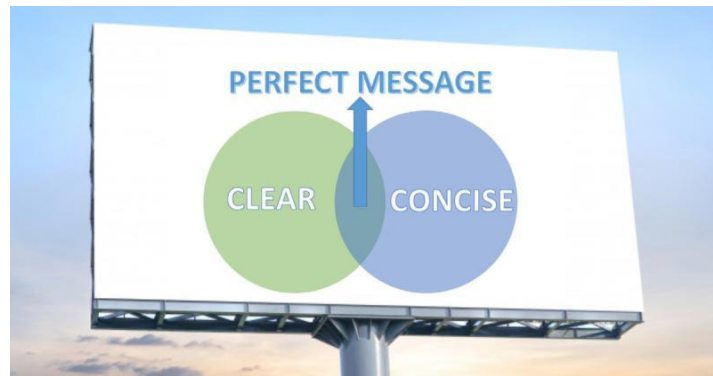


# COMMUNICATION SKILLS

## CLEAR AND CONCISE EXPRESSION



### 1. Discussion

- Why is clear and concise expression important in professional settings?
- What are the potential consequences of unclear communication?
- Can you think of a recent example where unclear communication caused confusion or delays in a project or task? What could have been done differently to ensure clarity?
- What are some common challenges you face when trying to communicate concisely?
- How do you balance providing enough detail with avoiding unnecessary information?

### 2. Vocabulary practice

Match the words from the text with their definitions

1	Paramount (adj)	a lack of clarity or understanding; disorder or uncertainty in thought or perception.
2	Misinterpretation (n)	the quality or state of using more words than needed.
3	Confusion (n)	in a brief and concise manner; expressing ideas clearly and briefly.
4	Stakeholders (n)	a strong belief or opinion; the state of being firmly convinced about something.
5	Succinctly (adv)	of greatest importance or significance.
6	Wordiness (n)	efforts or attempts made towards achieving a goal; actions taken to accomplish something.
7	Conviction (n)	individuals or groups who have an interest or concern in a particular organization, project, or issue.
8	Endeavours (n)	the act or instance of understanding or explaining something incorrectly.

### 3. Reading

What is clear and concise communication in business?

Clear and concise communication refers to the effective transmission of information in a manner that is easily understood by the recipient, using a minimal number of words or information necessary to convey the message accurately.

Clear and concise expression is paramount in business communication as it ensures that messages are easily understood, reducing the likelihood of misinterpretation or confusion. In a professional context, clarity enables stakeholders to grasp information swiftly, make informed decisions, and take prompt action. Conciseness, on the other hand, allows for efficiency by conveying information succinctly without unnecessary details or wordiness.

Effective communication fosters transparency, enhances productivity, and builds trust among colleagues, clients, and partners. It streamlines processes, minimizes misunderstandings, and facilitates smoother collaborations. Whether in emails, presentations, meetings, or reports, clear and concise expression demonstrates professionalism and respect for others' time and attention. Ultimately, mastering this skill not only improves operational efficiency but also strengthens organizational effectiveness and contributes to overall success in business endeavours.

### 4. Comprehension questions

1. Why is clear and concise communication important in business?

- a) To impress colleagues and clients with sophisticated language.
- b) To ensure messages are easily understood, reducing confusion.
- c) To increase the length of emails and reports for thoroughness.
- d) To make communication more complex and challenging.

2. What does conciseness contribute to in business communication?

- a) Making messages more difficult to understand.
- b) Adding unnecessary details for thoroughness.
- c) Efficiency by conveying information succinctly.
- d) Increasing the number of stakeholders involved.

3. How does effective communication impact productivity?

- a. By encouraging longer meetings and discussions.
- b. By fostering transparency and trust.
- c. By complicating processes and tasks.
- d. By increasing misinterpretation and confusion.

