

# Technical Writing

09 July 2019

SK Akram

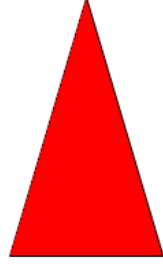
Centre for English Language Studies

University of Hyderabad

# Activity

‘When I was a child we used to go camping every summer. We’d choose a different place each year, and we’d drive around until we found a beach we liked. Then we’d pitch our tent as near as possible to the beach. We’d usually spend most of the time on the beach or exploring the country round about. We never went to the same beach twice.’

Connotative/Expressive



Denotative/Objective



Type of Writing	Examples	Traits
<b>Creative Writing</b>	Poems, plays, stories	Connotative and expressive words, fictional characters, imagery, and plots
<b>Expressive Writing</b>	Narratives, descriptions	Subjective, based on personal experience, connotative and expressive words
<b>Expository Writing</b>	Comparison/contrast, analysis, cause/effect, argument/persuasion	Objective, connotative and denotative words
<b>Journalism</b>	News stories, features, editorials	Objective, written from factual observation, short sentences and paragraphs, some connotative but more denotative words
<b>Technical Writing</b>	Memos, letters, reports, instructions, resumés, web pages	Objective, written about products or services, short sentences and paragraphs, denotative words

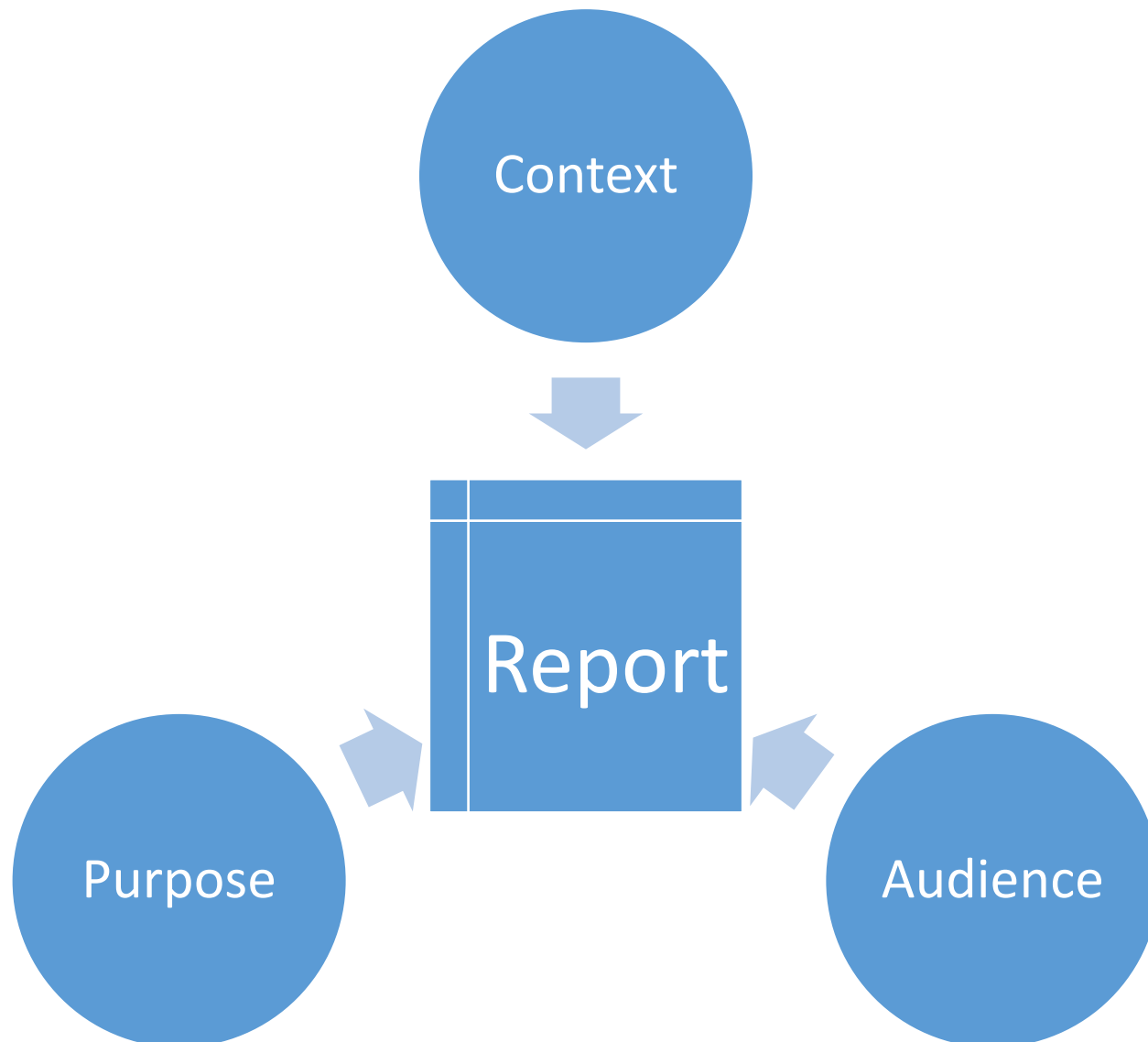
Legend:



