高等学校应用英语系列教材

周邦友　主编

Practical English Writing

英语应用文写作

（第五版）

東華大學出版社

高等学校应用英语系列教材

Practical English Writing

英语应用文写作

（第五版）

周邦友　主编

東華大學 出版社

·上海·

图书在版编目(CIP)数据

英语应用文写作/周邦友主编. —5版—上海：东华大学出版社,2018.2

ISBN 978-7-5669-1322-7

Ⅰ. ①英... Ⅱ. ①周... Ⅲ. ①英语-应用文-写作-教材 Ⅳ. ①H315

中国版本图书馆CIP数据核字(2017)第299893号

责任编辑：曹晓虹

封面设计：书研社

英语应用文写作(第五版)

周邦友 主编

出版发行	东华大学出版社（上海市延安西路1882号 邮政编码:200051）
联系电话	编辑部 021-62379902
	营销中心 021-62193056 62373056
网 址	dhupress.dhu.edu.cn
天猫旗舰店	http://dhdx.tmall.com
印 刷	江苏省南通印刷总厂有限公司印刷
开 本	889mm×1194mm 1/16
印 张	17
字 数	738千
版 次	2018年2月第5版
印 次	2018年2月第1次印刷

ISBN 978-7-5669-1322-7 定价:37.90元

Preface

There is a Chinese proverb that says: "a workman must first sharpen his tools if he wants to do his work well." As English majors, or just lovers of the English language, we should know how to put the skills we learn into practice. The purpose of this book, *Practical English Writing*, is to teach us how to use the English we have learned in the proper context so that we can communicate effectively.

"Practical English" is not a special English vocabulary. It is a straightforward English used in everyday work situations. Practical writing communicates specific and factual information to a defined audience for a defined purpose. The information is useful in nature, and this is what makes practical writing differ from writing fiction, for example.

Practical writing is based on the principle that writing is a purposeful process involving discovery, precision in thought and language, and sensitivity to the audience. It emphasizes how writers think, explains how writing affects promising writers, and offers clear guidance in the writing process.

Found in any form of written communication, practical writing varies from language to language. But they all have one thing in common: form and content. So far as practical English writing is concerned, Chinese learners of English should keep in mind that practical English writing is somewhat different from practical Chinese writing.

The organization of this book reflects the essential task confronting writers. Writing occurs in a context that influences the writer throughout the process, from conception of the subject to the choice of particular words. The book consists of ten parts, which I think are the most relevant to the practical use of English. The first section deals with general remarks on practical English writing, and the second part functions as a guide for letter writing. The following eight segments provide direction for various types of letters, secretarial work, information and publicity, legal documents, personal data, academic writing, note-taking, and the use of punctuation marks.

During my years of experience as a teacher teaching English to Chinese students, including English majors, I have discovered that the same mistakes crop up again and again in practical English writing. Actually, some students frequently cannot distinguish the difference between English and Chinese in practical writing. Students get into the habit of thinking first in Chinese, and then put what they think into English. When they write a letter, for example, they begin with an introduction like: "I am sorry to spare your time to read my letter." What is worse, most students do not know the system of practical English writing, and what they write is restricted to the Chinese form. Taking resume writing for example, some Chinese students write their resumes in a block format, usually in one paragraph. This would be unacceptable if directed to an employer in English.

Resumes written in English should be divided into the following sections: personal information, qualifications (if needed), education, work experience, publications (if there are), membership, awards, and hobbies. This book, therefore, aims at helping students learn the precise method of practical writing in English.

Those who will benefit most from this book are the students who are English majors, students in other programs involving foreign affairs, and those who just love the English language. It will be beneficial to those whose work is internationally oriented.

Whether you are majoring in the English language, or other programs involving international affairs, starting a fresh career in your life, venturing into a new enterprise, or just writing a business letter, drafting a contract, or preparing your graduation paper, you will find this book, *Practical English Writing*, to be a valuable one.

