



Choose words that will appeal to your audience. Think about whether you need to use formal or informal language.

Read these versions of a research report. Underline the words in Version 2 that replaced the bold words in Version 1. Then answer the question.

Version 1**How Two Guys Got off the Ground**

Whenever you hop on a plane, think about Orville and Wilbur Wright. On December 17, 1903, the Wright brothers made history with the first **for real** airplane flights. But how did these two **guys** get their start? Wilbur said that he and Orville first **got thinking about flying** when their **dad** gave them **some toy helicopter thing**. But that was just the beginning. First, they had to **learn stuff**.

Wilbur and Orville **were totally into reading**. Even though they **didn't go to college**, they **got smart** by reading the books in their **dad's** library. Orville then learned to be a printer, and he **talked his brother into working** with him. They also began to sell and **fix bikes**. That may not seem like a **big deal**, but they were learning about machines.

Version 2**The Wright Brothers: The Early Years**

The next time you board an airplane, think about Orville and Wilbur Wright. On December 17, 1903, the Wright brothers made history with their first successful airplane flights. But how did these two inventors get their start? Wilbur said that he and his brother first became interested in flight when their father gave them a little helicopter-like toy. Of course, that was just the beginning. First, they had to receive an education.

Wilbur and Orville loved to read. Even though they never attended college, they educated themselves by reading the books in their father's library. Orville then learned to be a printer, and he convinced his brother to work with him. They also began to sell and repair bicycles. That may not seem terribly relevant, but they were learning about machines.

Which version of the report would your teacher probably rather read? Why?



Choose words that will appeal to your audience. Don't use difficult language that may get in the way of your ideas.

- A. Read this problem-and-solution essay. Cross out the overly formal words or phrases. Replace them with the more direct words in the box, or use your own.

noise	laptops	music	waiting	read a book	travelers
suggest	working	annoying	problem	advertisements	thinking

I was tarrying in the airport when I noticed an irksome problem. Some voyagers were laboring on their portable electronic computing devices. Like others, I was making an attempt to peruse a text, but I could not concentrate because a television blared above my head. At the same time, I could hear the airport's own radio station. Cell phones rang and flight announcements were made, adding to the cacophony.

After ruminating about this conundrum, I have come up with a solution to propound. The waiting area could be equipped with multiple personal listening stations. Those who want to listen to the television or the radio could tune in, as well as those who prefer a particular kind of harmonic and melodic entertainment. The airline announcements would be broadcast through the headsets, as well, to alert the listening travelers.

In this way, the airport would meet the needs and preferences of many people. And while these stations might be expensive to install, the airline could display promotional product placements to make up the cost.

- B. Rewrite each run-on as two sentences or as one compound sentence.

1. The chairs are uncomfortable I think the airport should have recliners.

2. Kids always run around the airport, there should be an indoor play area.



Choose words that will appeal to all members of your audience.

Read this speech that Robbie delivered to students and teachers at a school assembly. Use proofreading marks to fix the run-on sentences. Then complete the activities.

Check this out. You know how we all have to go to the library and peruse a book every week for free reading? It makes you want to barf, right? Most of our books are lame and were written a million years ago by old dudes, instead, the library needs more graphic novels.

Your teachers might tell you that graphic novels are just comic books, but that's a lie some graphic novels are about superheroes, but many are about a multitude of academically appropriate topics. Some are way-cool versions of the classic stories we read in class, others are about things that happened in history, such as the Vikings, ancient Rome, and the Civil War.

Graphic novels are vastly superior to regular books because the pictures are sick plus, if kids don't comprehend the words in a story, they can look at the pictures and ameliorate their understanding. So, all students should bug their teachers and librarians for more graphic novels in school.

1. List three words or phrases that students might not like or understand in the speech.

2. List three words or phrases that teachers might not like or understand in the speech.

3. Rewrite one sentence from Robbie's speech to include better word choices.

Old Sentence: _____

New Sentence: _____

Name: _____

Week 4 • Day 4



Choose words that will appeal to your audience.

- A. Think of a problem in your school or community. How would you solve it? Use the problem-and-solution diagram to plan a speech you could give to both students and teachers.

Problem: (Explain what is wrong.)

Solution: (Explain how the problem could be solved.)

Pros: (Explain why the solution is a good one.)

Cons: (Acknowledge other problems the solution might cause.)

- B. Exchange papers with a partner. Circle any words or phrases that would not be appropriate for teachers. Then circle any that would not appeal to students.