

# ***Fundamentals of Business Communication © 2012***

## ***Chapter 8: Writing Style***

### **Tools:**

- Printer
- 8.5" x 11" paper
- Scissors

### **Directions:**

1. Print
2. Fold paper in half vertically
3. Cut along dashed lines

active voice

Indicates the subject of the sentence performs the action when action verbs are used; the subject, or noun, of the sentence is doing the action.

- FOLD -

01 of 16 E-Flash Cards



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bias-free words

Neutral words that impart neither a positive nor negative message.

- FOLD -

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cliché

Overused, commonplace, or trite phrases.

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condescending

To assume an air of superiority.

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connotation

A word's meaning apart from what it explicitly names or describes.

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context

The environment or setting in which something occurs or is communicated; context is the other words or situation that surround a word, action, or idea and helps clarify meaning.

- FOLD -

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direct approach

A method for organizing information in which the topic is followed by descriptive details; it is a very readable format often used in business writing.

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euphemisms

A word that expresses unpleasant ideas in more pleasant terms.

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indirect approach

A method for organizing information in which details come before the main idea of the paragraph; often useful when one must present bad news to the reader.

- FOLD -

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industry language

Language specific to a line of work or area of expertise.

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passive voice

Indicates the subject of the sentence is acted upon when action verbs are used; the subject, or noun, of the sentence receives the action.

- FOLD -

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redundancy

Repeating a message or saying the same thing more than once.

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Standard English

Word choice, sentence structure, paragraphs, and the layout or format of communication follow standard, accepted conventions used by those who speak English.

- FOLD -

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tone

An impression of the overall content of the message.

- FOLD -

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transitions

Words, phrases, and sentences that connect ideas and clarify the relationship between sentences and paragraphs.

- FOLD -

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writing style

The way in which a writer uses language to convey an idea.

- FOLD -

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