To the many friends and colleagues who have offered their support and suggestions, I should like to express my gratitude. These include Drs. Anne and Clay Denman, Dr. Lyon Evans, Dr. David Hedrick, Ms. Barbara Hodges, Dr. Dekuan Huang. Dr. Michael Launius, Mr. Biyun Li, Dr. Richard Rosecky, Dr. Deirdre Smythe, and Dr. Roger Yu.

I am also so grateful to Dr. Nie Yujing, Mr. Xu Tuo, Ms. Yang Fang, Ms. Zhou Jing, Mr. Cai Yang and Mr. Yang Sheng for all that they have done — collection of materials, analysis of data, adding comments, giving suggestions and typing.

Special thanks should be given to my mentor, Dr. Edward Golden, Professor Emeritus, Central Washington University of the United States, for his encouragement and for providing many of the reference materials, without which this book would not have been possible. Ms Zhanghua Zhu proofread the entire manuscript and offered invaluable suggestions and comments.

For their generosity, I am also indebted to the publishers and authors listed in the bibliography.

Finally, no book can come to life without an excellent editor. For this I credit my friend and advisor Ms. Xiaohong Cao whose diligent efforts improved the manuscript in way that can only be described as brilliant.

Bangyou Zhou
Nantong University

此为试读,需要完整PDF请访问: www.ertongbook.com

Contents

Preface 001

Part 1 General Remarks on Practical English Writing

1.1 Definition of Practical Writing 001
1.2 Appropriateness and Accuracy 001
1.3 Features of Practical English Writing 002
1.3.1 Practicality 002
1.3.2 Reality 003
1.3.3 Certainty 003
1.3.4 Formality and Informality 003
1.3.5 Timeliness 003
1.4 Principles of Practical Writing 003
1.4.1 Clarity 004
1.4.2 Conciseness 005
1.4.3 Coherence 007
1.4.4 Readability 008
1.5 Personal vs. Impersonal Constructions 010
1.6 Usage of the Past and Present Tense 011
1.7 Paragraph Coherence 011
1.7.1 Common Transitional Words and Phrases 012
1.7.2 Repetition of Key Words 012
1.7.3 Linking Pronouns 012

Part 2 Letter Writing

2.1 An Introduction to Letter Writing 014
2.2 The Look of the Letter 015
2.2.1 Letter Placement and Design 016
2.2.2 Letter Format 018
2.2.2.1 Block Style 019
2.2.2.2 Modified Block Style 020
2.2.2.3 Modified Semiblock Style 021

	2.2.2.4 Official Style	022
	2.2.2.5 Simplified Style	023
	2.2.2.6 Memorandum	024
2.3	The Elements of A Letter	025
	2.3.1 Letterhead	025
	2.3.2 Date	025
	2.3.3 Inside Address	026
	2.3.4 Salutation	028
	2.3.5 Text	029
	2.3.6 Complimentary Close	030
	2.3.7 Signature	031
	2.3.8 Enclosure	032
	2.3.9 Copy Notation	033
	2.3.10 Postscript	034
2.4	Envelopes	035
	2.4.1 For Business Letters	035
	2.4.2 For Personal Letters	035
2.5	Folding & Inserting	036

Part 3 Sample Letters and Illustrations

3.1	Invitation	037
3.2	Acceptance	038
3.3	Application	040
3.4	Cover Letter	042
3.5	Appointment & Interview	044
3.6	Employment Letter	046
3.7	Request & Inquiry	048
3.8	Refusal	050
3.9	Complaints	051
3.10	Adjustments	053
3.11	Apologies	056
3.12	Congratulations	057
3.13	Condolence & Sympathy	060
3.14	Get-Well Letters	061
3.15	Thank-You Letters	063
3.16	Recommendation	065
3.17	Letter of Introduction	068
3.18	Letter of Instruction	069
3.19	Sales Letter	072
3.20	Follow-up Letter	074
3.21	Welcome Letter	076

