

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 desired message in a few words as possible. Good writers in other words, use language which is straight forward and to the point.

3. FAMILIAR LANGUAGE

-Familiar language is that which the readers easily recognize and understand because they use it on a regular basis one of the most important function of language is to build "Homophily" on a sense of commonality 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 number of possible interpretations for a message.

5. CONSTRUCTIVE LANGUAGE

-Constructive language phrases as potentially negative message in a positive way, whereas destructive language directs blame and criticism 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