4. In what ways does clear and concise expression demonstrate professionalism?

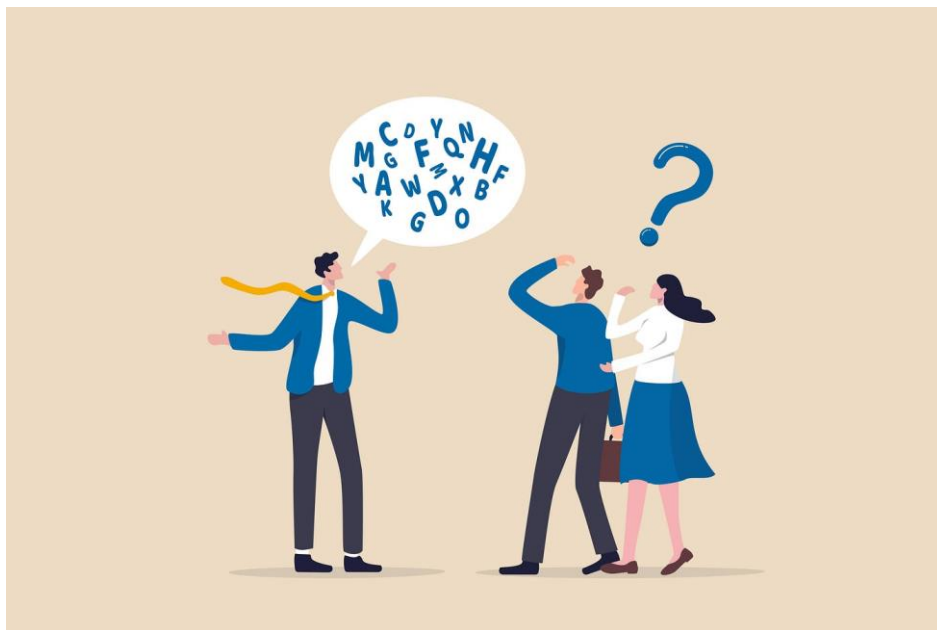
- a. By using complex language to showcase intelligence.
- b. By respecting others' time and attention.
- c. By avoiding communication altogether.
- d. By focusing solely on personal opinions.

5. What is one of the benefits of mastering clear and concise communication in business?

- a. Creating ambiguity and confusion.
- b. Reducing operational efficiency.
- c. Strengthening organizational effectiveness.
- d. Decreasing productivity.

## 5. Discussion

- What are the challenges to clear and concise communication?  
(Some examples: ambiguity, wordiness and jargon)
- Can you think of some examples of each of these?



## 6. Examples Look at these examples:

Ambiguity	
Ambiguous Statement	<i>"Please send the report as soon as possible."</i>
	The phrase "as soon as possible" is vague and could mean different things to different people. It lacks a specific deadline or timeframe.
Ambiguous Instruction	<i>"Ensure the project is completed promptly."</i>
	"Promptly" is subjective and doesn't provide a clear deadline or specific actions required for completion.

Wordiness	
Wordy Sentence	<i>"The current situation necessitates that we undertake a thorough analysis of the potential options available to us in order to arrive at a final decision."</i>
	This sentence is overly long and can be simplified without losing meaning.
	Simplified: <i>"We need to analyse our options before making a decision."</i>
Wordy Email Introduction	<i>"I hope this email finds you well. I am writing to inform you of the fact that we will be convening a meeting in the near future to discuss the matter of our upcoming project plans."</i>
	The introduction could be more concise without losing politeness and clarity.
	Simplified: <i>"We will soon convene to discuss our project plans."</i>

Jargon	
Industry-Specific Jargon	<i>"Our SaaS platform leverages AI-driven algorithms to optimize user engagement through predictive analytics."</i>
	"SaaS," "AI-driven algorithms," "optimize user engagement," and "predictive analytics" are terms specific to the software industry and may not be easily understood by those outside the field.
Corporate Jargon	<i>"Let's touch base offline to circle back on the action items from the last sync-up."</i>
	"Touch base," "offline," "circle back," and "sync-up" are examples of corporate jargon that can be unclear to individuals not familiar with office or meeting terminology.

## 7. How to improve

**Ambiguity:** Specify deadlines, actions, and expectations clearly. Use concrete terms and avoid vague phrases.

**Wordiness:** Edit sentences to remove unnecessary words or phrases. Aim for clarity and brevity while retaining essential information.

**Jargon:** Define or explain industry-specific terms when communicating with audiences who may not be familiar with them. Use plain language whenever possible to ensure understanding across all stakeholders.