3.22	Sensitive Letter	077
3.23	Belated Letter	079
3.24	Letters to Family and Friends	081
3.25	Love Letters	083
3.26	Letter to the Editor	084

Part 4 Secretarial Work

4.1	Itinerary	087
4.2	Interview Arrangement	089
4.3	Regulations and Rules	090
	4.3.1 Regulations	090
	4.3.2 Rules	098
4.4	Notice and Announcement	101
	4.4.1 Notice	101
	4.4.2 Announcement	102
4.5	Meeting Documents	103
	4.5.1 Agenda	103
	4.5.2 Minutes	106
4.6	Report	110
	4.6.1 Informal Report	110
	4.6.1.1 Feasibility Report	111
	4.6.1.2 Status/Progress Report	112
	4.6.1.3 Test Report	113
	4.6.1.4 Trip Report	114
	4.6.1.5 Trouble Report	116
	4.6.2 Formal Report	117
4.7	Proposal	123
4.8	Invitation Card	124
4.9	Questionnaire	125
4.10	Miscellaneous	128
	4.10.1 Telephone Notes	128
	4.10.2 Schedule	129
	4.10.2.1 Daily Schedule for a Boss	129
	4.10.2.2 Other Schedules	130
	4.10.3 Statistics	131

Part 5 Information and Publicity

5.1	Introduction	133
5.2	Help Wanted	135

5.3	Homes for Sale and Rent	137
5.4	Directions	140
	5.4.1 Directions for Medicine	140
	5.4.2 Directions for Home Items	141
	5.4.3 Directions for Getting to Place	143
5.5	Menus	144
5.6	Recipes	146
5.7	Weather Forecast	147
5.8	Public Signs	149
	5.8.1 Traffic Signs	149
	5.8.2 Packing Signs	151
	5.8.3 General Signs	152
5.9	Lost and Found	156
5.10	Corrections	157
5.11	Obituary	158
5.12	Birth Notice	159
5.13	Engagement Announcement	159
5.14	Lonely Hearts Introductions	160
5.15	Teaching Syllabus	161

Part 6 Legal Documents

6.1	Agreements and Contracts	166
	6.1.1 The Features of Agreement and Contract	166
	6.1.1.1 Mutual Consent	167
	6.1.1.2 Offer and Acceptance	167
	6.1.1.3 Voluntary	167
	6.1.1.4 Consideration	167
	6.1.1.5 Capacity	167
	6.1.1.6 Legality	167
	6.1.2 Elements of Agreement/Contract	167
6.2	Certificates and Credentials	171
	6.2.1 Certificate of Honor/Recognition	171
	6.2.2 Graduation/Degree Certificates	173
	6.2.3 Notarized Certificates	175
	6.2.4 Other Certificates	176
6.3	Last Will and Testament	178
6.4	Power of Attorney	179
6.5	Warranty	182
6.6	Miscellaneous	183

Part 7 Personal Information

7.1 Resume 185
7.1.1 Resume Design 185
7.1.1.1 Sections in Resume 186
7.1.1.2 Types of Resume 187
7.1.1.3 Designs of Resume 187
7.1.2 General Layout and Detail Format in Resume 188
7.1.2.1 General Layout 188
7.1.2.2 Detail Format 188
7.1.3 Special Sections in Resume 188
7.1.3.1 Highlight-summary Section 188
7.1.3.2 Objective-goal Section 188
7.1.4 Amplification Page 189
7.1.5 Tips on Resume Writing 189
7.1.6 Samples 190
7.1.7 Cover Letter Accompanying Resume 192
7.2 Self Introduction/Recommendation 193
7.3 Personal Statement 195
7.3.1 Tips on Personal Statement Writing 196
7.3.2 Samples 196
7.4 Notes 197
7.5 Visiting Cards 198

