Chapter,1                                                                                                                                            February, 5 2016

In chapter one we learn that when we are in work environment we need good communication skills. This communication skills will be used in expressing a problem that you are having, or giving a solution so other co-workers problem. Being a communication expert will have its advantages. A study shows that the top 20% writing experts make 2 to 3 times as much money as the bottom 20%. This is one reason why to have good communication skills. Academic writing and practical writing are very much different from each other. In academic writing we learn to express the material that is provided to student by their professor. Where in academic writing we use problems that we have or co-workers are having and expressing our idea in order to benefit the company. Chapter one also states that we have to learn a typical skill of communication that will appeal to more than one person.

Chapter 23

Chapter 23 discusses how people in their business use short expressions to communicate that most people today us it when texting, posting on social median, etc. Some of the main objectives off this reading is to teach reader in the communication skills that are necessary in the work place. Such as formality, attitude in the work place, to communicate in such a way that you get to the pint of the problem quickly. Give the reader the back ground information that is required to solve a problem. To get familiar with the readers. And follow a format that appeal to everyone.

Chapter 3 memo

In chapter three we learn how we can communicate with the readers. In order for us to improve our communication skill we first have to analyze the reader, there back round off the reader, readers profession. It also shows us the goals of communication.

What is the writer writing about, what is the final result the writer is looking for, and who is the writers audience.

We also learn how do identify the major kinds of information your reader wants from the communications. In order to understand and give the reader useful information the communicator should ask him/her self the questions that the reader might ask when reading it. Knowing whether the reader will be the decision maker, advisor, or implementing your communications will help the writer get to the point faster and clearer.

In chapter three we learn how to create reader profiles, how to determine what the communication must have to be persuasive, and last but not least what information are needed to make communication useful.

Chapter 4: Memo

The objective for chapter 4 is communicate in precise content that the reader will need to perform his/her task. Communicate in a way that will allow the reader to finds and the information quickly and clearly, make sure that the communication plans will be successful in helping the reader.

Providing precise information to the reader is very crucial in communication. First we understand the question the readers are asking and all other question that are related to that question. Then we follow a conventional pattern in which will help the reader answer any other questions that might come up in the future, and try avoiding any information that is not useful in the reader task.

Organizing the information in ways that help the reader efficiently is very important. First we should group all the information that are related to one task together, this way the reader can find the information faster and understand the reading. Also try to get to the main point of the task solving as soon as you can the earlier in the reading the better it would be. And last but not least outline the reading in a way that can help the reader understand and solve the problem in hand.

Focus on the reader’s goals and values. First we identify the reader’s goals, then we suggest ideas off which can help the reader reach his/ her goal once you suggest the ideas that the reader can use to reach the goal then you as the communicator have done your job.

Reason soundly, the connection that support your claim and evidence, also the reason why should the reader agree with your evidence to support the problem. Building an effective relationship with the reader is very important as shown in the chapter. Having reliable information for the reader is a way to establish effective relationship with the reader, show you expertise, show that you are trustworthy, show that you can work with a group efficiently, and also show that you can be a leader. Organization to create a favorable response is also something that chapter 5 encourages us to do. First we need to choose a direct or indirect approach toward the reader, also creating a tight fit among the parts we are trying to communicate with the reader. Appealing to the readers emotions is also another important aspect off this chapter.

Memo: Chapter 7

In chapter 7 we will be learning the five research methods that are reader centered. Number one is Exploring your own memory and creativity, two searching the internet, three using the library, four interviewing, and conducting a survey.

Exploring your own memory and creativity by brainstorming by asking question such as what do I know they would find helpful. Draw a picture of your topic, try to visualize what we are trying to write that might make it easier to find information that might help the reader. Creating and studying a table or graph of the data collected is useful because as a writer you are organized and is ease to access your data.

