

Programme Objectives & Procedure

1. Common bad writing for business
2. Structure of excellent writing for business
3. Practices of excellent business writing
 1. of reports
 2. of proposals

A FUNDAMENTAL LESSON

**When language use is not correct,
what is said is not what is meant.**

**If what is meant is not understood,
what should be done may remain
undone.**

Kung Futse or Kung Fuzi

THE QUESTION

What is NIPR doing about the menace of quacks in the PR profession?

THE RESPONSE

From preliminary investigation, it is obvious that for every qualified professional PR person in Nigeria, you probably have as many as five who are quacks. That is a sad commentary, we need to fix it very urgently. It's huge and damaging to our image and if we allow that to continue, we will be telling the wrong stories to our younger generation

Because a lot of young people are in universities studying Mass Communication and as they graduate they automatically assume that they are PR people. Those of us who are professionals in this field know that the average university in Nigeria lacks capacity in terms of manpower and technology to produce world class PR practitioners

So, for you to come out of the university with a Mass Communication degree and automatically assume you are a PR practitioner is worrisome and certainly not something we should continue to promote.

Programme Administrator of the Nigerian Institute of Public Relations responding to the question:

What is NIPR doing about the menace of quacks in the PR profession?

National Mirror, July 7, 2011 page 46

**Does the written statement of the
Programme Administrator answer the
question?**

Procedure

1. Communication elements
2. How Nigerian managers write – people in government, people in finance, senior business people, and even **YOU: how you write!**
3. How to use words to make writing simple to read
4. Writing styles – active and passive styles, letters, memos, reports, proposals.
5. Common writing habits – cliches, structure, modifiers
6. How to organise your thought for major writing.



TOM ASSOCIATES

**Communication interaction has three elements:
visual, vocal and verbal**

	Visual (eye contact, facial expression, body language)	Vocal (speed, volume, inflection)	Verbal (choice of words, use of grammar)
Face to face	X	X	X
On the phone		X	X
In writing			X



TOM ASSOCIATES

Communication interaction using only one
element: **verbal**

	Visual (eye contact, facial expression, body language)	Vocal (speed, volume, inflection)	Verbal (choice of words, use of grammar)
Face to face	X	X	X
On the phone		X	X
In writing			X

- Word Usage

**Many Nigerian Managers
Don't Write Well
in English Language.**

Why?

Influence of 'Mother Tongue' ?

SORRY

I am coming.

'MOTHER TONGUE' EFFECT

On a Roman Doctor's Signboard:

SPECIALIST IN WOMEN AND OTHER
DISEASES

'MOTHER TONGUE' EFFECT

Sign in a Paris Hotel:

PLEASE LEAVE YOUR VALUES AT THE FRONT DESK.

'MOTHER TONGUE' EFFECT

Sign in an Italian Restaurant:

THE MANAGER HAS PERSONALLY PASSED THE
WATER SERVED IN THIS RESTAURANT.

'MOTHER TONGUE' EFFECT

Sign Inside a Bucharest (Romania) Hotel:

The lift is in fix for the next day. During that time we
regret you will be unbearable.

A Sign in a Norwegian Hotel

**Guests are requested not
have children in the night club**

On the signboard of a Lagos factory:

WE PRODUCE QUALITY CUTLLERIES

FUNDAMENTAL LESSON

When your use of language is not correct, what you say is not what you mean.

If what you mean is not understood, what you want done may remain undone.

Kung Fuzi

- In Government

BUDGET BREAKDOWN

Monetary policy strategy will continue to rest on on-going assessment of the totality of incoming information and an appraisal of probable outcomes of risks associated with alternative policies.

- In Finance

Prospectus for a Public Offer

Prospectus for a Public Offer

Any statement contained in this Prospectus or deemed to be incorporated by reference herein shall be deemed to be modified or superseded for purposes of this Prospectus to the extent that a statement contained herein or in any other subsequently filed document which also is or is deemed to be incorporated by a reference herein modifies or supersedes such statement.

- In Management

WHAT DO YOU CALL THIS?

“The presentation to Coca-Cola was messed up due to your inefficiency and lackadaisical attitude to work. You are expected to explain by no later than 24 hours why a severe disciplinary action should not be taken against you.”

- In general

HOW DO YOU INTERPRET THIS?

My art is cathartic. It is an averment of my personal aesthetics; an articulation of the pangs and anxieties, the socio-cultural bemusements and conflicts, and the political conundrums and economic predilections that have continued to assault my sensibilities as a Diasporic citizen

Prof. Dele Jegede, Professor of Art History

in The Guardian, Sunday February 27, 2011, page 41.

- In Personal Communication

Engineer's CV

HR Manager's CV

Describe someone you truly like

40 – 60 words

10 minutes.

When your use of language is not correct, what you say is not what you mean.

If what you mean is not understood, what you want done may remain undone.

Kung Fuzi

- Business English Quick-Start

- Word Usage

- Spelling & Look-alike Words

- Unnecessary Repetition - Comment

Enquire?

Ask

Utilize?

Use

Anticipate?

Expect

Initiate?

Start.

EXERCISE

Information super-highway

Tireless

Writing in Simple Language

- Practice Exercise – Simplicity
- Rambling
- Writing style to avoid

- Common Errors in the Use of English by Nigerians

Writing Styles

- Practice Exercise 2

- Active and Passive Writing Styles

- Writing Styles - Modifiers

The Anikulapo-Ransome-Kuti family suffered another tragic loss yesterday with the death of Sola, the daughter of Afrobeat legend, Fela, just 68 days after her father passed away.

Sola died of cancer barely 49 days after the death of her aunt, Frances Kuboye. She had been on admission at the private hospital, where she died, for a long time, undergoing treatment for her ailment.

- Daily Times, October 10, 1997

An Onitsha-based businessman, Mr. Emeka Ezeanya, has bagged a seven-year jail term for importation of fake and substandard drugs by a federal high court sitting in Lagos.

THE GUARDIAN, June 29, 2000. Page 6.

THANK YOU