Connotative



Denotative



# Audience

Audience	Style	Example
<b>High Tech Peers</b>	Abbreviations/ Acronyms OK	Please review the enclosed <b>OP</b> and <b>EN</b> .
<b>Low Tech Peers</b>	Abbreviations/ Acronyms need parenthetical definitions.	Please review the enclosed <b>OP</b> (Operating Procedure) and <b>EN</b> (Engineering Notice).
<b>Lay Readers</b>	No abbreviations/ acronyms. Explanations instead.	By following the enclosed operating procedure, you can ensure that your printer will run to our engineers' desired performance levels.

# Collaborative Deconstruction

# Methods of organization

- Cause-and-effect
- Chronological
- Comparison
- Definition
- Division-and-classification
- General and specific
- Order-of-importance
- Sequential
- Spatial

**Macro structure**



# Formal Report

## **FRONT MATTER**

- Title Page
- Abstract
- Table of Contents
- List of Figures
- List of Tables
- Foreword
- Preface
- List of Abbreviations and Symbols

## **BODY**

- Executive summary
- Introduction
- Text (including headings)
- Conclusions
- Recommendations
- Explanatory Notes
- References (or Works Cited)

## **BACK MATTER**

- Appendixes
- Bibliography
- Glossary
- Index

# CGF Aircraft Corporation Memo

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To: Members of the Ethics and Business Conduct Committee

From: Susan Litzinger, Director of Ethics and Business Conduct *SL*

Date: March 4, 2009

Subject: Reported Ethics Cases, 2008

Enclosed is "Reported Ethics Cases: Annual Report, 2008." This report, required by CGF Policy CGF-EP-01, contains a review of the ethics cases handled by CGF ethics officers and managers during 2008, the first year of our Ethics Program.

Identifies  
topic

The ethics cases reported are analyzed according to two categories: (1) major ethics cases, or those potentially involving serious violations of company policy or illegal conduct, and (2) minor ethics cases, or those that do not involve serious policy violations or illegal conduct. The report also examines the mode of contact in all of the reported cases and the disposition of the substantiated major ethics cases.

Briefly sum-  
marizes  
content

It is my hope that this report will provide the Committee with the information needed to assess the effectiveness of the first year of CGF's Ethics Program and to plan for the coming year. Please let me know if you have any questions about this report or if you need any further information. I may be reached at (555) 211-2121 and by e-mail at [sl@cgf.com](mailto:sl@cgf.com).

Offers  
contact  
information

Enc.



Full title

REPORTED ETHICS CASES  
Annual Report, 2008

Author's  
name and  
job title

Prepared by Susan Litzinger  
Director of Ethics and Business Conduct

Report Distributed March 4, 2009

Company  
name

Prepared for  
The Ethics and Business Conduct Committee  
CGF Aircraft Corporation

No page  
number

## ABSTRACT

This report examines the nature and disposition of 3,458 ethics cases handled companywide by CGF Aircraft Corporation's ethics officers and managers during 2008. The purpose of this annual report is to provide the Ethics and Business Conduct Committee with the information necessary for assessing the effectiveness of the Ethics Program's first year of operation. Records maintained by ethics officers and managers of all contacts were compiled and categorized into two main types: (1) major ethics cases, or cases involving serious violations of company policies or illegal conduct, and (2) minor ethics cases, or cases not involving serious policy violations or illegal conduct. This report provides examples of the types of cases handled in each category and analyzes the disposition of 30 substantiated major ethics cases. Recommendations for planning for the second year of the Ethics Program are (1) continuing the channels of communication now available in the Ethics Program, (2) increasing financial and technical support for the Ethics Hotline, (3) disseminating the annual ethics report in some form to employees to ensure employee awareness of the company's commitment to uphold its Ethics Policies and Procedures, and (4) implementing some measure of recognition for ethical behavior to promote and reward ethical conduct.

