

WRITING CONCISELY

The goal of concise writing is to use the most effective words. Concise writing does not always mean the fewest words, but it always uses the strongest ones. Writers often fill sentences with weak or unnecessary words that can be deleted or replaced. However, the words should convey intentions of the author as precisely as possible without unnecessary detail. When only the most effective words remain, writing will be far more concise and readable.

MODEL Concise writing

This paper reviews the current knowledge about e-mail monitoring and draws conclusions for practice. The discussion entails justifications for employers' e-mail monitoring along with an analysis of supporting statutory and case law, web-based private e-mails and international implications of e-mail monitoring. The paper also provides evidence of work outcomes of e-mail monitoring regarding employee attitudes and behaviours such as organisational commitment, job satisfaction and performance. The paper explores these considerations within the framework of existing research evidence and presents practical implications not only for e-mail monitoring but also potentially for the broader issue of privacy in the workplace.

Exercise 1 **Read the paragraph and the wordy constructions below. Match the wordy constructions to their concise counterparts.** *example: conclusions that can be used in real situations – conclusions for practice*

1. takes a closer look - _____
2. monitoring of e-mail - _____
3. what is known at this moment - _____
4. follows inevitably from - _____
5. the statutory and case laws which support it - _____
6. what the employees do and how they behave - _____
7. the aforementioned considerations - _____
8. research that has already been conducted - _____

Exercise 2 **Eliminate unnecessary words, determiners and modifiers, omit redundant categories and filler words such as really, basically, quite, totally, completely**

longer phrase	short phrase / single word
a set of measures	measures
the students showing the best performance	the best-performing students
employees with ambition	ambitious employees
analyse the information very carefully	scrutinise the information

wordy: Balancing the budget by Friday is an impossibility without some kind of extra help. (14 words)

concise: Balancing the budget by Friday is impossible without extra help. (9 words)

1. For all intents and purposes, American industrial productivity generally depends on certain factors that are really more psychological in kind than any given technological aspect. (26 words)
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2. During that time period, many car buyers preferred cars that were pink in colour and shiny in appearance. (18 words)
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3. The microscope revealed a group of organisms that were round in shape and peculiar in nature. (16 words)
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Exercise 3 Make the sentences more concise

wordy: The majority of studies which were conducted before this research project did not find negative aspects related to the use of indirect outsourcing. (23 words)

concise: Most previous studies did not find disadvantages of indirect outsourcing. (10 words)

1. Johnson believed but could not confirm that the findings had important implications for the field. (14 words)
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2. Our website has made available many of the things you can use for making a decision on the best investment. (22 words)
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3. Working with someone who has had so much experience turned out to be an important point in the research. (20 words)
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4. There were 25 participants in the survey that expressed their willingness to cooperate on the future research. (18 words)
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5. Economists specializing in behavioural economics have expressed their view that there are situations which show that people make choices that seem to be consistently biased. (26 words)
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Exercise 4 Combine sentences.

wordy: Ludwig's castles are an astounding marriage of beauty and madness. By his death, he had commissioned three castles. (18 words)

concise: Ludwig's three castles are an astounding marriage of beauty and madness. (11 words)

1. The term community networking was coined in the 1980s. Since then, the term has been defined in many different ways. (21 words)
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2. Financial innovation makes the lending technology more productive. This leads to the fact that it is used more intensively to sort borrowers into smaller pools. (26 words)
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3. There has been a general increase in exporting activity among Swedish software and business firms focusing on services. Having said that, many micro enterprises still face a significant disadvantage concerning exporting. (32 words)
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DEALING WITH QUESTIONS DURING PRESENTATIONS

Work with your colleague and try to put together several tips on how to deal with questions, either simple or difficult ones. Think of A) what works and B) what does not work.

A) _____

B) _____

DEALING WITH DIFFICULT QUESTIONS FOLLOWING A PRESENTATION

How would you deal with the following situations in a Q&A session after giving a presentation?

1. Someone asks a question you don't quite follow.

Asking for a repetition:

Asking for confirmation of understanding:

Playing for time:

2. Someone asks a question you answered a few minutes ago.

Coming back to a point of view:

Directing the discussion:

Rephrasing:

3. A questioner makes a good point but you feel yours is better.

Partially agreeing:

Stating preferences:

Tactfully disagreeing:

4. Someone interrupts you during the presentation, and you clearly announced that you wanted to take questions at the end.

