CONCEPT NOTE:

Properties of a well written Language. Effective use of language characteristics of Effective Language.

1. CONCRETE AND SPECIFIC LANGUAGE

- Include description which create tangible image with details the reader can visualize. Abstract language in vague and closure and does not bring to mind specific visual image.

2. CONCISE LANGUAGE

- A hallmark of effective writers in the ability to express the desire message in a few words as possible. Good writers in other words, use language which is straightforward and to the point.

3. FAMILIAN LANGUAGE

- Familian language is that which the readers easily recognize and understand because they use it on a regular basis. One of the most important functions of language is to build "Homophily" on a sense of commonness with one's reader.

4. PRECISE AND CLEAN LANGUAGE

- It is important to choose language which is as precise and clean as possible. The more precise and clean one's use of language becomes the fewer the members or possible interpretation for a message.

5. CONSTRUCTIVE LANGUAGE

- Constructive language phrases as potentially negative message in a positive way, whereas destructive language directs blame and rails towards the readers, creating defensiveness.

6. FORMALITY OF THE LANGUAGE

- Should match the formality of the situation and the relationship between the writers and the readers

- VERY FORMAL
- FORMAL
- INFORMAL