## **8.Can you improve these sentences putting into practice the advice in 7:**

### **Ambiguous sentences:**

#### Ambiguous Sentence 1

*"We need to improve our customer service."*

#### Ambiguous Sentence 2

*"Please complete the project soon."*

### **Wordy sentences:**

#### Wordy Sentence 1

*"Due to the fact that we are experiencing a decrease in sales, it is imperative that we take proactive measures to enhance our marketing strategies in order to attract more customers."*

#### Wordy Sentence 2

*"In light of the fact that our company has been facing challenges in meeting our quarterly targets, it is essential that we initiate a thorough review of our operational processes to identify areas for improvement."*

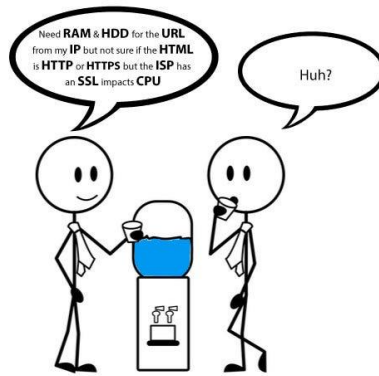
### **Jargonistic sentences**

#### Jargon Sentence 1

*"Our new ERP system integrates seamlessly with our CRM platform to streamline operations and enhance data analytics."*

#### Jargon Sentence 2

*"Let's touch base offline to discuss the KPIs for Q4 and strategize on how to optimize our ROI."*



## 9. Discussion

Have you ever had a situation where you struggled to express yourself clearly and concisely in your language? Or in English?

Do you have more problems writing in formal or informal language?

## 10. Writing

Remember these principles of Clear and Concise Expression

1. **Simplicity:** Using plain language and avoiding unnecessary complexity.
2. **Brevity:** Getting to the point quickly and efficiently.
3. **Clarity:** Ensuring that the message is easily understood by the audience.
4. **Precision:** Using specific and accurate language to convey meaning.

Write one of the following emails and concentrate on being simple, brief, clear and precise.

### Email to a Customer or Client:

Scenario: You need to respond to a customer inquiry or complaint. Acknowledge the issue, provide a clear explanation or solution, and invite further communication if needed.

Objective: Practice handling customer communication effectively with clear and concise responses.

### Email to a Potential Employer

Scenario: You are following up on a job application or interview. Express your continued interest in the position, summarize your qualifications briefly, and inquire about the next steps in the hiring process.

Objective: Practice professionalism and clarity in communicating with a prospective employer.

### Email to a Group Member

Scenario: You are working on a group project and need to update a team member on the progress. Be clear about what has been accomplished, any tasks pending, and the next steps.

Objective: Practice summarizing project updates concisely while ensuring clarity about responsibilities.

## 11. Word families

NOUN	ADJECTIVE	ADVERB
simplicity	simple	
	brief	briefly
clarity		clearly
	precise	precisely

## 12. Practice

Put the correct words from the box into the gaps.

- \_\_\_\_\_ put, we need to streamline our supply chain to reduce costs.
- He explained the new policy changes \_\_\_\_\_ during the staff meeting. No one had any doubt.
- Here's a \_\_\_\_\_ summary of our quarterly financial results.
- Could you tell me \_\_\_\_\_ when the shipment is expected to arrive?
- Our company values \_\_\_\_\_ solutions that address complex challenges efficiently.
- We need \_\_\_\_\_ measurements to ensure the parts fit together perfectly.



# NOMINALIZATION

## Nominalization

*/ˈnɒm.ɪ.nəl.aɪˈzeɪ.ʃən/*

the process of making a noun  
from a verb or adjective

### 1. Definition

In the context of grammar and linguistics, nominalization refers to the process of forming nouns from other parts of speech such as verbs, adjectives, or even other nouns.

There are several types of nominalization, each characterized by how the transformation from a different part of speech to a noun occurs. Here are the main types of nominalization:

**1. Suffixation - Adding a suffix to a base word to form a noun.**

Verb to Noun: develop → development

Adjective to Noun: happy → happiness

**2. Conversion (Zero Derivation) - Changing the word's function from one part of speech to another without adding any affixes.**

Verb to Noun: run (verb) → run (noun) - "I went for a run."

Adjective to Noun: green (adjective) → green (noun) - "The lush greens of the forest."

**3. Compounding - Forming a noun by combining two or more words.**

Noun + Noun: tooth + brush → toothbrush

Adjective + Noun: high + way → highway

**4. Acronyms and Initialisms - Using abbreviations formed from the initial letters of words to create nouns.**

Initialism: U-nited N-ations → UN

Acronym: S-elf C-ontained U-nderwater B-reathing A-pparatus → SCUBA

**5. Phrasal Nominalization - Forming a noun by combining a verb with a preposition or adverb.**

Verb + Preposition: run + off → runoff

Verb + Adverb: drop + out → dropout

## 2. Practice exercise

Change the following verbs into nouns by adding the appropriate suffix:

