



MAGIC CAMEL
COMMUNICATIONS

Discover the Magic

Good tidings





Delivering the message – telling it as it is

What do people want?

People want to hear the truth.

The truth will not be the truth until people believe you.

People can't believe you if they don't know what you're saying.

They can't know what you're saying if they don't listen to you.

They won't listen to you if you're not interesting.

You won't be interesting unless you say things imaginatively, originally, compellingly.

William Bernbach (1911 – 1982)

Don't put your message in a bottle.



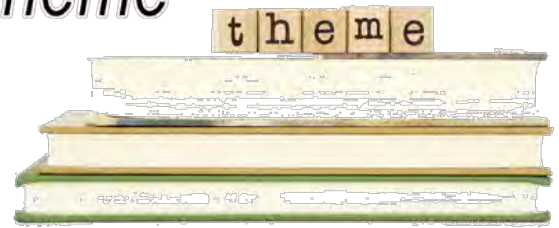
Building blocks of a clear,
well constructed message



Organisation



Theme



Voice



Word choice



Conventions



Sentence fluency





Theme

- It is easy to tell what my main theme is; you do not have to guess
- Details expand my main theme and add interest
- I avoid generalities and common knowledge
- I know my topic well – you will learn something from my message

A river runs through it



Organisation

- I stick to my topic. I do not wander down side roads
- My lead will hook you – it sets up what follows
- The pattern fits, which makes my writing easy to follow, like a good road map
- Transitions build bridges between ideas
- My conclusion brings closure and leaves you thinking

Substance, meaning, ideas, expressive power – all-in-one structure



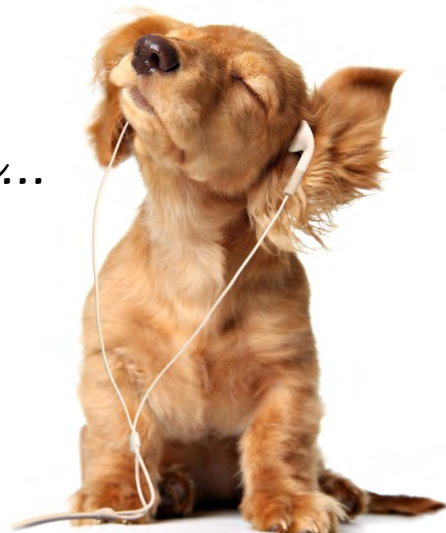


Voice

*Hear the voice of the Bard!
Who present, past, and future, sees.
– William Blake*

- This sounds like me – it is distinctive and individual
- You will want to read my writing aloud to others
- I like this topic, and it shows!
- My writing is full of energy and life
- This voice is just right for my audience and purpose

His master's voice...





Word Choice

Elegant form and structure of words, syntax and their interrelation in sentences

- Every word I use makes sense
- The way I use words helps make meaning clear
- Strong verbs give my writing a boost of power
- Sensory words help my readers see, feel, hear, taste and smell things
- My writing is not cluttered – whatever is not needed is thrown out



