*Assignment #3: “The Devil is in the Details”*

General guidelines: You do not need to rewrite the question; **if the question asks for lists, use a list format, not paragraphs with commas. The following is a list format (which you should read).**

**Principle #1 in Professional Writing is using lists rather than paragraphs and long sentences.**

* Answers can be in phrases rather than sentences.
* You may also save this document and enter the answers in between the questions. This is not required, but it is very helpful.
* Submit only one assignment per e-mail.
* You will receive a response that either says: “Assignment # \_\_ complete OR
* If corrections are needed, they will be indicated in the response.
* Reply to the response with the corrections; do not create a new e-mail for the corrections.
* I have watched and taken notes on the video lesson for this assignment and have reviewed the related sections of the Class Notes: Yes ( ) No ( )

1: Why is it important to use concrete/specific words and phrases rather than abstract/general words in professional writing?

2: Details: There are three primary types of details (see the Class Notes section on details and the related video lesson):

* Definitions
* Technical Descriptions
* Specifications

***Give two examples of each type of detail.***

*Note: Using visuals is very helpful; if you do not know how to insert visuals, there is a video on the Assignment #3 page of the Class Website demonstrating how to insert visuals. It is also a good idea to check out the Student Samples on the*

*Assignment #3 page of the Class Website.*

3: ***Give your own example of an abstraction ladder*** (see the video lesson or Class Notes where there are numerous examples.) Make sure you start with a general word or concept and make it more and more specific.

4: Exercise: Below are one hundred (100) general or abstract words. **Select twenty (20) of them – your choice – and provide as much specificity as possible related to those words. Provide your list of abstract/general words and their specific details in the space at the end of this assignment.** *Professional writing concerns specifics and details – avoiding general and non-specific words.*

**Examples:**

**Ice cream (general**): 1 pint of Ben and Jerry’s low calorie Cherry Garcia flavor

**Automobile (general):** 2012 Cherry Red Chevrolet Malibu XLT Sports Package

**House (general):** Haney Manoosh’s 2 story townhouse at 123 Maple Street, Lizard Gulch, Arizona

Continued below…

yogurt tomato hamburger flooring school pants computer

teacher friend thing philosophy trash movie television set

TV show rock star money planet table chair beans

restaurant soft drink hard drink captain lipstick shampoo tire

tree bush window door ship classroom social media

pen shoe shirt carpet lamp plug toothpaste

deodorant medicine doctor superhero comics board game weather

reporter network website mammal reptile insect college major

tooth farm animal water resource science guide constellation

fiction manual dude hunk hardware potato flower

occupation smart phone nerd leader program weirdo disease

peripheral gadget rock street government appliance personality

headwear team sport hobby problem textbook university

truck wood park hospital city star scientist

person course

Choose twenty (20) abstract/general words from the list and very specific/concrete details related to those words. Again, see the examples above. You can number your list if you wish, but it is not required as long as you have twenty.