Methods  
and scope

Summarizes  
purpose

Conclusions  
and recom-  
mendations

Uniform heading styles

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## EXECUTIVE SUMMARY

This report examines the nature and disposition of the 3,458 ethics cases handled by the CGF Aircraft Corporation's ethics officers and managers during 2008. The purpose of this report is to provide CGF's Ethics and Business Conduct Committee with the information necessary for assessing the effectiveness of the first year of the company's Ethics Program.

States  
purpose

Effective January 1, 2008, the Ethics and Business Conduct Committee (the Committee) implemented a policy and procedures for the administration of CGF's new Ethics Program. The purpose of the Ethics Program, established by the Committee, is to "promote ethical business conduct through open communication and compliance with company ethics standards." The Office of Ethics and Business Conduct was created to administer the Ethics Program. The director of the Office of Ethics and Business Conduct, along with seven ethics officers throughout the corporation, was given the responsibility for the following objectives:

Provides  
back-  
ground  
infor-  
mation

- Communicate the values and standards for CGF's Ethics Program to employees.
- Inform employees about company policies regarding ethical business conduct.
- Establish companywide channels for employees to obtain information and guidance in resolving ethics concerns.
- Implement companywide ethics-awareness and education programs.

Employee accessibility to ethics information and guidance was available through managers, ethics officers, and an ethics hotline.

Major ethics cases were defined as those situations potentially involving serious violations of company policies or illegal conduct. Examples of major ethics cases included cover-up of defective workmanship or use of defective parts in products; discrimination in hiring and promotion; involvement in monetary or other kickbacks; sexual harassment; disclosure of proprietary or company information; theft; and use of corporate Internet resources for inappropriate purposes, such as conducting personal business, gambling, or access to pornography.

Describes  
scope



## Reported Ethics Cases— 2008

Minor ethics cases were defined as including all reported concerns not classified as major ethics cases. Minor ethics cases were classified as informational queries from employees, situations involving coworkers, and situations involving management.

The effectiveness of CGF's Ethics Program during the first year of implementation is most evidenced by (1) the active participation of employees in the program and the 3,458 contacts employees made regarding ethics concerns through the various channels available to them, and (2) the action taken in the cases reported by employees, particularly the disposition of the 30 substantiated major ethics cases. Disseminating information about the disposition of ethics cases, particularly information about the severe disciplinary actions taken in major ethics violations, sends a message to employees that unethical or illegal conduct will not be tolerated.

Summarizes  
conclusions

Includes  
recommen-  
dations

Based on these conclusions, recommendations for planning the second year of the Ethics Program are (1) continuing the channels of communication now available in the Ethics Program, (2) increasing financial and technical support for the Ethics Hotline, the most highly used mode of contact in the ethics cases reported in 2008, (3) disseminating this report in some form to employees to ensure their awareness of CGF's commitment to uphold its Ethics Policies and Procedures, and (4) implementing some measure of recognition for ethical behavior, such as an "Ethics Employee of the Month" award to promote and reward ethical conduct.

## INTRODUCTION

This report examines the nature and disposition of the 3,458 ethics cases handled companywide by CGF's ethics officers and managers during 2008. The purpose of this report is to provide the Ethics and Business Conduct Committee with the information necessary for assessing the effectiveness of the first year of CGF's Ethics Program. Recommendations are given for the Committee's consideration in planning for the second year of the Ethics Program.

Opening  
states  
purpose

### *Ethics and Business Conduct Policies and Procedures*

Effective January 1, 2008, the Ethics and Business Conduct Committee (the Committee) implemented Policy CGF-EP-01 and Procedure CGF-EP-02 for the administration of CGF's new Ethics Program. The purpose of the Ethics Program, established by the Committee, is to "promote ethical business conduct through open communication and compliance with company ethics standards" (CGF, "Ethics and Conduct").

