TRANSITIONS: TURNING SPOKEN WORDS INTO WRITTEN ONES
HANDOUT LL2
Tim Riter
Wednesday 2:30 PM

I **Understanding Communication**

    A. **DeVito Model of Communication**
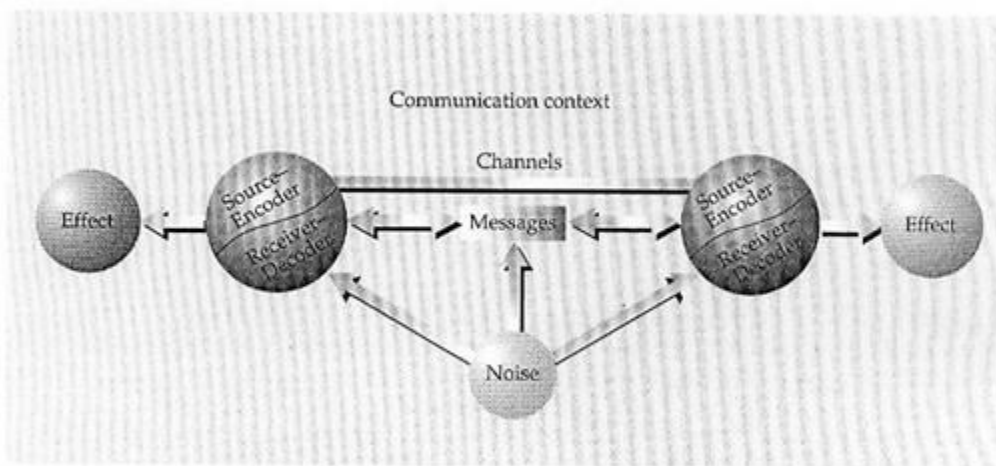
Context
    Physical:

    Cultural:

    Social-psychological:

    Time:

Sources/receivers:

Encoding/decoding:

Channels: Kraft, 12 primary.

1. verbal words		2.	written words
3. numbers		4.	pictures
5. audio		6.	kinetic
7. artifactual		8.	optical

9. tactile   10. temporal

11. spatial   12. olfactory

Messages:

Noise:

Effects:

B.   **Understanding Words**

Meaning in _____ , not words

Ladder of A_____ :

    Most _____ to _____ .

    Dimensions of words

       Denotation

       Connotation

       Sound

C.   Audience is S_____ .

Literature

Culture

Publications

Audience Distinctives

    Age/Generation

    Gender

    Beliefs

D.   **Writing and Speaking Differences**

Similarities:

Differences of A_____.

Differences of M_____.

II   **Steps to Transformation**

A.   Basic Tips

    1.   Titles

        Brief

        Appropriate tone

        Specific

        Attract attention

        Fresh slant

    2.   Leads

        Narrative

        Thematic

        Quote

        Question

        Shocking statement

    3.   Be p_____.

    4.   Enticing t_____.

5. Eliminate _____ , use _____ .

6. Eliminate r _____ .

B. Use the craft

1. Clarity

   T_____ sentence:

2. Write _____ .

   Make each word _____ its existence.

3. Choose p_____ .

   Right w_____ .

   Strong n_____ and v_____ .

4. Use imagery.

   Show, don't _____ .