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Citation:


Thesis:
The main point of chapter 12 is how to end your communication writing correctly and most effectively for the reader. Chapter 13 focuses on explaining and guiding you through how to develop reader-centered front and back matter.

Notes:
I. How to define the goals for a communication’s ending
   A. Communication endings can achieve four goals
      i. Help your readers recall your most important points
      ii. Provide a transition that leads your reader out of the communication and into the larger stream of their activities
      iii. Emphasize your most important points
      iv. Reaffirm the relationship you’ve established and want to build and maintain with your reader
   B. How to choose which steps to use
      i. Decide whether it is important for you to recommend, suggest, or indicate what your readers should do after reading
      ii. Decide whether you want to use your ending to influence your readers attitude
      iii. Determine if your readers will desire or expect a certain kind of ending
II. How to select the appropriate strategy or group of strategies for ending your communication
   A. Proposals – end with a detailed description of what you will do and how you will do it
   B. Formal reports – end either with your conclusions or your recommendations – both appropriate subjects for emphasis
   C. Instructions – end by describing the last step
III. How to plan front and back matter for a communication you are writing
   A. Review the ways your readers will use the communication
   B. Review your communication’s persuasive goals
   C. Find out what’s required and Find out what’s expected
IV. Front matter
   A. Cover, Title page, Executive summary or abstract, table of contents, and lists of figures and tables
   B. Abstract
      i. Make it 100 percent redundant with the communication
      ii. Mirror the structure of the overall communication
      iii. Meet the needs of your readers
      iv. Be specific, Keep it short and Write concisely
V. Back Matter
   A. Appendixes, Reference list, end notes, or bibliography, glossary or list of symbols, and index
Quotes:
“your best strategy will be to say what you have to say and stop, without adding any other words after your last point.” (269)
“If you end a communication by referring to that goal, you remind your readers of the goal and sharpen the focus of your communication.” (271)

Questions:
Should every part of the front and back matter be included every time? And if so, in that specific order (back matter)?

Connections:
Most of these items can, will and should be included in communications done everywhere. These items help make your writing look more professional. This information will be useful for writing the end and front and back matter for our proposal assignment.