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.