Part 8 Research Paper

8.1 Research Process 200
8.1.1 Choosing a Topic 200
8.1.1.1 Subject Area 200
8.1.1.2 Limitation of the Topic 201
8.1.1.3 Statement of the Topic 201
8.1.2 Preparing a Working Bibliography 201
8.1.3 Collecting Information 205
8.1.3.1 Critical Evaluation of Sources 205
8.1.3.2 Note Taking 205
8.1.4 Outlining the Paper 206
8.1.4.1 Thesis Statement 206
8.1.4.2 Principles of Organization 206
8.1.4.3 Type of Outlines 207
8.1.4.4 Outline Formats 208
8.1.5 Writing the Paper 209
8.1.5.1 The First Draft 209
8.1.5.2 Revision 209

8.1.5.3 Format 210
8.1.5.4 Final Editing 210
8.1.5.5 Proofreading 210
8.1.6 Avoiding Plagiarism 211
8.1.6.1 Quoting Accurately 211
8.1.6.2 Paraphrasing Accurately 212
8.2 The Parts of a Research Paper 213
8.2.1 The Front Matter 213
8.2.1.1 Abstract 213
8.2.1.2 Approval Sheet 214
8.2.1.3 Title Page 214
8.2.1.4 Outline/Table of Contents 215
8.2.1.5 Preface 216
8.2.1.6 Acknowledgements 216
8.2.1.7 List of Tables, Figures and Diagrams 216
8.2.2 The Text 217
8.2.2.1 Organization of the Text 217
8.2.2.2 Section Title and Heading 217
8.2.3 Reference Materials 218
8.2.3.1 Notes 218
8.2.3.2 Bibliography 219
8.2.4 Bibliographic Citation 220
8.2.4.1 Notes on Bibliographic Citation 220
8.2.4.2 Examples for Entries (MLA Style) 220
8.2.5 References-cited Format 223
8.2.5.1 Author-Year Format 223
8.2.5.2 Author-Number Format 224
8.3 Main Differences Between MLA, APA and Chicago Styles 225
8.4 Proposal 226
8.5 Acknowledgements 229

Part 9 Note Taking

9.1 Introduction 232
9.2 Suggestions 233
9.3 Active Listening and Selectivity 233
9.3.1 Lecturer's Teaching Style 234
9.3.2 Features of the Lecture 234
9.3.2.1 Introduction and Conclusion 234
9.3.2.2 Repetition 235
9.3.2.3 Linking Expressions 235
9.3.2.4 Rephrasing Ideas 236
9.3.2.5 Elaboration 236

此为试读,需要完整PDF请访问: www.ertongbook.com

9.4 Note-taking Formats 236
9.4.1 Cornell Note-taking System 236
9.4.2 Mind Maps 238
9.5 Strategies for Note Taking 238
9.5.1 Pre-class Strategies 239
9.5.2 In-class Strategies 239
9.5.3 After-class Strategies 240
9.6 Time to Take Notes 241
9.7 Shortcuts to Taking Notes 241
9.7.1 Use of Abbreviations 241
9.7.2 Use of Symbols 245
9.7.3 Use of Numerals 246
9.7.4 Examples of Using Abbreviations and Symbols 246

Part 10 Punctuation Marks

10.1 An Overview of Punctuation Marks 247
10.2 Functions of Punctuation Marks 249
10.2.1 Periods 249
10.2.2 Exclamation Mark 249
10.2.3 Question Mark 250
10.2.4 Comma 250
10.2.5 Semicolon 252
10.2.6 Colon 252
10.2.7 Dash 253
10.2.8 Parentheses 253
10.2.9 Quotation Marks 254
10.2.10 Brackets 255
10.2.11 Ellipsis Marks 256
10.2.12 Apostrophe 256
10.2.13 Slash 257
10.2.14 Hyphen 257

Bibliography

Part 1

General Remarks on Practical English Writing

1.1 Definition of Practical Writing

Practical English is not a special language — it is simply English used in the situations of practical work. Practical English writing communicates specific and factual information to a particular audience for a specific purpose. The information is practical, and sometimes technical, in nature, and this is what makes practical writing different from other types of writing. Broadly, that audience includes individual readers, managerial readers, technical readers, or even, at times, general readers. The purpose of practical writing is to inform, instruct, or explain to the audience who read it. Writers, therefore, should always take readers into first consideration.