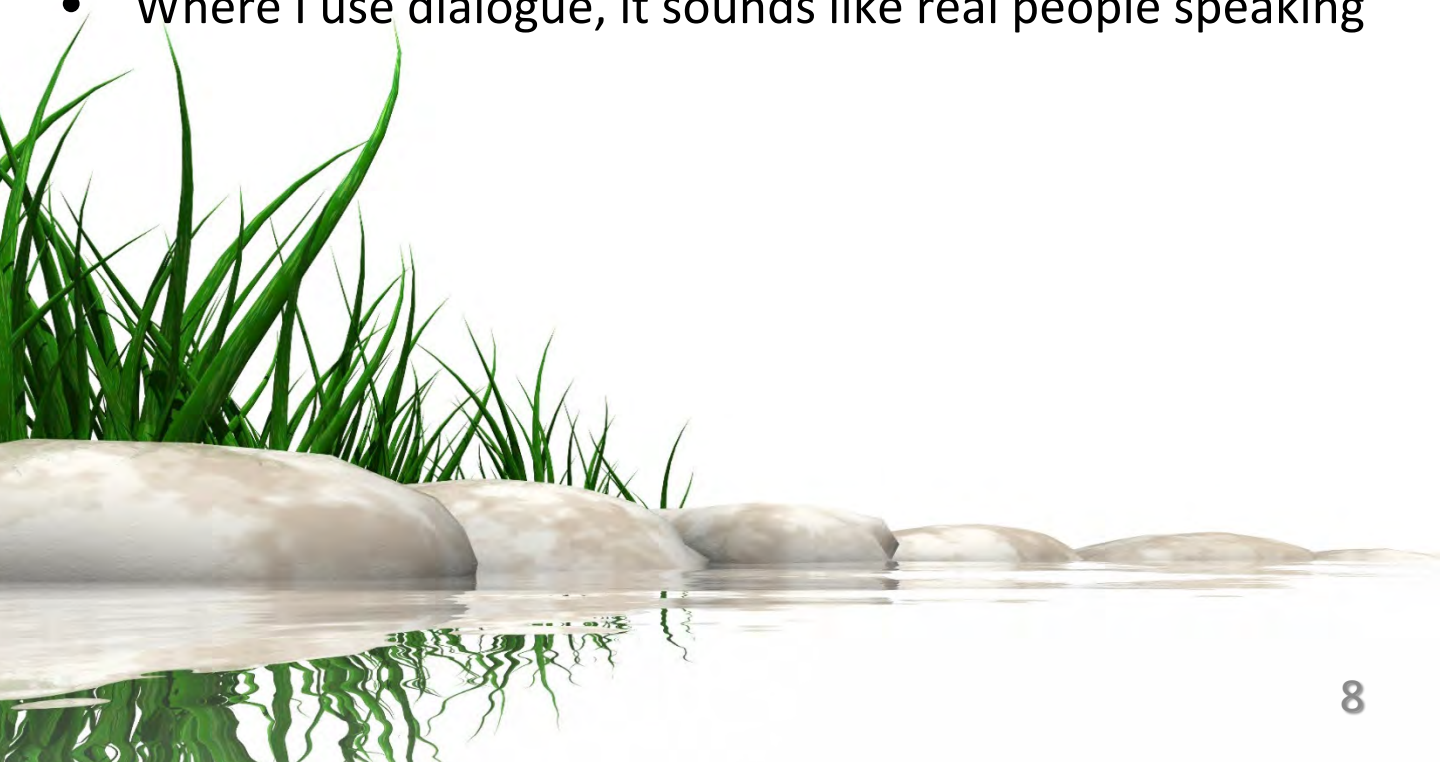
"He has never been known to use a word that might send a reader to the dictionary" – William Faulkner about Ernest Hemingway



Sentence Fluency

*Location of ideas and placement of emphasis within a sentence.
Systematic, orderly flow of sentences and phrases.*

- My writing is smooth and natural – easy to read and full of expression
- Sentences vary from short and snappy to long and graceful
- My sentence beginnings are varied and I avoid run-ons
- Where I use dialogue, it sounds like real people speaking





Language Conventions

Languages are governed by generally accepted rules of usage and practice

You will be able to say this about our work:

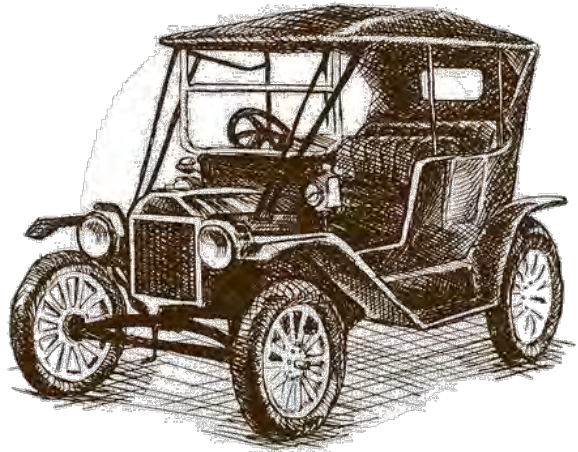
- You have to search with a very fine comb to find errors in my message
- I checked all conventions from top to bottom
- I read my message aloud and also silently to track down any errors
- This piece of writing is ready to publish without further editing