Subheads  
signal  
shifts  
in topic

The Office of Ethics and Business Conduct was created to administer the Ethics Program. The director of the Office of Ethics and Business Conduct, along with seven ethics officers throughout CGF, was given the responsibility for the following objectives:

- Communicate the values, standards, and goals of CGF's Ethics Program to employees.
- Inform employees about company ethics policies.
- Provide companywide channels for employee education and guidance in resolving ethics concerns.
- Implement companywide programs in ethics awareness, education, and recognition.
- Ensure confidentiality in all ethics matters.

List  
identifies  
key points

Employee accessibility to ethics information and guidance became the immediate and key goal of the Office of Ethics and Business Conduct in its first year of operation. The following channels for contact were set in motion during 2008:



- Managers throughout CGF received intensive ethics training; in all ethics situations, employees were encouraged to go to their managers as the first point of contact.
- Ethics officers were available directly to employees through face-to-face or telephone contact, to managers, to callers using the Ethics Hotline, and by e-mail.
- The Ethics Hotline was available to all employees, 24 hours a day, seven days a week, to anonymously report ethics concerns.

#### *Confidentiality Issues*

CGF's Ethics Policy ensures confidentiality and anonymity for employees who raise genuine ethics concerns. Procedure CGF-EP-02 guarantees appropriate discipline, up to and including dismissal, for retaliation or retribution against any employee who properly reports any genuine ethics concern.

#### *Documentation of Ethics Cases*

The following requirements were established by the director of the Office of Ethics and Business Conduct as uniform guidelines for the documentation by managers and ethics officers of all reported ethics cases:

- Name, position, and department of individual initiating contact, if available
- Date and time of contact
- Name, position, and department of contact person
- Category of ethics case
- Mode of contact
- Resolution

Managers and ethics officers entered the required information in each reported ethics case into an ACCESS database file, enabling efficient retrieval and analysis of the data.

Includes  
detailed  
methods

### *Major/Minor Category Definition and Examples*

Major ethics cases were defined as those situations potentially involving serious violations of company policies or illegal conduct. Procedure CGF-EP-02 requires notification of the Internal Audit and the Law departments in serious ethics cases. The staffs of the Internal Audit and the Law departments assume primary responsibility for managing major ethics cases and for working with the employees, ethics officers, and managers involved in each case.

Examples of situations categorized as major ethics cases:

- Cover-up of defective workmanship or use of defective parts in products
- Discrimination in hiring and promotion
- Involvement in monetary or other kickbacks from customers for preferred orders
- Sexual harassment
- Disclosure of proprietary customer or company information
- Theft
- Use of corporate Internet resources for inappropriate purposes, such as conducting private business, gambling, or gaining access to pornography

Organized  
by decreasing  
order of  
importance

Minor ethics cases were defined as including all reported concerns not classified as major ethics cases. Minor ethics cases were classified as follows:

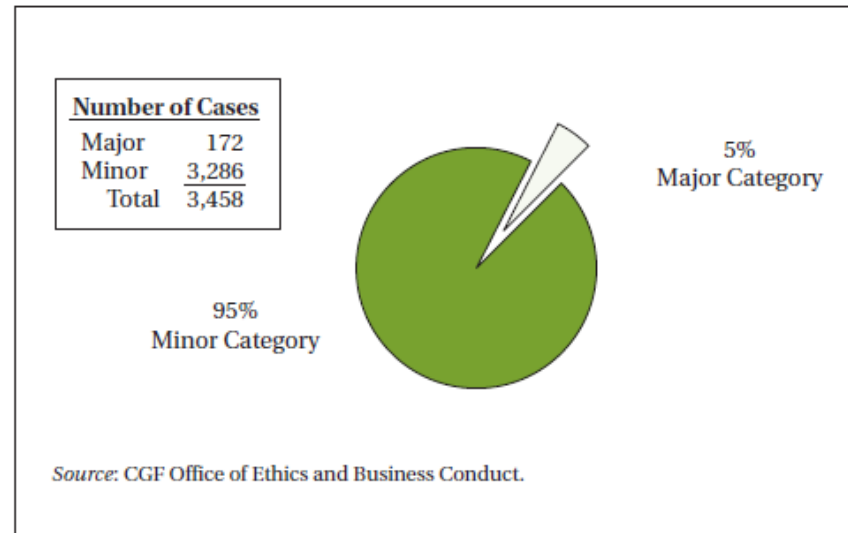
- Informational queries from employees
- Situations involving coworkers
- Situations involving management

## ANALYSIS OF REPORTED ETHICS CASES

### *Reported Ethics Cases, by Major/Minor Category*

Text  
introduces  
figure

CGF ethics officers and managers companywide handled a total of 3,458 ethics situations during 2008. Of these cases, only 172, or 5 percent, involved reported concerns of a serious enough nature to be classified as major ethics cases (see Figure 1). Major ethics cases were defined as those situations potentially involving serious violations of company policy or illegal conduct.



