Writing Your Best
Communication Skills
Elements To Good Writing

Easy to read: S>V>O

Easy to understand: EXP
  Expletives “it is, they were, it should be
  Make the writing easy to understand.

Positive Tone vs Negative.

Credible and objective: avoid I, me, mine.
Principals of Writing

- **Structure you writing on reader’s expected reaction.**
  - Positive or Neutral: general idea > specific details.
  - Negative: specific details > general idea.

- **AIDA structure of persuasive appeals.**
  - Attention > Interest > Desire (facts) > Action
Resume and Cover Letters

- **Resume**
  - No Objective

- **Cover Letter – AIDA**
  - Attention
  - Interest
  - Desire
  - Action
Chapter 9 : Press Releases

- Communication with the media
- Format requirements
  - Company letterhead
    - Heading – FOR IMMEDIATE RELEASE
    - CONTACT NAME AND PHONE NUMBER
    - Release begins ½ down the page.
    - Dateline
    - Photo – copyright “one-time release

- Public Service Announcements – PSA
Formal Report Mechanics

- Spacing: Double space, Use 10 – 12 point font
- One inch margins (1 ½ “ on left – for binding)
- Headings:
  - First degree – new page, all capitals, centered.
  - Second degree – Flush with margin, underlined, Upper/ Lower case letters.
  - Third degree – types as the first line of the paragraph
Formal Report Mechanics

- Contents
  - Title page, Letter, Table of Contents, Body, Bibliography, Appendix
- Pagination
  - Front mater (ii, ii, iv)
  - Body, Bibliography, Appendix (2,3,4)
- Text / Graphs
  - Triple space before and after figure.
  - Sentence before and after figure.
Integration of Text and Graphs

- Traditional Report format
- Integration of text and graphs.
- Introduce, Show, Analyze
  - Two sentence before the figure, referring to the figure (including the number)
  - Two sentences after describing the data
Integration of Text and Graphs

- Triple space
- Equal sign across the top and bottom of figure
- Figure number
- Figure title
- Hyphen used across the page separates title from graph or chart
- Figure / Graph / Text / Chart
- Triple space
Reference Citations and Bibliography

APA – American Psychological Association
Author’s last name, first initial
Copyright year in parentheses
Title of book – first letter of each word capitalized
Page number in parentheses
City and State
Publishers city and name
APA Example

- **In-text**
  - Book – (Smith, 2005)
  - Internet – (department of Defense, 2008)

- **Bibliography**
Foreign Writers of English

- S>V>O
- Japanese: Subject > Object > Verb
- Sentence Structure – begin with the doer of the action. WHO (or what) does What.
- Wordiness – do not use the same word twice in a sentence.
- Articles – Do not use an article in front of a noun used as a subject.
Public Speaking

Presentation Patterns

Preview / Present / Review

Tell them what you are going to say, say it, and tell them what you said.

Visual Aids

7 X 7 fewer than 36 words per slide.

Speak loudly and clearly