Contents

1	Analyzing the Audience, Purpose, and Occasion	1
	Analyze who your audience is, why they are reading, and what they know	3
	Analyze how much persuasion your	RELEGIE
	document requires	5
	Account for the document's occasion: the form, formality, and politics	8
	References	13
2	Balancing Precision with Clarity	15
	Choose the right word	15
	Avoid needless complexity	20
	Balance precision and clarity in illustrations	30
	References	35
3	Avoiding Ambiguity	37
	Avoid words with multiple interpretations Consider the ordering of words, especially	40
	the word only	40
	Be selective with it and avoid the standalone this	42
	Insert commas after introductory phrases and clauses	44
	References	47

xvi		Contents
4	Sustaining Energy	49
	Select energetic verbs	50
	Rely on concrete nouns	58
	Be concise	59
	References	67
5	Connecting Your Ideas	69
	Begin each new sentence in a way that connects with the one before	71
	Integrate equations into paragraphs	86
	Connect illustrations with the text	88
	References	92
6	Beginning with the Familiar	93
	Select a first sentence that not only orients, but also takes a significant step Map sections in which readers could become lost If you cannot avoid an unfamiliar term, then define it Anchor illustrations in the familiar References	94 98 98 105 107
7	Organizing the Content for the Audience	109
	A title specifies the scope of the work	110
	The introduction prepares readers for the middle The middle presents the work in a logical and	114
	persuasive fashion	121
	The conclusion summarizes the middle and provides	
	a future perspective	131
	References	132
8	Providing Proper Emphasis	135
	Emphasize details with wording	138
	Emphasize details with repetition	139
	Emphasize details with placement	143

Contents		xvii
	Move larger blocks of secondary information into appendices References	148 152
9	Adapting Your Style to Emails, Instructions, and Proposals	153
	An effective email is a balance between <i>I</i> and <i>you</i> Instructions rely on numbered lists A proposal is an argument for how to solve a problem References	154 166 174 197
10	Using Your Writing Time Efficiently	199
	Preparation puts you into a position to succeed For long documents, draft at least one page a day Revising allows writers who struggle to create	205 207
	documents that excel Finishing focuses on correcting, not on improving References	217 224 226
Co	Conclusion	
Ар	Appendix A: Grammar	
Ap	Appendix B: Punctuation	
Ap	Appendix C: Usage	
Ap	Appendix D: Format	
Glo	Glossary	
Ind	Index	