

# Academic T D E N H A N D B O O K



UNIVERSITY OF  
CALGARY







*(The following text is extremely faint and illegible due to low contrast and noise.)*

The first part of the text discusses the importance of understanding the audience and the purpose of the communication. It emphasizes that effective communication is not just about conveying information, but about ensuring that the message is understood and acted upon. This involves tailoring the content to the specific needs and expectations of the audience.

Furthermore, the text highlights the role of feedback in the communication process. It suggests that listening to the audience's response can help refine the message and improve the overall effectiveness of the communication. This is a key principle of active listening and audience engagement.

In addition, the text mentions the importance of clarity and conciseness. It advises against using unnecessary jargon or complex sentences, as this can obscure the message and lead to misunderstandings. Instead, it encourages the use of clear, simple language that is easy to understand.

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The text also discusses the importance of using appropriate tone and style. It notes that the tone should be consistent with the subject matter and the audience. For example, a formal tone might be appropriate for a business report, while a more casual tone might be suitable for a personal letter.

**Quoting, summarizing and paraphrasing effectively**

This section provides guidance on how to use quotations, summaries, and paraphrases. It explains that quotations should be used to highlight important points or to provide evidence for an argument. Summaries should be used to provide a brief overview of a longer text, and paraphrases should be used to restate information in one's own words.



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