



Formal English for Professionals

Advanced Punctuation

- Corinne V.

Introduction



The staff said the CEO is misguided.
The staff, said the CEO, is misguided.



Covering the basics

Study the punctuation marks used.

This morning's meeting, during which we discussed the changes required by the client, was quite successful. Indeed, Dr. Swaine made valid contributions, raising several points of a legal nature which helped to shape the forthcoming discussion. Amongst other issues, he spoke about copyright law, intellectual property, and patents.

The new CEO earned a round of applause by commending Dr. Swaine, when he concluded the meeting by saying, 'Do we have the best legal advisor in the whole of New York, or what?'





Covering the basics

Match the punctuation marks with their uses.

Apostrophe [']

Quotation mark [“”]

Full-stop [.]

Question mark [?]

[C]apital letter

Comma [,]

At the end of a clause; after various linking words at the start of a sentence; to separate items in a list; to introduce direct speech

At the end of a question

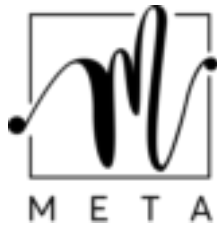
At the end of a sentence; abbreviations

To mark direct speech

First letter in a sentence; titles; proper names; acronyms

To mark possessives

Commas in relative clauses

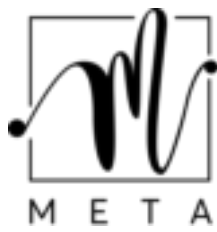


The board members, who had voted for Dr. Swaine, were happy with the CEO's assessment.

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Commas in relative clauses

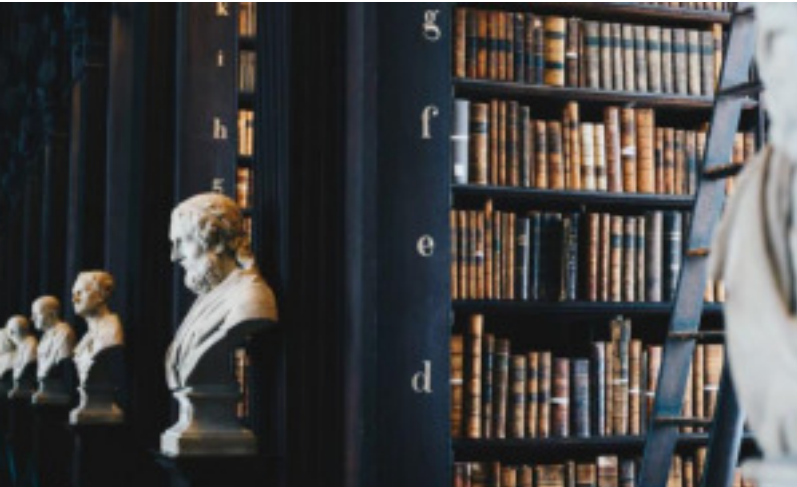


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**Extra
information**

The board members who had voted for Dr. Swaine were happy with the CEO's assessment.

**Required
information**



‘**Commas surrounding ‘therefore’**

Within the same clause – commas before and after

The marketing team has, therefore, been working round the clock to come up with a new angle.

At the start of a clause – comma after

Therefore, the marketing team has been working round the clock to come up with a new angle.

When 2 clauses are being linked – full stop or semi-colon before, and comma after

The client refused the proposed marketing campaign; therefore, the marketing team has been working round the clock.

Differences between colons [:] and semi-colons [;]



Complete the table below by choosing from the given options:

Colon [:]	Semi-colon [;]

1. To give a lengthier pause than a comma and a shorter pause than a full-stop;
2. In contracts to separate clauses

1. To precede a list;
2. To introduce tabulation

Differences between dashes [- and -] and hyphens [-]



Complete the table below by choosing from the given options:

Dashes [- and -]	Hyphens [-]

To join compound words together

To enclose a sub-clause

How to enounce punctuation?

Punctuation is the visual markings on paper of the different articulation techniques we use when speaking.

Pauses



With energy

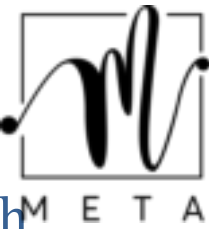
Commas; dashes; full-stops

WH- questions

Yes/ No questions

Exclamation marks (Be careful!)



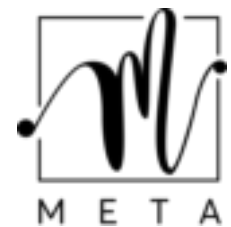


Ex. 1. Punctuate these sentences.

1. when will the company merger take place asked fred during lunch break
2. when travelling on business one needs to keep in mind various practical things business cards travel insurance and local adapters for a less frustrating trip
3. the zurich branch which is the head office has the largest number of staff
4. ive discussed it with mr smith my manager
however we havent reached any conclusions yet



Ex. 2. Listen and punctuate this email.



dear dr swaine

i am writing this email to thank you once more for your invaluable contribution during yesterdays meeting the marketing team was able to use this information to build on and all in all i am extremely pleased with the outcome and sincerely look forward to working closely with you in the coming weeks and months.

indeed may i take this opportunity to ask you a question market research from the r&d shows us there is a niche market in audiobooks, and we are interested in pursuing this would you be able to give us a preliminary briefing on

- copyright protection;
- the right to create derivative work and
- exclusive and non-exclusive rights

i thank you in advance for your time and i will ask my secretary to set up an appointment for the briefing next week if that is convenient for you

yours sincerely
dan markus
ceo





Image references

Picture of staff: <https://unsplash.com/photos/QBpZGqEMsKg>

Image with board saying 'What do you mean?':

<https://unsplash.com/photos/RUsczRV6ifY>

Image of people having a meeting: <https://unsplash.com/photos/faEfWCdOKIg>

Image of a woman speaking: <https://unsplash.com/photos/wXJViXxHP44>

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