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to pass the exam, the writer needs to keep very clearly in mind that the purpose of the report is to convince his boss of the advantages of the proposal.

This very obvious reflexion will help the writer to organize the ideas that he wants to be included in the essay.

2. DIFFERENCES BETWEEN ORAL AND WRITTEN COMMUNICATION

In oral communication there are a number of aspects which contribute to clarifying the sense of what we want to say and reduce ambiguity. These aspects range from the more genuinely linguistic aspects such as intonation or repetition, to the those less strictly linguistic such as facial expression or other contextual information. All of them help by clarifying the speaker's intended meaning. However, these elements are absent in written discourse. Intonation, which is an essential component in the understanding of oral language, is not present in written language and has to be compensated for with other more complex linguistic resources. Cleft sentences and word order changes make up for those lacking elements in written language.

Similarly, redundant information is usually necessary in oral discourse when the channel or means of communication has a lot of noise or is a faulty channel. These repetitions, acceptable in oral language and normally accompanied with some emphasis, are not necessary in writing because the reader can go back to previous parts of the written text as many times as he wants. However, in written language the writer will need to use other mechanisms such as paraphrase or syntactic alternations in order to avoid repetitive and tedious texts.

As a result, the writer must select the information he wants to be present in the written text because, in principle, one has to assume that the reader is not going to have access to any information other than what is in the written text.

3. THE FORMAT OF WRITING

One last thing should be mentioned in relation with the influence of the preferred format of writing. Both handwriting and computers have advantages and disadvantages and it is more important to say what one wants to say in an organized and clear way, than whether it has been handwritten or written on a computer.

It is true that some part of the direct contact of the writer with his product, some part of the handcrafted process of writing, is lost when a computer is used. Umberto Eco was nostalgic when he used the parallelism of the flow of ink in his pen and the flow of his ideas in his head. Maybe some parts of the handcrafted processes are lost when a computer is used, but in a distant learning situation, which is our case, we may willingly pay that price. As in many other aspects of our fast paced modern life, the craft of handwriting may still last, perhaps more as a luxury of those with time in their hands than as an obsolete or negative relic of the past.

Consequently there is nothing against presenting the different drafts in the handwritten version or even the final essay. However, it is self evident that the drafting process will benefit a lot from multiple revisions and that this process is made a lot easier with the help of word processors. On the other hand, peer revision —strongly recommended in this course— is undoubtedly facilitated by the use of computer writing tools and e-mail.

4. ACTIVITIES

Activity 4.1

Write the purpose of these texts:

a)

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☐ 7+ months ☐ Haven't started yet

Are you satisfied with diet and exercise at lowering your cholesterol?
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Are you currently taking LIPITOR?
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If yes, how many months have you been taking LIPITOR?
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☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ Over 12 ☐ Don't know

☐ Have not yet filled my prescription

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b)



c)

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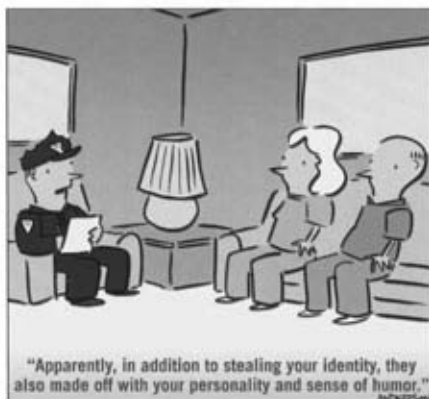
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d)

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‘Gardening is so complex. I can only grow simple plants, like mildew.’

— Jeannie Dietz, comedy writer



e)



POP QUIZ

Your colleague often wears jeans or other casual clothes to client meetings. You think he's poorly representing the company. How do you get him to dress for success?

- Pull him aside before the next event and gently note what you're planning to wear.
- You can't, but you needn't feel responsible for him.
- Tell your superior and have her deal with the situation.