Number  
and title  
identify  
figure

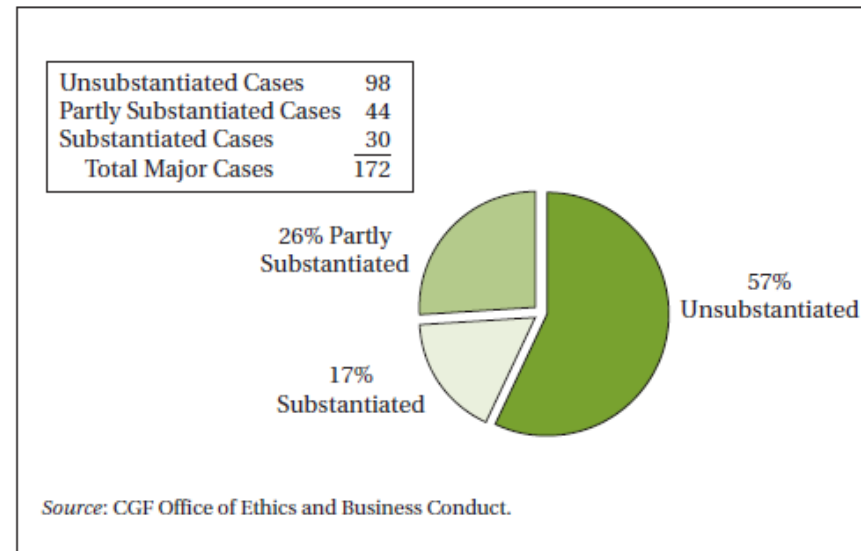
Figure 1. Reported ethics cases, by major/minor category in 2008.

### *Major Ethics Cases*

Of the 172 major ethics cases reported during 2008, 57 percent, upon investigation, were found to involve unsubstantiated concerns. Incomplete information or misinformation most frequently was discovered to be the cause of the unfounded concerns of misconduct in 98 cases. Forty-four cases, or 26 percent of the total cases reported, involved incidents partly substantiated by ethics

officers as serious misconduct; however, these cases were discovered to also involve inaccurate information or unfounded issues of misconduct.

Only 17 percent of the total number of major ethics cases, or 30 cases, were substantiated as major ethics situations involving serious ethical misconduct or illegal conduct (CGF, “2008 Ethics Hotline Results”) (see Figure 2).



Identifies  
source of  
information

Figure 2. Major ethics cases in 2008.

Of the 30 substantiated major ethics cases, seven remain under investigation at this time, and two cases are currently in litigation. Disposition of the remainder of the 30 substantiated reported ethics cases included severe disciplinary action in five cases: the dismissal of two employees and the demotion of three employees. Seven employees were given written warnings, and nine employees received verbal warnings (see Figure 3).

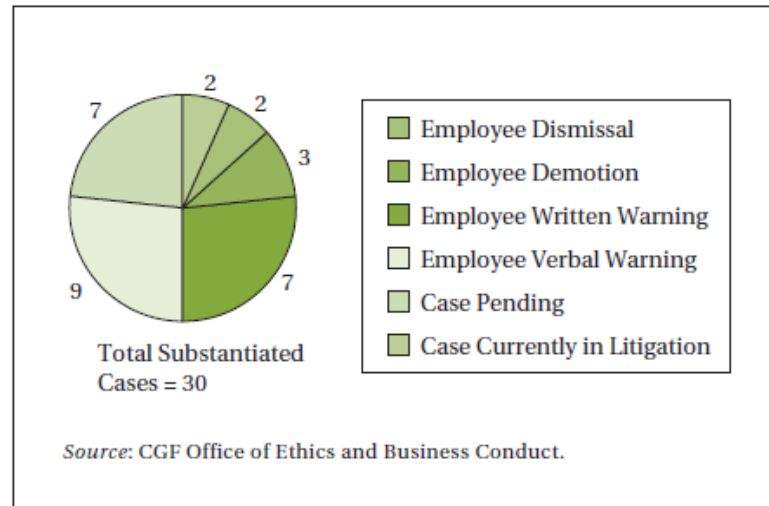


Figure 3. Disposition of substantiated major ethics cases in 2008.

