ANNEX II

EXERCISES - WRITTEN COMMUNICATION SKILLS

EXERCISE 1: Matching

Thinking of all the stakeholders we have identified and all the differing communications media, most of which will have a written component, match up what you consider to be the most appropriate media with whom you are communicating.

EXERCISE 2: Look at the technical and creative style of this famous quotation →

Can you rewrite in a simpler, more creative style?

Style

Political organisation administered via the populace, intended for the employment of the general community on behalf of each and every one of the citizens of the nation

Government of the people, by the people, for the people

EXERCISE 3: Use some material from your own N2000 site, perhaps an extract from a management plan, or mission and vision statement and rewrite in a more eloquent and creative style.

Technical - Creative

EXERCISE 4: Read the small poem Dirt on My Shirt and consider its structure, its content, who the audience is and where it meet the 5 tests (see page 28).



EXERCISE 5 : Be able to recognise buzzwords and jargon and avoid overusing it! We can write a lot that is meaningless and too dense for non technical people to understand.A N2000 manager needs to be able to recognise buzzwords and jargon and avoid overusing it as these are meaningless and off putting to N2000 stakeholders! We often write a lot that is meaningless and too dense for non technical people to understand.

Buzzword Salad

This kind of writing is easy to recognize. It's full of fashionable buzzwords. Because buzzwords sound impressive and convey no precise meaning, they are very useful in business management, politics...

Current buzzwords of choice include *"team," "process," "interactive," "empowerment," "ownership," "strategic," "assessment," "competency," "customer satisfaction," "validate," "support," "asset," "environment," "parameter," "maximize," "focus," "network" "leverage," "system," "paradigm." And "N2000"*

Combine as many of these words as you like to create meaningless sentences or phrases.

EXERCISE 6 : Editing – Correct the sample Paragraph

Wen I left my house that day I had no idea for that my life was about to change forever. Everthing I had ever experienced was ordinary. My school was ordinary my friends were ordinary even my dog was ordinary. I should have nown that nothing stays ordinary forever. His name was sam and he was the most extrordinary person I had ever meet.

Sample Paragraph, Corrected

When I left my house that day, I had no idea that my life was about to change forever. Everything I had ever experienced was ordinary. My school was ordinary. My friends were ordinary. Even my dog was ordinary. I should have known that nothing stays ordinary forever. His name was Sam, and he was the most extraordinary person I had ever met.

Errors in Paragraph 1

First sentence:

- "When" is misspelled as "wen"
- A comma is missing after the introductory clause "When I left my house that day"
- There is an unnecessary preposition ("for") following the word "idea" Second sentence:
- "Everything" is misspelled as "everthing" Third sentence:
- "My school was ordinary…" is a run-on → Add full stops and fix capitalization to make three sentences

Fourth sentence:

- "Known" is misspelled as "nown" Fifth sentence:
- Sam's name is a proper noun and should be capitalized
- A comma is needed to separate the independent clauses "His name was Sam" and "he was the most extraordinary person I had ever met"
- "Extraordinary" is misspelled as "extrordinary"
- "Meet" isn't the correct form of the verb → Change to the past tense "met"