

GEB 3213

**Lecture 4:
Clear Writing and Good News
Messages**

Four C's

- What are the 4 C's?

Sentence Construction

- What is the difference between active and passive construction?
- What are the characteristics of an active sentence?
- What are the characteristics of a passive sentence?

Clarity

- What benefits do actively constructed sentences offer over passive?

Clarity 1

- **What is Clarity Principle #1?**



Clarity 1

- How can you turn a passive sentence into an active one?



Clarity 2

- **What is Clarity Principle #2?**

Clarity Principle 2

- **What are some examples of active verbs?**



Clarity Principle 2

- **What are some examples of passive verbs?**



Clarity Principle 3

What is Clarity Principle #3?



What Makes a Good Sentence?

- **What makes for a good sentence?**

What Makes a Good Sentence?

- **What sorts of words should you choose, ideally, for your grammatical subjects?**



Clarity Corollary

- What is a nominalization?
- Why should you avoid using them?



Clarity Corollary

- What's the matter with using pronouns like *it*, *this*, *these*, *that*, and *those* as the subjects of your sentences?



Clarity Corollary

- What's an expletive and why should you avoid using one whenever you write a sentence?



Clarity Corollary

- Where should you place subjects and verbs relative to the beginnings of your sentences?





**Frontloading:
(Bottom-Line Writing)**

List the characteristics of “bottom-line writing.”

Briefing

When is briefing necessary, and what does it do for the reader?

How to Write a Clear Memo

List two ways to make your memo clear and reader friendly.