- develop
- inform
- organize

Change the following adjectives into nouns by adding the appropriate suffix:

- happy
- sad
- secure

Identify the nouns formed by zero derivation from the verbs:

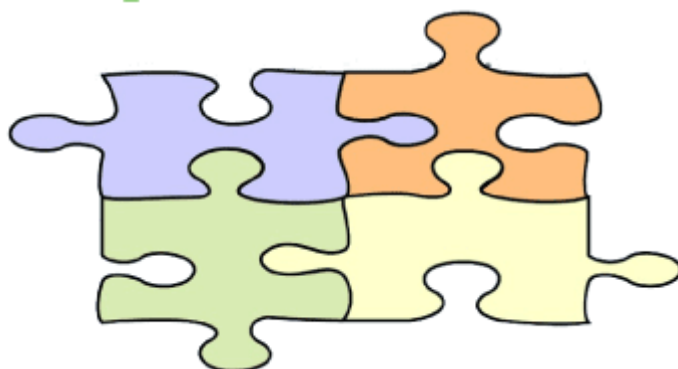
- run (verb)
- cook (verb)
- sleep (verb)

### 3. Compound nouns

Match the nouns to make compound nouns

1	personal
2	value-added
3	public
4	head
5	board
6	ware
7	chair
8	share
9	sales
10	office
11	travel
12	business
13	credit
14	human
15	work
16	dead
17	feed
18	co-
19	over
20	pass
21	first
22	brain
23	web
24	bank
25	lap

room
seas
card
assistant
supplies
loan
storm
line
house
port
tax
holder
site
worker
relations
class
force
trip
office
resources
back
agency
top
man
person



#### 4. Now, complete the sentences with the compound nouns in Exercise 3.

- 1) a secretary or administrative assistant working exclusively for one particular person \_\_\_\_\_
- 2) a goods and services tax \_\_\_\_\_
- 3) the activity of keeping good relationships between an organization and the general public \_\_\_\_\_
- 4) the most important office of an organization / company \_\_\_\_\_
- 5) a room where the people who control a company or organization meet \_\_\_\_\_
- 6) a large building for storing things before they are sold, used, or sent out \_\_\_\_\_
- 7) a person in charge of a meeting or organization (synonym for president) \_\_\_\_\_
- 8) a person who owns shares in a company \_\_\_\_\_
- 9) a person whose job is selling things in a shop or directly to costumers \_\_\_\_\_
- 10) the materials such as paper and pens that are needed in offices \_\_\_\_\_
- 11) a company or shop that makes travel arrangements for people \_\_\_\_\_
- 12) a journey taken for business purposes \_\_\_\_\_
- 13) a small plastic card that can be used as a method of payment \_\_\_\_\_
- 14) the department that deals with finding and managing employees \_\_\_\_\_
- 15) the group of people that work in a company ... \_\_\_\_\_
- 16) a time or day by which something must be done \_\_\_\_\_
- 17) information about reactions to a product (...) which is used as a basis for improvement \_\_\_\_\_
- 18) a person who you work with \_\_\_\_\_
- 19) in, from, or to other countries / relating to a foreign country \_\_\_\_\_
- 20) an official document that allows you to travel to foreign countries \_\_\_\_\_
- 21) the best and most expensive seats on a plane or in a train \_\_\_\_\_
- 22) to suggest a lot of ideas for a future activity very quickly \_\_\_\_\_
- 23) a page of information on the Internet \_\_\_\_\_
- 24) money that is borrowed from a bank \_\_\_\_\_
- 25) a computer that is small enough to be carried around easily and is flat when closed \_\_\_\_\_

## 5. Abbreviations

Work in pairs. See if you can guess all these abbreviations:

1. CEO
2. HR
3. ROI
4. KPI
5. FAQ
6. VAT
7. RSVP
8. ETA
9. FYI
10. TBD
11. ASAP
12. EOD
13. AGM
14. IPO
15. SME



## 6. Phrasal nouns

breakdown	breakthrough	breakup	cutbacks	go-ahead	handout	
layoffs	letdown	let-up	outburst	outlook	stopover	turnout