In practical writing, readers should always come first. Although it is tempting to first consider content, approach, and style, writers should not do this at the expense of clarity. Keep in mind that the purpose of practical writing is to inform — make sure what is written should fit the reader's level of understanding. It is generally accepted that readers determine the success of any piece of writing. It does not matter how well the writer understands the subject matter if the readers miss the message. If they do not understand, the writing will fail.

Good practical writing requires discipline and strict adherence to a system. Much like technical knowledge and skill, writing follows an orderly sequence that leads to clear and concise information, instruction or explanation. Whether it is a letter to a friend or a curriculum vitae for a job application, practical writing is actually a technical job on paper.

1.2 Appropriateness and Accuracy

Since practical writing is a technical job, writers should pay attention to both the content and form of the writing. Content is related to the language used in the writing whereas form refers to the structure of the writing. Apart from the content, the form adopted in practical writing is important. For example, if a Chinese letter is structured wrongly, the writer may be considered uneducated, at least not well-educated. Therefore, the form of practical writing usually gives the first impression to the audience. Whether it is good or not determines the success or failure of the communication.

Then, how to make practical English writing good is a question for language users to address. When we write something practical, we should pay much attention to two main aspects — appropriateness and accuracy. This requires writers to have a general knowledge of pragmatics

and linguistics, for appropriateness is related much to pragmatics and accuracy to linguistics. By appropriateness, we mean that what is written should be appropriate. That is to say, the form of language should vary according to different situations. For example, if the writing is a personal letter, the language should be informal; whereas if the writing is a public document, the language should be formal. Similarly, a fact expressed in a mathematical equation may not be effective in a report addressed to a managerial reader. The same is true of the format of the writing. Practical writing may be either as long as a book or as short as a slip of note. Which format should be chosen is based on different situations and purposes.

It is important to make documents appropriate to the goals one has in mind when writing them, the reader's purpose in reading them, and the specific institutional contexts in which they are written and read. All practical writing should also be appropriate to the specific institutional context that motivated its creation. It should not only serve the writer's and the reader's purposes but also conform to the goals and conventions of the institution in which it exists. Institutional goals and conventions are sometimes clear and explicit. For example, in large companies, the specific goals of various documents, as well as the preferred form and style, are often described in company correspondence and style manuals.

By accuracy, we mean that what is written should be accurate and precise. It is, therefore, necessary to cultivate accuracy in practical writing. Accuracy, which is careful conforming language to truth and fact, has three main aspects: document accuracy, stylistic accuracy and technical accuracy. Document accuracy refers to the proper coverage of the topics in appropriate detail. Often an accurate document needs to focus clearly on a problem. Document accuracy is generally cultivated by a clear problem statement and by a preliminary outline. These writing tools help writers focus their writing effort by reducing their data in a way that solves a theoretical or practical problem. In comparison with document accuracy, stylistic accuracy concerns the careful use of language to express meaning. Accurate language requires the careful use of paragraph and sentence structure and word choice to describe and analyze the topics effectively. As a writer, one gains command of accuracy by studying the elements of style and by learning to apply those elements to drafting, revising, editing, and proofreading. Stylistic accuracy is also a matter of using words precisely. The third type of accuracy is technical, which requires stylistic accuracy but is not based solely on it. The effective document in science and technology must be grounded in a technically accurate understanding and representation of the subject. Technical accuracy depends on the writer's conceptual mastery of the subject and its vocabulary, as well as on his or her ability to analyze and shape data with a minimum of distortion. In science and technology, enormous creative energy is given to mastering this technical aspect of subject development.

