14. THE STYLE

A report is the Verbal structure, and style is the way we select and arrange the elements of structure. Jonathan Swift thought that style is "proper words in proper places". Lord Chesterfield said that style is the "dress of thoughts".

Importance of Professional Writing: The ability to communicate effectively is one of the greatest assets anyone can acquire but the most common and perhaps the greatest communication problem today is that many people are unaware that they lack communicative ability.

To be an effective writer:

Visualize what you wish to say. If the picture you want to communicate is clear to you, the words should automatically follow to express it.

Prepare the first draft without caring much for the mechanics of

w riting. Stop when you have finished saying what you wanted to

say.

Revise the draft carefully; delete a word, phrase, sentence or paragraph that does not add any meaning to point under discussion.

Approach the problems with scientist's objectivity, detachment and passion for truth. This will help make your writing crisp and sharp.

Choice of words and phrases: No two words in a language convey exactly the same meaning. For example, pretty', 'charming' and 'delightful' are not synonyms they have only a common area of meaning. Sometimes a wrong choice of words may lead to embarrassment, confusion and misunderstanding.

Do's

Prefer concrete to abstract words: A concrete word permits limited interpretation and conveys more definite meaning. A few examples are names of persons. Number, words, dates etc. (e.g. I, he, she, etc.). Abstract words have a tendency to be general and vague.

Original	Revised

a. Fuel tanks deformation was present   The fuel tank was deformed.

b. The reason for the popularity of slides   Slides are popular because

they are is the simplicity of their preparation   easy to prepare.

Precision

Prefer specific to general words: The use of specific words makes writing clearer and immediately creates an image in the mind of the reader.

1. She has developed a new gas lighter (designed)
2. Transfer the liquid into the receptacle (pour, beaker)

Conciseness: Modifiers of nouns and verbs tend to be vague and subjective. Use verbs instead of phrases having - -'ation words' formed from verbs.

Phrases (Modifier)	Verbs Make an
investigation	investigate Prepare a
formulation	formulate

Plainness: Prefer plain and familiar to long and unfamiliar

Long and unfamiliar	Short and familiar
Expedite	hurry up
Optimum	best
Residence	house
Commerce	start
Endeavor	try Envisage
	foresee

Cliches: A cliché is a faded word or a phrase, which has lost its effectiveness because of overuse. When it is first coined it is fresh and vigorous and conveys the meaning vividly. With the passage of time it losses sharpness and ceases to exercise the desired impact. Very often when you start writing, such words and phrases come to your mind and if you are not alert, find a place in the text of your report and thus weaken it.

Avoid excessive us e of jargon: 'The technical terminology or characteristic idiom of a special language or group' – jargon. Every group of specialists has developed a highly specialized terms, yet these are the very words that cause readers a lot of difficulty.

Avoid using foreign words and phrases: Foreign words and phrases also like jargon are often used to impress and mystify the reader or to parade one's scholarship. Some writers believe that their use would make the writing dignified. Thus instead of 'see above' they use 'vide supra' but keep your writing simple, use plain English for foreign words and phrases. Abbreviations like e.g. ie.e., viz., a.m., p.m., need not be avoided.

Avoid Redundancy: Redundancy is the part of message that can be eliminated without loss of information. It may be either the use of unnecessary words or needless repetition of an idea. It has been well said that a sentence should have no unnecessary words, just as a drawing should have no unnecessary lines, and a machine no unnecessary parts. Here are some of the superfluous words that the underlined:

1. Basic   fundament
2. Resume   again
3. Absolutely   essential
4. Completely   eliminated
5. Through out the   month
6. Repeated   again
7. Fast   speed-
8. Refer   back

As detailed above, a report was to be prepared in the practical class room and attempt the following.

1) Supposing you are a police inspector and the D.G.P has asked your to submit a report about the smuggling of drugs from across the border, suggest what can be done to check this.

2) Imagine that your are the Director of a private detective agency and you

have been employed by a client to find out who has been threatening him on phone. Prepare a report of your investigation and findings and suggest what he should do.

3) Write a report about the need of the establishment of Medical Colleges in all tribal areas of the state.

4) Write a report on the need to use non conventional energy sources like the wind and the sun and how these will replace conventional energy sources in a few decades.