The writing is on the race track

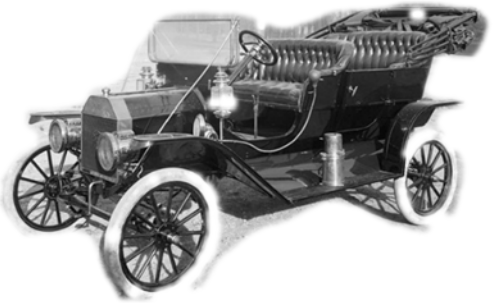


First gear



THEME	<ul style="list-style-type: none">• No main idea yet
ORGANISATION	<ul style="list-style-type: none">• Random thoughts
VOICE	<ul style="list-style-type: none">• Missing or inappropriate for the topic or audience
WORD CHOICE	<ul style="list-style-type: none">• Vague, confusing – clichés or first thoughts
SENTENCE FLUENCY	<ul style="list-style-type: none">• Many problems – challenging to untangle sentences
CONVENTIONS	<ul style="list-style-type: none">• Numerous errors – needs word-by-word editing

Second gear



THEME	<ul style="list-style-type: none">• Just coming together – still fuzzy
ORGANISATION	<ul style="list-style-type: none">• Stereotyped and mechanical, confusing, hard to follow
VOICE	<ul style="list-style-type: none">• Faint, hard to hear – does not fit the audience or purpose
WORD CHOICE	<ul style="list-style-type: none">• Vague, inaccurate, needing strong verbs
SENTENCE FLUENCY	<ul style="list-style-type: none">• Tough to read aloud, even with rehearsal
CONVENTIONS	<ul style="list-style-type: none">• Strong moments are hard to spot – needs line-by-line editing

Third gear



THEME	<ul style="list-style-type: none">• Not always clear – reader left with questions
ORGANIZATION	<ul style="list-style-type: none">• Sometimes confusing, formulaic, tough to follow
VOICE	<ul style="list-style-type: none">• Functional and sincere, but not ready to share aloud
WORD CHOICE	<ul style="list-style-type: none">• Vague language outweighs strong verbs, originality, precision
SENTENCE FLUENCY	<ul style="list-style-type: none">• Choppiness, run-ons – rehearsal needed to read aloud
CONVENTIONS	<ul style="list-style-type: none">• Errors are slowing the reader down

Fourth gear



THEME

- Clear, but still needs detail

ORGANIZATION

- Mostly on track, some aimless wandering

VOICE

- Distinctive, with share-aloud moments

WORD CHOICE

- Strong verbs and original phrasing outweigh vague language

SENTENCE FLUENCY

- Mostly smooth – some bumpy moments

CONVENTIONS

- Many strengths, but still needs editing

Fifth gear



THEME

- Clear and detailed

ORGANIZATION

- Works with the topic, purpose and audience

VOICE

- Ready to share aloud

WORD CHOICE

- Clear and original – filled with strong, lively verbs

SENTENCE FLUENCY

- Smooth, easy to read, full of variety

CONVENTIONS

- Mostly correct, needing minor touch-ups

Top gear



THEME

- Clear, focused, detailed, interesting

ORGANIZATION

- A perfect fit with the topic, purpose and audience

VOICE

- Lively, energetic – as individual as fingerprints

WORD CHOICE

- Accurate, striking, original – sometimes quotable

SENTENCE FLUENCY

- Smooth, easy to read with expression

CONVENTIONS

- Correct and controlled – no editing needed



MAGIC CAMEL
COMMUNICATIONS

*That fairy kind of writing that depends
only on the force of imagination...*

John Dryden
From *King Arthur*, 1691