Choose the correct nouns from the box to fill in the gaps

1. Tony's been demoted to Assistant Manager. What a \_\_\_\_\_ for him.
2. The tourist office has a free \_\_\_\_\_ on cheap accommodation in London.
3. Patricia suffered a nervous \_\_\_\_\_ when she lost her job.
4. Miguel's devotion to the company contributed to the \_\_\_\_\_ of his marriage.
5. Scientists have made an important \_\_\_\_\_ in the field of genetic engineering.
6. The planning authorities gave the company the \_\_\_\_\_ for an extension.
7. Keith has always had a rather narrow \_\_\_\_\_ on life.
8. It poured down all day without any \_\_\_\_\_.
9. The whole room was stunned into silence by Gordon's angry \_\_\_\_\_.
10. The \_\_\_\_\_ in the building trade are a direct result of the \_\_\_\_\_ in government spending.
11. The advantage of flying Air Canada is that the fare includes a free \_\_\_\_\_ in Vancouver.
12. Whenever Madaleine chairs a meeting, we get a much better \_\_\_\_\_.

## 7. Discussion questions

Discuss some or all of these questions.

- Discuss a time when a breakdown in communication affected a project or team.
- Discuss a recent technological breakthrough that has impacted your industry.
- How do organizations decide where to implement cutbacks during challenging economic times?
- What ethical considerations should businesses keep in mind when planning layoffs?
- Discuss the impact of a product or service letdown on customer loyalty and brand reputation.
- How does a positive economic outlook influence business decisions and investments?

**ANSWER PAGE**

Answers to 4

1. b) To ensure messages are easily understood, reducing confusion.
2. c) Efficiency by conveying information succinctly.
3. b) By fostering transparency and trust.
4. b) By respecting others' time and attention.
5. c) Strengthening organizational effectiveness.

Answers to 8. Suggestions for corrected versions:

1. Ambiguity Correction 1 - "We need to improve our response time in customer service inquiries."
2. Ambiguity Correction 2 - "Please complete the project by Friday."
3. Wordy Correction 1 - "Because sales are declining, we must enhance our marketing strategies to attract more customers."
4. Wordy Correction 2 - "Given our recent challenges in meeting quarterly targets, we need to review our operations to find areas for improvement."
5. Jargon Correction 1 - "Our new ERP system works well with our CRM platform to simplify operations and improve data analysis."
6. Jargon Correction 2 - "Let's meet offline to discuss the key performance indicators (KPIs) for the fourth quarter and plan how to increase our return on investment (ROI)."

Answers to 11

NOUN	ADJECTIVE	ADVERB
simplicity	simple	simply
brevity	brief	briefly
clarity	clear	clearly
precision	precise	precisely

Answers to 12

1. Simply put, we need to streamline our supply chain to reduce costs.
2. He explained the new policy changes clearly during the staff meeting.
3. Here's a brief summary of our quarterly financial results.
4. Could you tell me precisely when the shipment is expected to arrive?
5. Our company values simple solutions that address complex challenges efficiently.
6. We need precise measurements to ensure the parts fit together perfectly.

Answers to Ex. 2

Development /information/organization

Happiness/ sadness/ security

run (noun) - "I went for a run."

cook (noun) - "She's a great cook."

sleep (noun) - "He needs more sleep."

Answers to Ex. 4

Key 1. personal assistant 2. value-added tax 3. public relations 4. head office 5. boardroom 6. warehouse 7. chairman 8. shareholder 9. salesperson 10. office supplies 11. travel agency 12. business trip 13. credit card 14. human resources 15. workforce 16. deadline 17. feedback 18. co-worker 19. overseas 20. passport 21. first class 22.brainstorm 23. website 24.bank loan 25.laptop

Answers to Ex 5

1. CEO - Chief Executive Officer
2. HR - Human Resources
3. ROI - Return on Investment

4. KPI - Key Performance Indicator
5. FAQ - Frequently Asked Questions
6. VAT - Value Added Tax

7. RSVP - Répondez s'il vous plaît (French for "Please respond")

8. ETA - Estimated Time of Arrival

9. FYI - For Your Information

10. TBD - To Be Determined

11. ASAP - As Soon As Possible

12. EOD - End of Day

13. AGM - Annual General Meeting

14. IPO - Initial Public Offering

15. SME - Small and Medium-sized Enterprises

#### Answers to Ex6

1. Tony's been demoted to Assistant Manager. What a letdown for him.
2. The tourist office has a free handout on cheap accommodation in London.
3. Patricia suffered a nervous breakdown when she lost her job.
4. Miguel's devotion to the company contributed to the break-up of his marriage.
5. Scientists have made an important breakthrough in the field of genetic engineering.
6. The planning authorities gave the company the go-ahead for an extension.
7. Keith has always had a rather narrow outlook on life.
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