the following information in this order:

1. The heading “MEMORANDUM” typed in upper case; may be bold or regular type.
2. The "TO" line—the appropriate recipient of the memo.
3. The "FROM" line indicating the individual sending the memo.
4. The "DATE" line—the date the memo is sent.
5. The "SUBJECT" line—a brief title or header indicating the subject matter of the memo.
6. The body should be single-spaced.
7. Your memo may also include a “cc” (courtesy copy) or “c” (copy).

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**DO's and DON'Ts of Resume Writing**

**DO's**

- Proofread.
- Be consistent with fonts and format.
- Use action verbs (“Managed team of eight employees”).
- Try to keep your resume ONE PAGE.
- Include your name, address, phone number and email address in your header.

**DON'T's**

- Do not use graphics and drawings (A portfolio will be requested if necessary).
- Do not include information such as sex, sexual orientation, marital status, religion, ethnicity or political affiliation.
- Do not use preformatted resume builders.
- Do not fail an employer anything on your resume.
- Do not list your reasons for leaving former employment.
- Do not use your nickname or a catchy e-mail address.
"Hey, Ima Writer, the Audience Is Looking For Your Purpose": How to Cast the Proper Purpose
By Heather J. Allman
Department of English and Foreign Languages

When writing business messages, think of your message as a movie script. A successful writer knows that planning, or casting and rehearsing, a written business message is just as important as actually creating, or performing, the message. During the planning stage, you should carefully consider the fundamentals of your message: your purpose for communicating, and your audience who is receiving the communication. Then the auditions begin to cast a classic character actor for your general purpose (to inform, to collaborate, to persuade) and a rising unknown star for your specific purpose. The casting ends when you've analyzed your potential screening audience for this message performance in order to clarify your purpose.

Casting Call.
First, you start casting for a general purpose in order to determine how much your audience needs to participate in the message. For example, if your general purpose for this script is simply to inform your audience of a new product line your company has developed, "Organically Fresh," it does not need finely tuned crowd interaction skills, as the audience will either accept or reject the information given.

Secondly, you start auditioning for the blossoming young star of your message: a specific purpose. Here the casting becomes more difficult because the star of the message must be able to clearly articulate the answer to its most important line: "How should my message performance change the audience's ideas and behaviors after they screen this message?" The star must act in accordance with the reasons the message needs to be communicated to the waiting audience.

After casting, you will have to rehearse with your specific purpose in order to make sure it is clear. To accomplish this goal, you need to utilize the journalistic approach, carefully checking your script to see whether your chosen purpose answers all the important questions: who, what, when, where, why, and how.

Rehearsal:
First, you must decide what your general purpose needs to convey to the screening audience. To choose your general purpose, you need to take the journalistic approach:
- Who needs to hear this message? Anyone in the audience who does not have this information.
- What does the audience need to do after hearing this message? They need to accept or reject the information.

Notice how both the questions and answers are GENERAL and nonspecific in nature.

Secondly, you must be more selective and decide what precise information your specific purpose needs to convey to the screening audience. To choose your specific purpose, you need to narrow your focus on the reasons your message needs to be communicated to the waiting audience:
- What is the specific reason the audience needs to hear about this product line? They like our previous products and need to be informed of this new hypoallergenic "Organically Fresh" shampoo and conditioner.
- When exactly will this product line be available to them? They can purchase any of the new products after March 15, 2002.
- Where exactly will this product line be available to them? They can visit our website to find a listing of stores and outlets that carry this new product line.
- Why, specifically, might they need this new product line? If they have allergies to harsh hair products, they can eliminate these problems by purchasing this totally organic product line.

Notice how both the questions and answers are very product SPECIFIC, narrowing the focus of the message's purpose.

Performance:
Is your purpose showing? If not, direct it to the forefront; remember, the audience is waiting to give your message performance rave reviews.

Proofreading Tip: When you find an error, look for others nearby. Errors often come in groups.

This & That
By Mamie Webb Hixon
Writing Lab Director

If you're reading this, you're probably a person who wants to learn how to use the pronoun this correctly.

Style is as important to good writing as correctness of expression is. A professional writer should keep his or her language concise and free of jargon such as unfamiliar initials and abbreviations, "education-ese," "government-ese," "legal-ese," and "office-ese." This will ensure that the writer is communicating clearly and effectively. This will also ensure that the writing will be able to stand on its own without the writer being with the reader to translate.

This what? Whenever I read a sentence like the three above in which the writer has attempted to use this to refer to either something implied or to an entire preceding statement rather than to some substantive in that statement, I either cringe or say to myself, "This what?" Therein lies the rub. Because this is a demonstrative pronoun and should accompany a specific noun, it can never be used to refer to an entire sentence, paragraph or idea.

