

Exercise 2.2: Commentary

Did you separate out the instructions, as we recommended? In the brief for this exercise, only two bullet points are listed; however, they contain so many items that you could usefully separate them into three separate lists, as here:

Language:

- improvements to wording: 'staffed' is better than 'manned', which is sexist (line 4); 'prepared' is better than 'cooked', which does not really apply to cold food (line 14); expand the incomplete sentences concerning the designated fire assembly point, 'which is to the left' (line 33); it is not the 'fire evacuation procedures' that are on the wall, but instructions concerning those procedures (line 34)
- instances of anything on which a decision about standardisation needs to be made, picked out in highlighter: times of day (12-hour or 24-hour clock, 'am' with or without full points), 'from' needs to be followed by 'to', not dash
- poor language or typos: 'us' is correct, not 'ourselves' (line 10); 'pasties' in line 10 should probably be 'pastries' (although you might wish to check this, in case 'pasties' is in fact correct!); 'advise' is the verb, not 'advice' (line 15); in the 'Air Conditioning' section, 'and' in line 18 is incorrect – grammatically, the sentence would then mean that the meeting rooms can be adjusted to visitors' liking, and so 'which' should be substituted to show that it is the air conditioning systems that can be adjusted
- modern usage: 'while' rather than 'whilst' (line 23)
- inclusive (non-sexist) language: 'staffed' (line 4)
- no jargon: 24/7 better as 'at all times' (line 22)
- 'ise' spelling: 'familiarise' (line 34)
- queries: in line 35, should 'Tuesday' be 'Tuesday' or 'Thursday'?

Typography:

- en rules for dashes: line 32
- mentions of company name in italic: line 18
- phone/fax numbers in bold + underline: line 28
- web/email addresses to be in bold, no underline: line 40
- inconsistencies: 'Reception' should have initial capital in line 26, as elsewhere, but 'meeting rooms' should be lower case throughout (see line 22).

Layout:

- corrections to layout, spacing or incorrect special characters: extra space between words in line 6; 'with out' should be one word in line 10; the icons for fax and email in lines 29 and 30 are the wrong ones and need to be swapped over
- content to be completely centred: final 'Feedback' paragraph
- headings in bold with capitals on main words: 'Air Conditioning' (line 17)
- line space between sections: space too great between 'Security' and 'Messages' sections (lines 23/24), and space missing after 'Feedback' (line 40)
- layout that looks ugly or is difficult to follow: in line 25, do not end a line with a single letter and hyphen (better as one word, 'email'); in line 16, avoid a last line with a single word – especially such a short one!

Finally, are the items that are not visible on the page:

Line	Queries/Suggestions for improved wording
4	change 'manned' to 'staffed', to avoid sexism?
10	should 'pasties' be 'pastries'?
14	should 'cooked' be 'prepared', as cold food is not cooked?
22	either '24/7', or better as more proper wording, e.g. 'all the time', 'round the clock'?
26	should 'sent' be 'sent to you'?
33	reword, to make proper sentence? '...designated assembly point, which is to the left'
34	expand, for clarity? 'fire evacuation procedures; you will find instructions on the wall...'
35	should 'Tuesday' be 'Tuesday' or 'Thursday'?

Line	Items needing decision on consistency
4, 11, 13, 35	<p>times of day: decide:</p> <ul style="list-style-type: none"> • 12-hr or 24-hr clock? • full points in 'a.m.', if that's the version used? • NB. use of 'from + to' <u>or</u> dash, but not a mix of both

Now return to [Module 2 \(c\)](#).