#### *Minor Ethics Cases*

Minor ethics cases included those that did not involve serious violations of company policy or illegal conduct. During 2008, ethics officers and company managers handled 3,286 such cases. Minor ethics cases were further classified as follows:

- Informational queries from employees
- Situations involving coworkers
- Situations involving management

Reports  
findings  
in detail

As might be expected during the initial year of the Ethics Program implementation, the majority of contacts made by employees were informational, involving questions about the new policies and procedures. These informational contacts comprised 65 percent of all contacts of a minor nature and numbered 2,148. Employees made 989 contacts regarding ethics concerns involving coworkers and 149 contacts regarding ethics concerns involving management (see Figure 4).

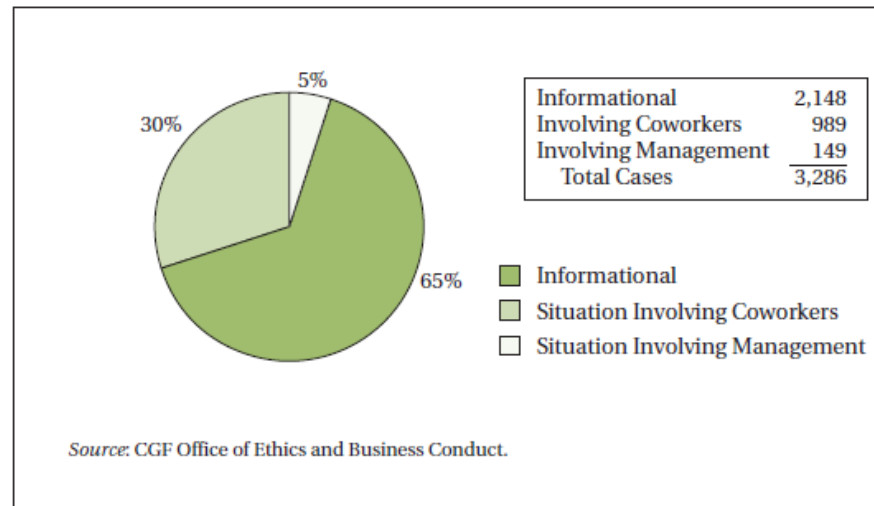


Figure 4. Minor ethics cases in 2008.

#### *Mode of Contact*

The effectiveness of the Ethics Program rested on the dissemination of information to employees and the provision of accessible channels through which employees could gain information, report concerns, and obtain guidance. Employees were encouraged to first go to their managers with any ethical concerns, because those managers would have the most direct knowledge of the immediate circumstances and individuals involved.

Other channels were put into operation, however, for any instance in which an employee did not feel able to go to his or her manager. The ethics officers companywide were available to employees through telephone conversations, face-to-face meetings, and e-mail contact. Ethics officers also served as contact points for managers in need of support and assistance in handling the ethics concerns reported to them by their subordinates.

The Ethics Hotline became operational in mid-January 2008 and offered employees assurance of anonymity and confidentiality. The Ethics Hotline was accessible to all employees on a 24-hour, 7-day basis. Ethics officers companywide took responsibility on a rotational basis for handling calls reported through the hotline.

Assesses findings

In summary, ethics information and guidance were available to all employees during 2008 through the following channels:

- Employee to manager
- Employee telephone, face-to-face, and e-mail contact with ethics officer
- Manager to ethics officer
- Employee Hotline

Bulleted lists help organize and summarize information

The mode of contact in the 3,458 reported ethics cases was as follows (see Figure 5):

- In 19 percent of the reported cases, or 657, employees went to managers with concerns.
- In 9 percent of the reported cases, or 311, employees contacted an ethics officer.
- In 5 percent of the reported cases, or 173, managers sought assistance from ethics officers.
- In 67 percent of the reported cases, or 2,317, contacts were made through the Ethics Hotline.



Figure 5. Mode of contact in reported ethics cases in 2008.



## CONCLUSIONS AND RECOMMENDATIONS

The effectiveness of CGF's Ethics Program during the first year of implementation is most evidenced by (1) the active participation of employees in the program and the 3,458 contacts employees made regarding ethics concerns through the various channels available to them, and (2) the action taken in the cases reported by employees, particularly the disposition of the 30 substantiated major ethics cases.

