



Making Readers Care about Your Writing

- connecting with readers
- making them care and
- moving them to action

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7 Aspects of a Text Affect Usefulness & Readability

HIGHER ORDER CONCERNS

1. Content
2. Structure
3. Document Design

LOWER ORDER CONCERNS

4. Paragraphs
5. Sentences
6. Word Choices
7. Mechanics



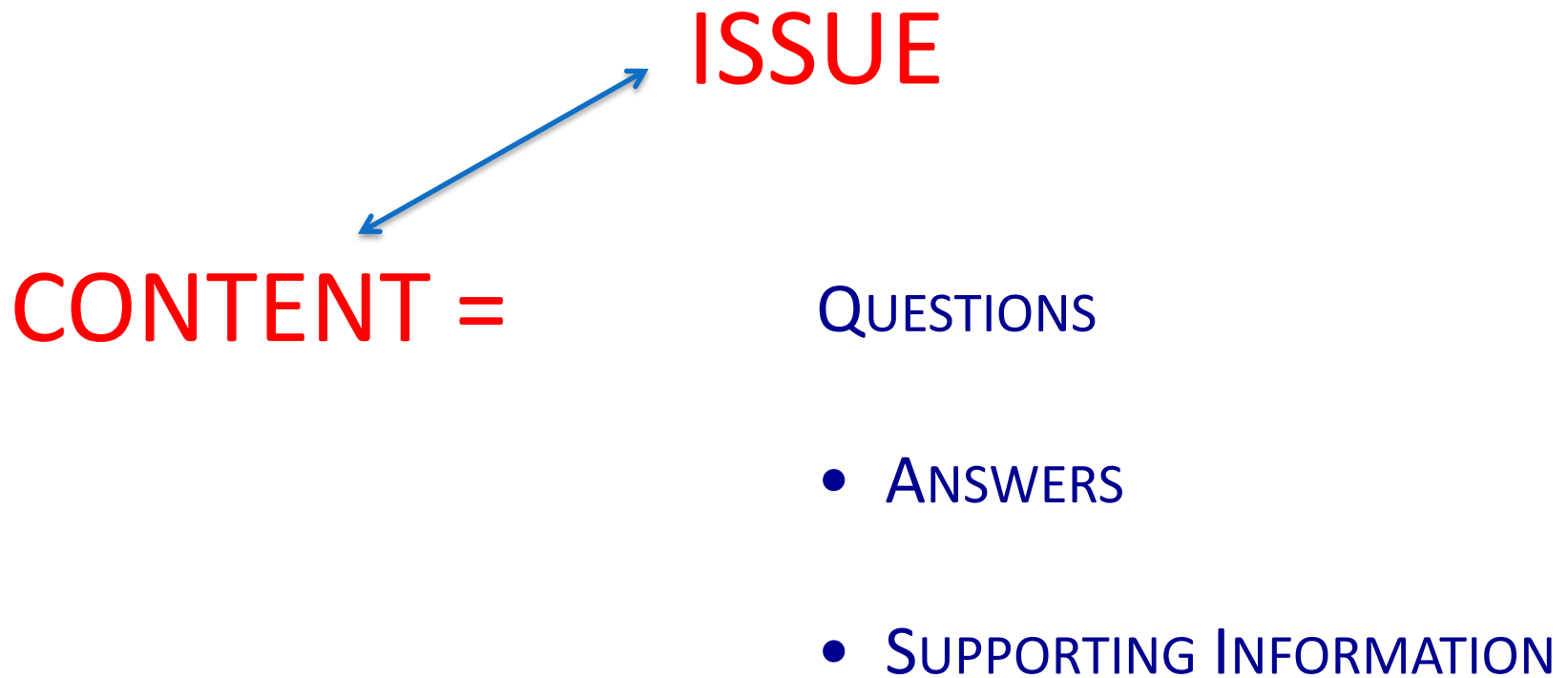
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ISSUE

CONTENT =

Q & A

A “conversation”
with the reader!

- QUESTIONS
- ANSWERS
- SUPPORTING INFORMATION



3 Reader Questions

CONTENT =

- 1. What is this and why should I care?**
- 2. What's the "story"?**
- 3. What's next?**

- QUESTIONS
- ANSWERS
- SUPPORTING INFORMATION



3 Reader Questions = 3 Parts of a Document

1. What Is This & Why Should I Care? = Introduction
2. **What Is the Story?** = **Body**
3. **What's Next?** = **Close**



3 Parts of a Document Address Reader's Questions

**What is this and
why should I care?**

= **INTRO**

ISSUE-why you're writing and
why reader should care

PREVIEW-topics you address

What's the "story"?

