# Communication Tips Sheet

<table>
<thead>
<tr>
<th><strong>AUDIENCE</strong></th>
<th>● Audience will not always be business oriented because there are different applications of Communication, e.g. Journalism, Marketing, Media and Advertising, Publicity, or the theoretical style of paper used at SMC.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PURPOSE</strong></td>
<td>● Communications at SMC is theoretical – not a lot of classes focus on the actual application, except for the application classes.</td>
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</tbody>
</table>
| **TONE/VOICE** | ● Active voice  
● 3rd Person, detached  
● Informative and compelling – not personal |
| **STRUCTURE** | ● Literature review, analysis, research papers  
● Title page with title, author information, course information spaced in the center of the page, manuscript page header in the upper right hand corner next to the page number  
● Abstract  
● Intro that usually concludes with thesis  
● References page  
● Add an appendix, only if it’s helpful to your reader  
● Inclusion of a cover page, an abstract, and each subsection is formally introduced  
● Introduce the topic, then expand upon it through a logical series of steps and arguments  
● Inverted pyramid: start with a broad topic, but do not lose sight of it as you explore it further - stay on the same track  
● Deliver it informatively, don’t mince words, don’t waste time |
| **RESEARCH/SOURCES** | ● Empirical data: proof to show to the reader  
● Interviews: particularly helpful when it comes to journalism |
| **SOURCE INTEGRATION** | ● paraphrase: (Author, year published)  
● direct quote: (author, year published, p. page #)  
● Use direct quotes when it fits best, do not try to paraphrase if the quote is better at explaining what you are trying to explain. |
| **STYLE/CITATION** | ● APA format |