

TABLE OF CONTENTS

	Page
Abbreviations Used in This Book	5
 Some Preliminary Considerations	
What Is Effective Writing?.....	7
Conversational Writing.....	11
Point of View.....	15
The Writing Process.....	23
 Organizing Documents	
The Line-of-Reasoning Approach.....	29
1. Brief the Reader.....	31
2. Take a Stand.....	32
3. Support the Stand.....	33
4. Wind It Up.....	34
The Motivated Sequence.....	37
1. Brief the Reader.....	39
2. Define and Substantiate the Problem.....	40
3. Discuss the Alternatives for Solving the Problem.....	45
4. Give a Detailed Plan of Action.....	48
5. Ask the Audience To Take Some Specific Action.....	49
The Five-Question Technique.....	51
1. What Is the Problem That Initiated the Report?.....	55
2. What Was Done To Meet the Problem?.....	56
3. What Was Learned From What Was Done?.....	58
4. What Is the Significance of What Was Learned?.....	59
5. What Does This Suggest We Do or Guard Against Doing in the Future?.....	60

Table of Contents

Special Problems.	63
1. The Introduction.	65
2. The Abstract.	71
The Outline.	77

Special Projects

Converting the Report to a Journal Article.	87
Writing Instructions, Directions, or Procedures.	89
Writing Proposals.	91

Paragraphs

Devices of Continuity.	95
1. Consistency of Subject.	97
2. Pickup Words.	101
3. Subordination.	105
4. Parallelism.	109
5. Artificial Transitions.	111
Developmental Patterns.	117
1. Question and Answer.	119
2. Detail.	123
3. Presenting Reasons.	129
4. Time and Place.	135
5. Specific Example.	143
6. Classification.	147
7. Definition.	153
8. Cause and Effect.	159
9. Comparison.	165
Special Arrangements	
1. The Vertical List.	169
2. The Control Paragraph.	173
Procedure for Writing a Paragraph	175
How to Apply Your Knowledge of Paragraph Developmental Patterns.	179

Sentences

Jabberwocky: The Jargon Habit. 181

1. Empty Words Compounded. 183
2. Deadwood. 193
3. Double Talk. 197
4. Do-Nothing Words. 201
5. Windy Verbal Patterns. 203
6. Overuse of the Passive Voice. 207
7. Inflated Writing. 209
8. The Chinese Box. 213
9. The Overstuffed Sentence. 215

The Structural Hazards: A Checklist. 217

1. The Squinting Modifier. 219
2. The Loose or Run-on Sentence. 221
3. Faulty Pronoun Reference. 227
4. The Dangling Modifier. 231
5. Faulty Parallel Patterns. 235

Grammar

Parts of Speech. 243

Dictionary of Grammatical Terms. 259

Identifying Subjects and Verbs. 289

Agreement of Subjects and Verbs. 299

Agreement of Pronouns. 311

Case of Pronouns. 317

Modifiers. 331

Mechanics

Punctuation. 341

Capitalization. 383

Numbers. 395

Glossary of Usage. 411

Index. 463