1.3 Features of Practical English Writing

As an independent type of writing, practical writing is different from other types of writing. It has its own features in practicality, reality, certainty, formality, informality and timeliness.

1.3.1 Practicality

Practical writing, as its name indicates, is clearly different from literary writing. Its emphasis is placed on practicality. Usually, practical writing has its specific audience and purpose. Practical writing generally comes to the point by telling readers what something is, where and when something happens,

why it is and how it is. After it is finished, it comes into effect. Furthermore, practical writing may motivate readers to take immediate action in response to having read it.

1.3.2 Reality

So far as practical writing is concerned, what is written is intended to be real. If the content is false, the writing may lead to serious negative consequences. Unlike literary writing, everything in practical writing, including character, event, time, place and so on, should be true and reliable.

1.3.3 Certainty

By certainty, we mean that the language used in practical writing should be definite and certain. For instance, when we refers to "smooth finish," we seldom say "as smooth as glass"; when we refers to "hardness," we rarely say "as hard as steel"; when we indicate the place of delivery, we cannot say "along the Yangtze River," either. That is to say, in practical writing, rhetorical device — such as, simile, metaphor, and hyperbole — is considerably less used.

1.3.4 Formality and Informality

As we know, the language we use in what we write to our family members and friends is quite different from what we write to a university for admission application. Therefore, in practical writing formality and informality of the language differs when the audience is different.

1.3.5 Timeliness

When we do practical writing for certain events in daily life, we should keep in mind that timeliness is important. For example, when we receive a gift, we send a thank-you note soon afterward. If a letter for thanking somebody is belated, the writer will be thought to be rude or impolite. Actually, writing in time lays a good foundation for establishing relationships and maintaining friendships.

1.4 Principles of Practical Writing

Good practical writing is clear, concise, coherent, and readable. They are the qualities of good communication. Let's see the following example:

The flow of electrical current can induce the migration of impurities or other defects through the bulk of a solid. This process is called electromigration. In simple electromigration, the force on the defect is thought to have two components. The first component is the force created by direct interaction between the effective charge of the defect and the electric field that drives the current. The second component, called the "wind force," is the force caused by the scattering of electrons at the defect.

The example is clear because it is written in simple, direct sentences. Although the technical context is the highly specialized realm of theoretical and applied nanotechnology, the sentence syntax — word order — is restrained and structurally simple. Part of this clarity is achieved by the rhetorical device of defining a term, *electromigration.*

The example is also concise in its use of a minimum of words to express the basic idea of electromigration. It is not wordy, and it does not digress from the point being made.

Besides, the example is coherent because it develops its subject matter in an easy-to-follow line of thinking. The sentences are further linked by referents such as "this process," "the first component,"

and "the second component."

Finally, the example is readable because even if the readers are non-technicians they can read the passage and understand it easily.

1.4.1 Clarity

People are swamped with information. It comes at them from all directions, often shrouded in a fog of vague and trite words. If your writing generates such fog, you force your readers to puzzle through the details to determine whether they are of interest. Readers may not have the time — or the inclination — to make such an effort. Furthermore, unclear writing reflects unclear thinking, which can damage your credibility.

Clarity refers to ease of understanding. Words are your tools. The more words you have at your command, the more accurately you can convey your ideas. The more effectively you arrange words, the more successful you will be in sending an idea from your mind to your reader's mind. Therefore, clarity is the lifeblood of practical writing.

There are two major elements in achieving clarity in practical writing — preference for shorter sentences and use of active language, for they assure clear and understandable practical writing.