= **BODY**

ANSWERS &
SUPPORTING INFO

What's next?

= **CLOSE**

WHAT SHOULD HAPPEN NEXT



EXERCISE

Does the “Smart Pigs” memo answer the reader’s appropriate questions in an appropriate order?



TO: Office of Pipeline Safety (OPS)

FROM: Investigators

DATE: Now

SUBJECT: **OPS Investigators Need Smart Pig Technology (SPT) Training by March 30**

Because oil pipeline ruptures are not always prevented by current pipeline inspections performed by the OPS' 47 inspectors, a new rule has been proposed that will require pipeline vendors to use smart pig technology (SPT)—ultrasonic pipeline inspection devices—regularly within all pipelines and send the SPT reports to OPS inspectors.

Our investigation determined that current technology training for OPS inspectors does not include any courses that teach inspectors how to interpret and use SPT data.

We did find that many vendors can provide SPT training, which lasts, on average, 5 days. The training course can accommodate up to 50 participants. The average cost for such training is \$15,000. This training must be scheduled at least three months in advance.

We, therefore, recommend that OPS schedule SPT training for all of its inspectors in time to meet the March 30th certification deadline.



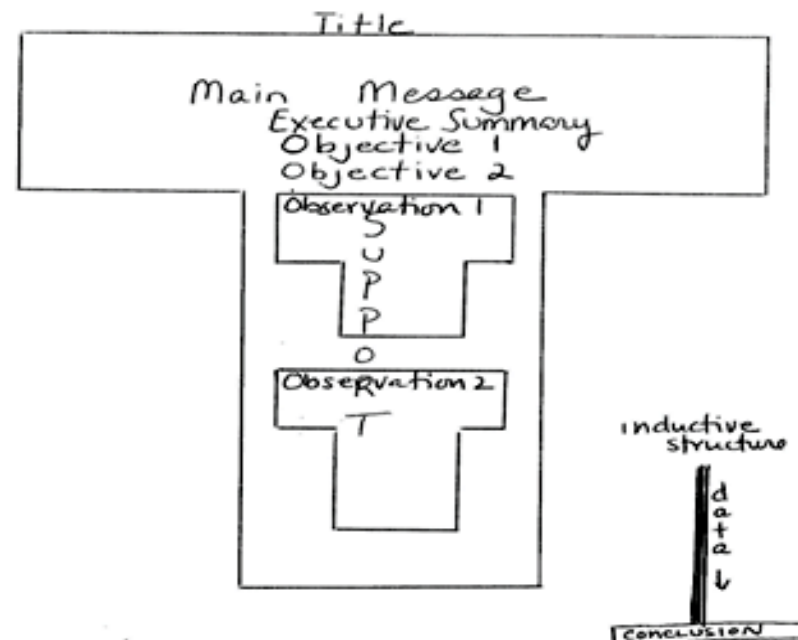
Put the MAIN POINT Up Front!

T



Put the MAIN POINT Up Front in Every Part of the Document

Deductive Structure





EXERCISE

Evaluate the “Chesapeake Room”
memo for message-first organization.



TO: Bob Johnson, Eva Robinson, Jacob Snyder, Marylou Hopkins
FROM: John James
DATE: Today
SUBJECT: The Chesapeake Room is closed for repairs; I have relocated your event

Because the Chesapeake Room must be closed for repairs next week, I have relocated your event to the Susquehanna Room next door. The Susquehanna Room is configured identically to the Chesapeake Room and also has south-facing windows with a beautiful view of the Riverwalk area.

You do not need to alter your event in any way. We will set up the room as you have directed with a breakfast bar in the morning and a lunch buffet. We will also provide seating for 150 at the tables and a small platform for your speakers with the appropriate audio-visual and computer set-ups. In addition, our staff will be at the Chesapeake Room before your event begins to direct all your guests to the Susquehanna Room. Our staff will wait for two hours after your event begins to direct any late-comers, and we will provide appropriate signs should anyone arrive after that time.

While we hope we have answered all your questions, please feel free to call me, John James, at 410 704-XXXX or email me at jjames@hlu.edu if you have any other questions. I look forward to ensuring that your event is a great success.



Any Questions?





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