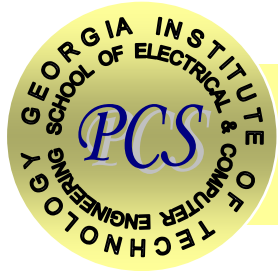


Professional Communication Skills

Gail Palmer

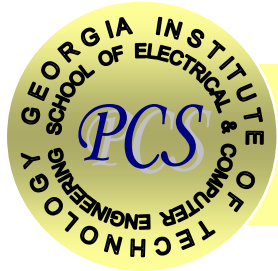
**School of Electrical and Computer Engineering
Georgia Institute of Technology**

2004



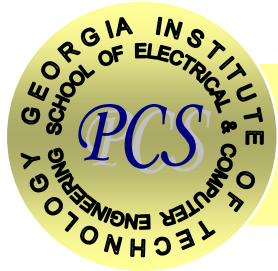
Style and Word Choice

- Sexist Language
 - Alternatives to man:
 - Man ~ person
 - Mankind ~ people or human beings
 - The common man ~ the ordinary person
 - Alternative job titles:
 - Chairman ~ chairperson or chair
 - Dear Sir: ~ Dear Sir or Madam: Dear Editor (or other title):



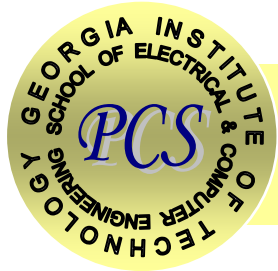
Style and Word Choice

- Sexist Language
 - Alternatives to masculine pronouns
 - Use the plural (for the antecedent and the pronoun):
 - Give the engineer his report.
 - Give the engineers their reports.
 - Eliminate the male pronoun:
 - The average engineer worries about his research.
 - The average engineer worries about research issues.



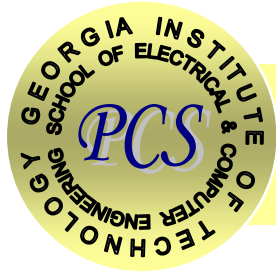
Style and Word Choice

- Sexist Language
 - Alternatives to masculine pronouns (continued)
 - Replace the male pronoun with *one*, *you*, *he or she*, or an article (*a*, *an*, *the*).
 - The student who studies hard does well on *his* test.
 - The student who studies hard does well on *his or her* test.



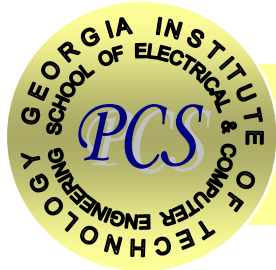
Style and Word Choice

- Sexist Language
 - Address the reader directly.
 - The applicant must mail *his* form by Friday.
 - Mail *your* form by Friday.



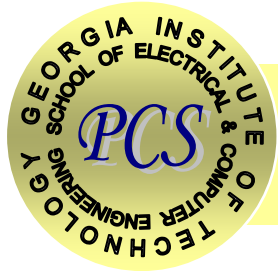
Style and Word Choice

- Conciseness
 - Avoid repetition:
 - First *beginning*
 - Circular *in shape*
 - Green *in color*
 - Avoid fillers:
 - *There is*
 - *In view of the fact that*
 - *I am going to discuss*



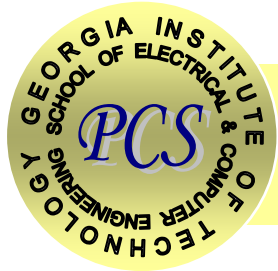
Style and Word Choice

- Conciseness
 - Combine sentences:
 - The data will be entered into the reports. It will also be included in the graphs.
 - The data *will be entered* into the reports *and included* in the graphs.
 - Eliminate *who*, *which*, and *that*:
 - The book *that is* lying on the table is mine.
 - The book lying on the table is mine.



Style and Word Choice

- Conciseness
 - Turn phrases and clauses into adjectives and adverbs:
 - The student who was very tired = the tired student
 - Studied in a frantic manner = studied frantically
 - Turn prepositional phrases into adjectives:
 - The entrance to the laboratory = the laboratory entrance



Style and Word Choice

- Conciseness
 - Use active rather than passive verbs:
 - The figures were checked by the research group.
 - The research group checked the figures.
 - Remove excess nouns and change to verbs whenever possible:
 - He made the statement that he agreed with the concept that inflation could be controlled.
 - He agreed *that inflation could be controlled*.