■ **Keep sentences short**

Good practical writing employs short sentences. A sentence of more than twenty words is often hard to understand, and studies shows that readers prefer short sentences. In practical writing, there is probably no greater problem than needlessly long sentences. The more words there are to read in a sentence, the more there is for readers to keep track of and understand. Obviously, a compound, complex, or compound-complex sentence is always harder to read and understand than a simple declarative sentence. When a piece of practical writing, such as a technical report, manual, or set of instructions, is loaded with long and complex sentences, the difficulty increases. So writers should keep in mind that sentences are like baggage and that sentences should only carry what the writing needs and not a bit more. See the following example:

Poor: *Today we shipped your order of April 15, and you should be receiving it next week, but since you are a new customer I want you to know that we allow an additional discount of 3% if you make your payment within 10 days.*

Better: *Your order of April 15 was shipped today and should arrive next week. As a new customer, you will receive an additional 3% discount for payment sent within 10 days.*

Sometimes writers have to rewrite one sentence as several to make it more readable. Example:

Poor: *I regret to report that a severe winter storm closed our factory and disrupted delivery of two critical components, making your shipment two weeks late, but we have now received all the necessary parts and our crew is working overtime to put production back on schedule.*

Better: *I am sorry to report that your shipment will be two weeks late. The winter storm that closed our factory also delayed delivery of two critical components. However, we now have all the necessary parts and expect to be back on schedule soon.*

■ **Write in active voice**

Action coupled with a direct statement is at the heart of effective practical writing. Strong, active verbs give the writing energy and power and add interest and understanding to the message. Weak, passive verbs rob the writing of power and interest. The use of verbs in practical writing controls meaning and understanding.

When the active voice is adopted, the subject of the sentence performs the action; when passive voice is adopted, the subject of the sentence receives the action.

Compared with passive voice, active voice is forceful and direct — and often requires fewer words. Passive voice, however, combines a form of the verb **to be** with a past participle: **is read**, **was done**, **have been sold**, **were reported**, **had been opened**, **will have been seen**. Good writers are good at converting passive constructions into the active form appropriately. The following sentence shifts from active to passive:

When the sales representatives completed their reports, the data were analyzed and a marketing plan was outlined by the head of each department.

Here it is, rewritten entirely in the active voice:

When the sales representatives completed their reports, the head of each department analyzed the data and outlined a marketing plan.

However, when the recipient of the action is more important than the performer of the action, the passive voice is appropriate and preferred. Examples:

① *The pedestrian was struck by a car.*

② *The records were lost by a careless employee.*

Do not use the passive voice to avoid saying "I" or "we." For example:

Poor: *It is recommended by this office ...*

Better: *We recommend ...*

Poor: *A decision was made to stop the project.*

Better: *We decided to stop the project.*

In this case, the subject is present in the sentence, but the same idea is expressed more succinctly.

■ **Achieve structural and contextual clarity**

Furthermore, the writers of practical English should make their writings clear in structure and context. Here is the way to achieve structural and contextual clarity.

At the level of the whole document, you can promote structural clarity, making it easy for the reader to get the large picture. Effectively designed and well-arranged writing can help focus and clarify information. For example, in your writing you may use a table of content, problem statements, descriptive titles, subject headings, and some strategic repetitions to guide your readers and help them keep the large picture in focus.

Contextual clarity, which makes available the importance, authorization, and implications of your work, also contributes to the ease of understanding. All work has a context, and your readers want to understand what the context of your document is. What prompts you to write? What is your purpose? Whose work precedes or has influenced yours? What is the organizational and intellectual context of your problem? Then, you need to answer those questions in introductions and problem statements and in your citations and other references.

1.4.2 Conciseness

Concise writing provides exactly what the readers need and not a bit more or less. Bloated writing with superfluous information serves to confuse and obscure. Concise writing gets to the point and does not ramble. There is nothing that will kill a reader's interest faster than rambling and affected writing that takes five pages to say what could be said in one paragraph.

There is the story of a person who when asked the time of day gave a short history of Swiss

此为试读,需要完整PDF请访问: www.ertongbook.com