

EFFECTIVE COMMUNICATION

Overcoming the Nuances of the English Language

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ME

- P.E.
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- Jacobs Engineering
- English Credentials

YOU

- Why are you here?
 - Grammar Geeks
 - C.E.U.
 - Killing Time / Vacation

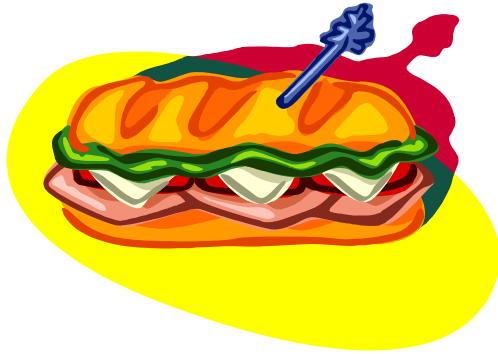
PERSPECTIVE

“Arguments over grammar and style are often as fierce as those over Windows versus Mac, and as fruitless as Coke versus Pepsi or boxers versus briefs.”

--- Lynch

English Can be Fun

- Tics
- Regionalisms



- Acronyms
Scuba, Aids, Yuppie, Nimby, Dink

GHOTI

- Roughh
- Women
- -“Tion”

MULTIPLE CHOICE QUIZ

Incidents, Incidence, and Instances

~~The incidence of the incidents in this instance is too high.~~

- Incident
 - Occurrence
- Incidence
 - Rate of Occurrence
- Instance
 - Case, Step
- ~~• Incidences~~

ME, MYSELF, AND I

That project was done by ~~(me)~~/myself).

That project was done by Ralph and me.

- I
 - Subject form
- Me
 - Object form
- Myself
 - Reflexive form
- Tests
 - “...and I (me)” – remove the other
 - Myself – if you can use me or I, can’t use “myself”
 - I did that project myself.

Affective Effective

- He had a very ~~effective~~ presentation.
 - presentation
 - That affects my project.
 - That (effects/affects) my project.
-
- Affective (affect) - verb
 - Effective (effect) – Noun or adjective

I.E. vs. E.G.

I will be there tomorrow, i.e. ~~Wed. Wednesday~~ Wednesday.

There are many wonderful places, e.g. ~~eg~~ e.g.
Disneyland, Kings Island, Iowa.

- i.e.
 - Id est
 - That is
- e.g.
 - Exempli gratia
 - For example

Others (fix the sentence)

- I don't subscribe to that theory.
- That's a mute point.
- I am not adverse to attending.
- I don't ascribe to that theory.
- That's a moot point.
- I am not averse to attending.

Just Plain **WRONG**

- Irregardless
 - Regardless or Irrespective
- Could care less
 - Couldn't care less
- In regards to
 - With regard to, In regard to

BUSINESS SPEAK

Get in, get out

- All of the – all, every
- So as to – to
- In order to – to
- It should be stated that – ()
- It can be seen that – ()
- The fact that – that
- A large number of – many

Cliché and Jargon

- Re: Re
- -wise
- -ization
- Literally
- ~~Feel~~ think

Extra Syllables

- Notated - noted
- Orientated - oriented
- Functionality - function
- Methodology - method
- Utilization - use
- Endeavor - try
- Cognizant - aware
- Alternative - alternate

Lingo Bingo

absolutely, any way shape or form, at the end of the day, blame game, hot-button issue, massive(ly), play the (race, gender, age) card, send a message, per, solution, take it off line, quality, 99%, 110%, factor, going live, innovate, run it up the flag pole, parameters, impact, finalize, please advise, synergy, strategic fit, 24/7, external forces, best practice, bottom line, paradigm, knowledge base, touch base, revisit, churn, world class, relationship, win-win, do lunch, business model, client focus, sign off on, empower, results driven, fast track, let's take a moment, take it on board, customer focused, big picture, industry leader, out of the loop, user friendly, leverage, think outside the box, game plan, collaboration, robust, core competencies, core business, mindset, benchmark, proactive, brainstorm, quagmire, moving forward, no-brainer, allocation, exactly

LIABILITY

- Shall, Should; Must, May
- Standards
- Insure Ensure Assure

CONCLUSION

“Know as much as you can about the rules, but strive above all for clarity and grace. Think always of the effect you'll have on your audience. Over time you'll come to trust your ear, which will be disciplined by reading the best authors and by constant practice at writing.”

--- Lynch

THANK YOU

- ODOT
- JACOBS
- CO-WORKERS

RESOURCES

- Merriam-webster.com
- Guide to Grammar and Style – Jack Lynch
– <http://andromeda.rutgers.edu/~jlynch/Writing/index.html>
- Columbia Journalism Review
– <http://www.cjr.org/resources/lc/>

QUESTIONS

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