Preventing an interruption:

5. You want to go on to the next question.

6. Someone asks a really stupid question. Answer without being rude or provoking argument.

Correcting misunderstanding:

Rephrasing:

7. Someone asks you a question you don't want to answer.

8. You think that someone is being purposely difficult and antagonistic.

Tactfully disagreeing

9. The Q&A session looks like it is going to go on forever and you think it is time to stop.

10. No one asks a question!

PRONUNCIATION EXERCISE

When you compare the stress placement in the following pairs of nouns/adjectives and verbs, you should see a pattern. What is it?

absent	to absent	perfect	to perfect
abstract	to abstract	permit	to permit
accent	to accent	present	to present
combine	to combine	produce	to produce
conduct	to conduct	progress	to progress
contrast	to contrast	project	to project
desert	to desert	protest	to protest
export	to export	record	to record
frequent	to frequent	refuse	to refuse
import	to import	subject	to subject
impress	to impress	survey	to survey
increase	to increase	transfer	to transfer
object	to object	transport	to transport

PRONUNCIATION POEM

Here is some pronunciation.
ration never rhymes with nation.
Say prefer, but preferable,
comfortable and vegetable.
B must not be heard in doubt,
debt and dumb both leave it out.

In the words psychology,
psychic, and psychiatry,
you must never sound the *p*.
Psychiatrist you can call the man
who cures the complex, if he can.

In architect *chi* is *k*,
in arch it is the other way.
Please remember to say iron
so that it'll rhyme with lion.
Advertiser advertise,
advertisements will put you wise.

In muscle, *sc* is *s*,
in muscular, it's *sk*, yes!
Choir must always rhyme with wire,
that again will rhyme with liar.

Then remember it's address,
with accent like possess.
G in sign must silent be,
in signature, pronounce the *g*.

Time when work is done is leisure,
fill it up with useful pleasure.
Accidental, accident,
sound the *g* in ignorant.

Relative, but relation,
then say creature, but creation.
Say the *a* in gas quite short,
bought remember rhymes with thwart.

Drought must always rhyme with bout,
in daughter leave the *gh* out.
Wear a boot on your foot.
Root can rhyme with soot.

Please remember, say towards
Just as if it rhymed with boards.
Weight's like wait, but not like height,
which should always rhyme with might.

Sew is just the same as so,
tie a ribbon in a bow.
When you meet the queen you bow,
which again must rhyme with how.

In perfect English make a start.
Learn this little rhyme by heart!

TOPICS TO DISCUSS IN THE LESSON

With your colleagues, choose one topic from the list below. What is your opinion? You will have about 2 minutes to express and justify your point of view. Your colleagues will do the same. Then discuss your differences and try to reach an agreement. Use a variety of expressions that can be useful in academic discussions (see ppt slides)

- Should young people pay for tertiary education?
- The perspectives in youth employment in the Czech Republic and Europe?
- The future of paper books and e-reading devices.
- The ideal age of retirement
- Soft drugs should be legalized.
- Taxing income in home countries versus tax havens for the rich and famous.

Key:

Exercise 1

1. reviews
2. e-mail monitoring
3. current knowledge
4. entails
5. supporting statutory and case law
6. employee behavior and attitude
7. these considerations
8. existing research

Exercise 2

1. American industrial productivity depends more on psychological than technological factors. (10 words)
2. During the/that period, many car buyers preferred pink, shiny cars. (10 words)
3. The microscope revealed a group of peculiar, round organisms. (9 words)

Exercise 3

1. Johnson assumed that the findings had important implications for the field/were important. (11/7 words)
2. Our website presents criteria for determining the best investment. (10 words)
3. Cooperation with the expert proved to be a breaking point in the research. (14 words)
4. 25 participants in the survey agreed to cooperate in the future. (12 words)
5. Behavioural economists claim that in some situations most people's choices reveal consistent biases. (14 words)

Exercise 4

1. The term community networking, which was coined in the 1980s, has been defined in many different ways. (18 words)
2. Financial innovation makes the lending technology more productive, allowing/facilitating sorting borrowers into smaller pools. (14 words)
3. Despite the general increase in exporting among Swedish software and business service firms, micro enterprises face a significant disadvantage in exporting. (22 words)

How to give a powerful presentation

<http://www.youtube.com/watch?v=6-WD4X4IKEs>