To avoid this kind of implied use of the pronoun this, do one of the following:
1. Answer the "This what?" question by placing a specific noun after this.
   If you're reading this sentence, you're probably a person who wants to learn how to use the pronoun this correctly.
2. Sum up the idea in the preceding statement(s) in a noun which acts as an antecedent (a word to which this refers).
   Avoiding jargon will ensure that the writer is communicating clearly and effectively. It will also ensure that the writing will be able to stand on its own without the writer being with the reader to translate.
3. Make the statements coordinate.
   Avoiding jargon will ensure that the writer is communicating clearly and effectively and that the writing will be able to stand on its own without the writer being with the reader to translate.
4. Rephrase the sentence.
   To communicate clearly and effectively, a writer should use concrete words to paint specific pictures so that he or she does not need to be present to translate.

The above passage on style also uses the relative pronoun that before a noun clause instead of omitting it. While some English sentences are equally grammatical with or without the word that to introduce a noun clause serving as the object of a sentence, it is important to know when that can be omitted. The use of that in the sentence below is optional.

Select the office that you prefer. OR Select the office you prefer.
Do not omit the word that when its omission could cause the reader to misread a sentence.

UNCLEAR: When editing, verify the document's information is accurate.
CLEAR: When editing, verify that the document's information is accurate.

UNCLEAR: Avoiding jargon will ensure the writer is communicating clearly and effectively.
CLEAR: Avoiding jargon will ensure that the writer is communicating clearly and effectively.
Nick reported the planning committee will meet.
CLEAR: Avoiding jargon will ensure that the writer is communicating clearly and effectively.
Nick reported that the planning committee will meet.

Be sure to distinguish between so and so that.

So that refers to condition:

Please write legibly so that (NOT so) the examiners can read your handwriting.
So that the examiners can read your handwriting, please write legibly.

So means "therefore":
Correctness of expression is important, so (NOT so that) it is important to use good grammar.
**YOU’VE GOT MAIL!**

**EMAIL ETIQUETTE - “NETIQUETTE”**

From emailreplies.com

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1. Be concise and to the point: Remember that reading an email is harder than reading printed communications.
2. Answer all questions, and pre-empt further questions.
3. Use proper spelling, grammar and punctuation: Improper spelling, grammar and punctuation give a bad impression of your company.
4. Make it personal.
5. Use templates for frequently used responses.
6. Answer swiftly: Each email should be replied to within at least 24 hours, and preferably within the same working day.
7. Do not attach unnecessary files.
8. Use proper structure and layout: Use short paragraphs and blank lines between each paragraph.
9. Do not overuse the High Priority option.
10. Do not write in CAPITALS: IF YOU WRITE IN CAPITALS, IT SEEMS AS IF YOU ARE SHOUTING.
11. Don’t leave out the message thread: In other words, click “Reply” instead of “New Mail.”
12. Don’t forward chain letters.
13. Do not request delivery and read receipts.
14. Do not ask to recall a message.
15. Do not copy a message or attachment without permission: If you do not ask permission first, you might be infringing on copyright laws.
16. Do not use email to discuss confidential information.
17. Use a meaningful subject.
18. Use active instead of passive voice: “We will process your order today” sounds better than “Your order will be processed today.”
19. Avoid using URGENT and IMPORTANT.
20. Avoid long sentences: Try to keep your sentences to a maximum of 15-20 words.
21. Don’t send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks.
22. Don’t forward virus hoaxes.
23. Keep your language gender neutral: Avoid using sexist language such as “The user should add a signature by configuring his email program.”
24. Don’t reply to spam.

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**Email... the Last Chance for Developing Writing Skills?**

By Dr. Judith W. Steele

Department of English and Foreign Languages

Electronic mail (email) may be a “last chance” medium for developing the writing skills of students and employees. Students, and just about everyone else, are now addicted to the electronic medium, and there is no turning back. A search of the Internet will yield numerous books, articles, threaded discussions, and so forth on the so-called “netiquette” or the acceptable do’s and don’ts of writing electronic mail. My purpose here is not to recite easily found information with a few keywords on the Internet about email netiquette, but to ask the reader to reflect more comprehensively on the nature of the changing communication medium and the positive effects these changes may have on improving students’ and workers’ writing skills.

Email requires writing — lots of writing — sorting, categorizing, deleting, typing and evaluating. If nothing else, email reveals the problems the writer has with grammar, thought construction, paragraph development, style, and other matters related to cognition. In the workplace, email may be a first line of communication and the ability to write a clear, concise email is essential.

