
Revision 2

Context

You are a freelance professional writing expert, and the New York City Board of Health and Mental Hygiene has hired you to help it with a situation that is causing public relations problems. On the main page of their website, the Board recently posted "Notice of Intention," a document which announces a public hearing the Board will conduct about its new law prohibiting restaurants from using trans fats.

The document has been up for only a few days. Already though, far too many readers have responded negatively to it, calling it "dense" or "hard to follow." Other readers, it seems innocently enough, clearly misunderstand basic facts on trans fats research provided in the document. Worse yet, a New York Times article covering the story called the language of the document "confusing" and "a baroque research style that stifles rather than encourages debate."

Because the "Notice of Intention" summarizes research, a Board expert in public health wrote all but the first page of it, a case typical of many of the documents the Board posts on its website. The Board recognizes that this notice is not the first Board document that the public has misunderstood, and has concluded that that not all of the experts are as sound of writers as they are researchers. It wants you to analyze and revise a portion of the "Notice of Intention," explaining to its author, George Kazankis, why the document is inaccessible. If you can help this problematic writer successfully revise the rest of the "Notice of Intention," the Board may invite you to give a talk to all of its writers, in which you explain how they can make more accessible those texts they produce for public consumption.

Assignment

1. Download and print "Notice of Intention."
2. Analyze the "Background" section and the first five paragraphs of the "Basis for restricting service..." section. In your analysis, aim to do these things:
 - Address your analysis to George Kazankis, NYC BHMH Researcher on Public Health, positioning your work within the assignment sheet context.
 - Analyze the audience and purpose of the text.
 - Identify the most important stylistic problems. Explain why they are the most important.
 - Use the technical vocabulary of style and grammar with great accuracy and precision.
 - Illustrate the problems with many examples from the text.
 - Indicate examples at the word, phrase, clause, and sentence level.
3. In your revision of the sections, improve the style of the text based on your analysis.
4. On the due date, hand in the following items in hardcopy form, clearly identified and neatly stapled together:
 - Your analysis
 - Your revision
 - A copy of the original text
 - A copy of the grade sheet