I. Review – Introductory Session
   a. In the communication model, a ‘receiver’ has to interpret what ‘sender’ transmits – and there are three components (words, nonverbal, visual messages)
   b. Factors that Influence How We Read / Understand Messages
      i. Culture
      ii. Language
         1. Written vs Oral Language
         2. Professional jargon
      iii. Knowledge Base – How much do you know about what you are reading or writing
      iv. Experiences Impact Attention Span
         1. Computer speeds
         2. Download times
         3. 300 cable channels
         4. Commercials – how they’re structured and why
         5. Remote controls
         6. Information explosion
            a. The more there is, the less time we have to give it.
            b. The reader wants to get the message faster.
      v. Who We Are – Our Personalities
   c. Factors that Influence How we Write
      i. What we read
      ii. How much we read
      iii. Knowledge of subject
      iv. Ability to adapt to audience
      v. Willingness to accept a critique
      vi. Time to rewrite
      vii. When Writing is Bad
         1. Desire to show-off, be pretentious
         2. Intent to hide the message or deceive the reader
         3. Confused thinking
         4. Misunderstand the writing process
            a. Prewrite
            b. Write
            c. Rewrite
II. Strategy for Analyzing and Editing: The Steps
   a. What is the purpose?
   b. Who is it written for?
   c. What is the message?
   d. How is it organized?
      i. Are there written cues for organization (e.g., headings, format)?
      ii. Are there visual cues for organization?
   e. Examine the organization of each paragraph.
      i. Where is the main idea?
      ii. Is there more than one?
      iii. How is the main idea supported, explained?
   f. Examine the readability, the style of the document.
      i. Read it aloud.
      ii. Sentence length
      iii. Sentence structure (e.g., complex sentences)
      iv. Word choice
   g. Examine the mechanics
      i. Grammar
      ii. Spelling
      iii. Punctuation
      iv. Formatting (e.g., bold, italics, underlining, font size)