Being knowledgeable in the use of internet for research. Using a search engine such as google.com ask.com yahoo.com are very effective to collect data from the internet. Evaluating the search results is very important is the site where we are collecting the data an education side (.edu) or a commercial side (.com) or a government data base(.gov) all these are important because it can determine weather the info being collected is good or bad. Most off all we should keep recorded off all the URL that we have collected the data.

Using the library efficiently is also a good skill to have as a writer. Less time being lost looking for information equals more time to think and organize your data. First we try to get assistant from the library assistant. Also is good to use the library catalog to find the data needed quickly. Also when in the library and looking for data we would be better to search the data by subject or key words.

Conducting very interviews is very important. Being prepared for an interview is very effective in collecting data. Choosing the person is one of the ways to be prepared, make sure you make an appointment for the interview, make sure you are clear what the interview is about and all the questions are in ordered.

Another important skill appointed by the article is conducting a survey. When conducting a survey we prepared and know what you asking the reader. When writing the questions make sure you are clear and understanding. Make sure that the questions are valid to the data we are trying to gather. Implementing these information is important. Not all answers are going to be direct we need to implement the meaning of the answer.

Chapter 8

In chapter 8 we learn how to properly draft reader- centered paragraphs, sections and chapters.  In this chapter we learn that as a writer is in your reared best interest that the writer stay on track and not lose focus and go off topic. We learn to be clear when communicating to the reader in order to be persuasive. As writers we should we should communicate is such a way the reader clearly understand what we are trying to day and all of our points should be connected to one another in order to benefit the reader. These are some off the main point given by the author when performing on job writing.

* Start each segment with topic statements;
* Provide readers with generalization and only then with details;
* Organize your text from most to least important;
* Represent “A map of your communication’s organization with headings, forecasting statements, and similar devices;”
* Weight the human consequences resulting of what you are writing taking into account your reader’s mentality and cultural background.

Chapter 9 Memo

In chapter 9 we will be learning how to use nine reader centered patterns for organizing paragraphs, sections, and chapters.

1. Grouping items Formally
2. Grouping items informally
3. Comparing alternatives
4. Describing an object
5. Describing a process
6. Describing cause and effect
7. Persuading that a cause and effects relationship exist
8. Describing a problem and its solution
9. Combining organizational patterns.

We learn that in formally grouping every item has a place meaning that one way or another every items fits in. Grouping these items will come in useful to the reader ae he/ she can relate to all of them at once. Formally classification means grouping item according to a principle of classification it’s according to observation characteristic. In informally grouping we group items I a way that your reader can understand and help the reader, also creating logically similar groups of information that relate to the same purpose. When comparing items it helps the reader make a decision based on the information that have been provided by the writer, also when comparing items we can help the reader understand research finding. In chapter 9 we learn that when we describe an object we write about the experience and the point off the object how it work and if we need a new equipment. When describing a process we need to be clear enough that the readers can perform the process. Describe how it work and how something happens. Describing cause and effects will help the reader understand a cause and effect relationship and persuade you reader that a certain cause and effect relationship exists. Some guide line are identifying your cause and effects, explaining the link that combines the cause and effect relation hip. If dealing with a group if cause and effect categorize it. Persuading you reader with cause and effect is important first we must state our claim in the beginning of the passage and use evidence that the reader will find useful. When describing a solution to the problem describe that the problem is significant and describe the method to solve the problem.

Chapter 10

In chapter 10 “Developing an Effective, Professional Style”, we learn to create effective, professional voice to speak out to our readers to gain their attention as well as confidence on you. Writing our sentences in a way that is easy to remember and poignant, also communicating with words that will not confuse the reader but with words that are clear, understandable and express the main point. These will come in handy because almost everything we write can be interpret in different way. When you are clear in you writing it would be much easier for the reader to understand your point. That way, the reader gets to know our arguments, situation as well as the message that we are trying to convey in clear ways. Using the correct professional words will help our readers to understand the meaning clearly and be effective to solving a problem in hand. At the end we learn that if we follow such a process it will affect the reader view on us as a writer and the work we do.