Pulls  
together  
findings

One of the 12 steps to building a successful Ethics Program identified by Frank Navran in *Workforce* magazine is an ethics communication strategy. Navran explains that such a strategy is crucial in ensuring

Uses  
sources  
for  
support

that employees have the information they need in a timely and usable fashion and that the organization is encouraging employee communication regarding the values, standards and the conduct of the organization and its members. (Navran 119)

The 3,458 contacts by employees during 2008 attest to the accessibility and effectiveness of the communication channels that exist in CGF's Ethics Program.

An equally important step in building a successful ethics program is listed by Navran as "Measurements and Rewards," which he explains as follows:

In most organizations, employees know what's important by virtue of what the organization measures and rewards. If ethical conduct is assessed and rewarded, and if unethical conduct is identified and dissuaded, employees will believe that the organization's principals mean it when they say the values and code of ethics are important. (Navran 121)

Long quo-  
tation in  
MLA style

Disseminating information about the disposition of ethics cases, particularly information about the severe disciplinary actions taken in major ethics violations, sends a message to employees that unethical or illegal conduct will not be tolerated. Making public such actions taken in cases of ethical misconduct provides "a golden opportunity to make other employees aware that the behavior is unacceptable and why" (Ferrell, Fraedrich, and Ferrell 129).

Interprets  
findings



With these two points in mind, I offer the following recommendations for consideration for plans for the Ethics Program's second year:

- Continuation of the channels of communication now available in the Ethics Program
- Increased financial and technical support for the Ethics Hotline, the most highly used mode of contact in the reported ethics cases in 2008
- Dissemination of this report in some form to employees to ensure employees' awareness of CGF's commitment to uphold its Ethics Policy and Procedures
- Implementation of some measure of recognition for ethical behavior, such as an "Ethics Employee of the Month," to promote and reward ethical conduct

Recommends  
specific steps

To ensure that employees see the value of their continued participation in the Ethics Program, feedback is essential. The information in this annual review, in some form, should be provided to employees. Knowing that the concerns they reported were taken seriously and resulted in appropriate action by Ethics Program administrators would reinforce employee involvement in the program. While the negative consequences of ethical misconduct contained in this report send a powerful message, a means of communicating the *positive* rewards of ethical conduct at CGF should be implemented. Various options for recognition of employees exemplifying ethical conduct should be considered and approved.

Links  
recommendations to  
company  
goal

Continuation of the Ethics Program's successful 2008 operations, with the implementation of the above recommendations, should ensure the continued pursuit of the Ethics Program's purpose: "to promote a positive work environment that encourages open communication regarding ethics and compliance issues and concerns."

### Works Cited

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Program." Workforce Sept. 1997: 117-22.

**Reader friendliness**

After years of research, engineers at Bell Labs have reluctantly conceded that miniaturized fuel cells for powering handheld devices remain impractical for widespread adoption for two reasons. First, the water vapor they produce needs to be dispersed over a broad area. Second, although they could meet the basic power demands (see Table1), they would restrict the features that could be added.

Piezoelectricity is the ability of some materials, particularly some crystals, to generate an electric field in response to applied mechanical strain. The piezoelectric effect results from the change of polarization density within the material's volume. An applied stress/strain induces voltage across the material; this voltage will reduce and dissipate if current is allowed to flow. The applied mechanical stress must oscillate in order to run a constant electric load (such as a light bulb) on a piezoelectric device. For example, if you had such a device in your shoes, walking (an oscillating motion) could charge your phone, but not standing.

Lasers have found numerous applications in non-industrial settings; these devices are now being used in surgery, for example. Laser surgery is particularly suitable for the eye, because the frequency and focus of the laser beam can be adjusted according to the absorption capacity of the tissue involved, and most of the tissue of the eye is transparent. The beam can thus 'cut' inside the eye with minimal damage to the surrounding tissue, even the tissue between the laser and the incision. Laser surgery can treat many eye diseases, such as diabetic retinopathy, and prevent some forms of blindness.

# Strategies

- At the Post Office, she collected a letter, a registered post, parcel and money order.
- The National Park has a boating area, a swimming area and an area to fish.
- Some people believe in reincarnation, some believe that Heaven exists, and some that death is final.
- The Council advised that the development plan should be sent back for amendment; otherwise, it should be rejected.