CORRECT ANSWER: Your colleague's wardrobe choices can reflect badly on you and your company, so you should not let this go. The day before your next meeting, swing by your coworker's office and say "We're all set for the Ridsen appointment. I'm planning to wear a suit, since they dress up there, even in the summer. What are you wearing?" (a). This allows him a chance to think about what message his appearance sends. If he still doesn't adopt the appropriate dress code, tell the boss so she'll step in (c).

E-mail questions for Peggy to TellPeggy@hearth.com. For more etiquette tips, visit goodhousekeeping.com/boards.

Goodadvice

PEGGY POST ON MODERN MANNERS

rules to live by: BEACH ETIQUETTE

- Don't be a space invader. Keep at least a beach towel's length between you and the next group, and if you've brought a radio, keep the volume low.
- Share and share alike. If you're going to the beach with friends, be prepared: Bring enough sunblock, toys, and snacks for everyone.
- Don't leave the baby-sitting to someone else. It's not only dangerous but also rude to casually assume that "someone" is watching your kids. Make sure to keep an eye on them at all times.
- Step away from others before shaking your towel—no one likes to have sand in their sandwich.
- Clean up after yourself, leaving the beach the way you found it.



YOU ASKED, PEGGY ANSWERS

Q: My neighbor's tree is damaging my roof. After months of arguing that it's not her responsibility, my neighbor has finally agreed to have the branches trimmed if I pay half the bill. Is this fair?

A: Yes. In many cities, a homeowner has the right to cut branches off a neighbor's tree if they hang over the property line. However, the homeowner (not the tree owner) often bears financial obligation. If this is the case in your area, your neighbor is actually being generous. Either way, for the sake of good neighbor relations, accept her compromise, thank her for going halfway, and try to put the issue behind you.

so what would you do?

A new friend wants you to attend a political fund-raiser with her, but you don't agree with that candidate's views. Would you go?

SHE SAYS:
"I'd go with her—I'm open to hearing different points of view." —Mary Ellen Brady, 55, Pennsylvania

SHE SAYS:
"If a contribution was the linchpin of attending, I would decline." —Ellen Tashie Frisina, 48, New York

SHE SAYS:
"I would go in support of my friend, but not of the politics." —Branda Wren-Tierell, 54, North Carolina



Peggy says: If you're truly opposed, be honest with your friend so she'll know where you stand. Say "Thanks for thinking of me, but I'll have to decline. That politician and I don't see eye to eye on many topics." She may try to twist your arm: "But he's such a compelling speaker—give him a chance." Should you then decide to go, listen with an open mind and without making negative comments. Otherwise, find an interest you both share and plan a different outing.

TOP LEFT PHOTOGRAPH BY GARYS THERIAULT; TOP RIGHT PHOTOGRAPH BY C. SQUARED; STYLING: JESSICA BAKER

f)

The advertisement features a central image of an Allegra bottle and boxes of Benadryl, Tylenol, and Chlor-Trimeton. To the right, a quote reads: "The 12s in *allegra* must stand for long lasting relief." Below this, a small cartoon character with a sad face is shown with the text "LASTS 24 HOURS". To the right of the Benadryl box, a cartoon character with a sad face is shown with the text "LASTS UP TO 6 HOURS". To the right of the Tylenol box, a cartoon character with a sad face is shown with the text "LASTS UP TO 6 HOURS". To the right of the Chlor-Trimeton box, a cartoon character with a sad face is shown with the text "LASTS UP TO 6 HOURS".

One dose of Allegra lasts up to 4x longer than one dose of most OTC allergy medicines.*

It could happen to you. You go to your medicine cabinet and pick a seasonal allergy medicine for your runny nose, sneezing and itchy, watery eyes. And before the day is done, it stops working.

But just one Allegra 180 mg gives you longer lasting seasonal allergy relief than one dose of most OTC allergy medicines.* Allegra is for people 12 and over. Side effects are low and may include headache, cold or backache. Ask your doctor about Allegra.

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Please see additional important information on next page.

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