IMPORTANT TERMINOLOGY | Pt 2 | Ch 4	
Active voice	**When the subject of a sentence is the doer of an action**
Bias	Prejudicial treatment, comments, or judgment in favor of or against one thing, person, or group compared with another. It is usually considered to be unfair – and can be cause for legal action. Types of biases are: disability, age, gender, educational, socio-economic, ethnic, racial, cultural, financial, corporate, titles, and others.
Chunking	**Breaking down content into manageable pieces. Lists, bullets, graphics and tables can be used to chunk information.**
Cliche´	Overused expressions used as verbal shortcuts. Can be offensive, dated, patronizing or disrespectful
Concise communication	**Communication that includes all relevant details using the fewest possible words**
Connotative meaning	The literal meaning or tone of a word plus an extra message that reveals the writer's [negative or positive] judgment. Connotative meaning with positive meaning is preferred.
Denotative meaning	**The preferred tone: the literal meaning of the word, which people would attribute to the meaning**
Draft	The first attempt at a document or other creation. Drafts are not intended to be precise and it is expected that there will be many revisions before the final product is ready for dissemination.
Euphemism	**A kind word substituted for one that may be offensive, hurtful, or unpleasant**
Headings	"Signposts" that signal a change in topic or idea or from one section another.
Jargon	**Specialized terminology used by people in a specific field. If you are not in that particular career field, it would not be expected that you would be familiar with the acronyms or terminology. Know your audience…**
Mechanics	When discussing the 'mechanics' of writing, the reference is to spelling, parts of speech, capitalization, punctuation, e tctc.
Modifiers	**Similar to redundancy, which is a phrase. Modifiers are extra words that are not necessary to convey the image or message, such as: honest truth; month of May; personal friend**
Organization	The organization of a document refers to whether the main idea is presented appropriately and whether the ideas are presented in a logical manner. Headings, subheadings, paragraphs, use of graphics and other elements all contribute to the organization of a document.
Passive voice	**When the subject of a sentence is the receiver of an action**
Readability	The ease with which text can be read and understood
Redundancy	**Using two words that mean the same thing when only one is necessary: ex: absolutely necessary; negative misfortune**
Style	Writing style refers to whether the message reflects a consideration for the particular audience type and focuses on the receiver's needs. Style considerations are whether the message is conveyed with respect, clarity, focus, caring attitude, and whether it is written for the appropriate audience level.
Synonyms	**Alternate words or expressions that can be used as substitutes to enhance written documents and eliminate redundancy.**
Tone	Represents the attitude of the writer, communication, or content. Writing styles contain certain tones