In the professional writing environment, email writing should include the same scrutiny as written communication does. A review of business writing basics should produce the same results in email communication as do the traditional hard copies or occasional phone call. However, one problem surfaces quickly — some messages are casual, not business. In these cases, the writer has much more freedom of expression, perhaps even using a stream of consciousness technique. The question is one of style and the amount of thought put into the message.

In conclusion, if students, teachers, and other professionals begin to consider email a learning environment rather than a platform for discussing the degradation of the English language, then we can begin to use email as a tool for improved writing skills.

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**AVOIDING PADDED PHRASES**

<table>
<thead>
<tr>
<th>Revise</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>The committee will meet at an early date.</td>
<td>The committee will meet soon.</td>
</tr>
<tr>
<td>The contractor will often times issue regular progress reports during the time that the contract is in effect.</td>
<td>The contractor will issue regular progress reports while the contract is in effect.</td>
</tr>
<tr>
<td>We missed our deadline due to the fact that a strike occurred.</td>
<td>We missed our deadline because a strike occurred.</td>
</tr>
<tr>
<td>We cannot accept new clients at the present time.</td>
<td>We cannot accept new clients now.</td>
</tr>
<tr>
<td>We have received four complaints in connection with the project.</td>
<td>We have received four complaints about the project.</td>
</tr>
<tr>
<td>In order to meet the deadline, we must work overtime.</td>
<td>To meet the deadline, we must work overtime.</td>
</tr>
<tr>
<td>She was thinking in terms of subcontracting much of the work.</td>
<td>She was thinking about subcontracting much of the work.</td>
</tr>
</tbody>
</table>

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**Some Writing Tips**

- **Precede** means “to be, go, or come ahead of” (the preceding page).
- **Procede** means “to continue,” “to go on,” “to advance.”
- **Insure** means “to guarantee against financial loss” (i.e., the car)
- **Ensure** means “to make sure or certain” (ensure that you’re here).
- **Effect** as a noun means “result,” as a verb to “bring about,” “to accomplish”.
- **Affect** means “to influence,” “to act upon,” “to alter,” “to assume,” “to adopt.”
DON'T REPEAT OVER AGAIN ANY REDUNDANCIES

The following is a list of redundancies compiled from business and technical writing. The prefix, word, or words in parentheses should be deleted.

(absolute) guarantee
(absolute) occupational
(absolute) sure
(actual) experience
(add an additional)
(advance) planning
(advance) reservations
(advance) warning
(already existing)
(also) more
(as for example)
(as to whether)
(as yet)
(at a later date)
(at the present time)
(at some time to come)
(basic fundamentals)
(believe)
(but) (however)
(but) Nevertheless
(cause a time when)
(come)
(close) proximity
(close) scrutiny
(collaborate)

Avoiding Affectation - Sounding "Natural"

Revise It is the policy of the company to provide the proper telephone apparatus to enable each employee to conduct the interoffice and extra-business communication necessary to discharge his or her responsibilities; however, it is contrary to company policy to permit telephones to be utilized for personal employee communication.

To Your telephone is provided for company business; do not use for personal calls.

Been There, Done That - Avoiding Clichés

Change Actually, our new computer system will have a positive impact on the company as a whole. It will keep us abreast of the times and make our company competitive with the rest of the industry. The committee desires a seat on the board for its heroic efforts in convincing management that it was the thing to do. I'm sure that their scintillating efforts will not go unrewarded.

To Our new computer system will have a positive impact throughout the company. It will keep us abreast of current developments and make our company a competitive force. The committee deserves credit for its efforts in convincing management of the need for the computer. I'm sure that the value of its efforts will be recognized.

AIDS TO CONCISENESS

Never use a long word when a diminutive one will do.

Use words for phrases.

Change a large number as a whole on the lines of in a position of the opinion that at an early date at all times the present time in a time when conduct an investigation

To many, some, or a specific number entire like, similar to can believe soon (or give a specific date) always now when investigate

PLURALS YOU MAY NOT KNOW

SINGULAR

curriculum
memorandum
datum
medium
citation
thesis
diagnostic
thesis
parenthesis
index
appendix
analysis
stimulus
phenomenon
syllabus
opus
alumna - female graduate

PLURAL

curricula
memoranda
data
media
citations
theses
diagonstics
parentheses
indices
appendices
analyses
stimuli
phenomena
syllabuses
opus
alumni
alumnae

Using Punctuation to Create Clarity

Can you punctuate these sentences correctly? Call the UWF Grammar Hotline (850/444-2129) for the answers.

Whenever you come to my office to discuss this proposal.

This company has never printed comic books, fantasy novels were our principal publication.

I have always admired Mr. Workhorse for a number of years he was my supervisor.

THE WRITING LABORATORY (51 / 157)
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850/474-2129 (GRAMMAR HOTLINE)
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