# Parallel Construction

- The bones, sinews and nerves of modern civilisation are coal, steel, cotton and wheat. (B. Traven)
- Home is the girl's prison and the woman's workhouse. (George Bernard Shaw)
- I came, I saw, I conquered. (Julius Caesar)
- She made notes on the research paper conscientiously, thoroughly and promptly.

1. Good writing should be accurate, clear and concise.
2. An obvious way to arrest tree decline is to plant new trees and to protect existing remnant natural vegetation.
3. They spent their evenings repairing their equipment and writing their journals.
4. A speech situation consists of three things: a speaker, a subject and an addressee.
5. The Festival Committee preferred to hire a publicity agent rather than try to do the work themselves.
6. The aim of the workshop was to promote fluent email communication and accurate recording of minutes.
7. High job satisfaction has been found to reduce depression and to improve health.
8. Most colonial buildings were not built by unskilled labourers using trial and error methods, but by master craftsmen using known and regulated techniques.
9. World agricultural production could be greatly increased, but there are economic, social and educational obstacles.
10. The hotel had large, tastefully furnished rooms.

# Summary

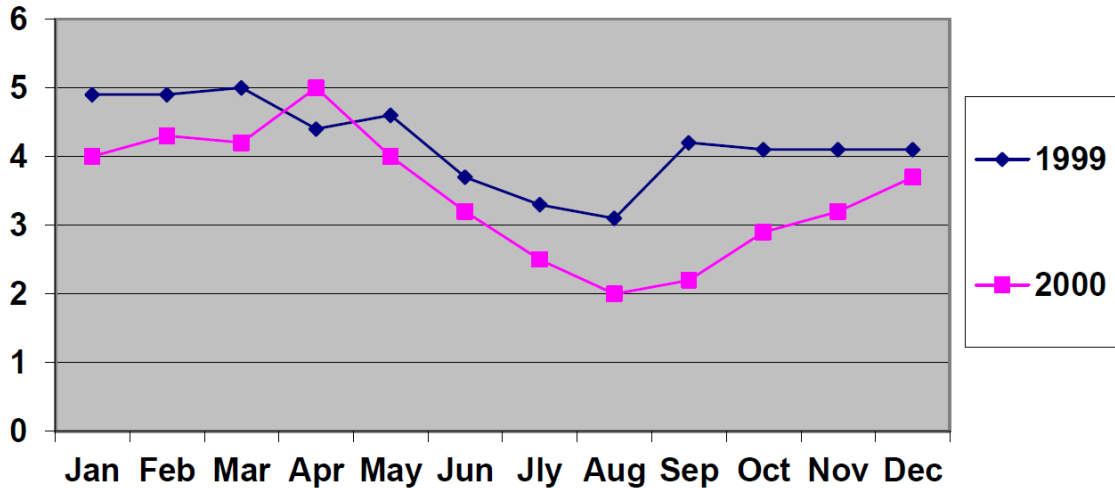
- cutting out less important information, e.g. examples
- reducing a whole clause or sentence to a phrase
- by using more subordinate clauses
- linking ideas by simple use of commas

## Sample summary

Dr Greenhalgh explains how solar power works in two ways. Light from the sun can generate a tiny current in silicon crystals, creating a solar cell, which is used to run space satellites and in the future could provide electricity from space power stations. Solar panels, or the larger industrial solar furnace, generate heat directly through concentrating solar energy in a small area. Solar power is renewable, non-polluting and potentially an important energy source, but its value is limited by weather, region and the cost of raw materials.

# Illustrations

**Version 1: a line graph**



**Figure 1: Marshall Creek Water Level Averages in Feet: 1999 and 2000**

**Version 2: a table**

**Table 2 Average Water Level of Marshall Creek in Feet—1999 and 2000**

MONTH	1999	2000
January	4.9	4.4
February	4.9	4.3
March	5.0	4.4
April	5.1	4.2
May	4.6	4.0
June	3.7	3.2
July	3.3	2.5
August	3.1	2.0
September	4.2	2.2
October	4.1	2.9
November	4.1	3.2
December	4.1	3.7

**Version 3: prose**

The January and February 1999 water levels in Marshall Creek were 4.9. The level began to rise in March (to 5.0) reaching a yearly peak of 5.1 in April. With warmer weather, the level began to recede in May (to 4.6) and continued relatively low throughout June, July, and August (3.7, 3.3, and 3.1, respectively). An unusually high rainfall boosted levels to 4.2 in September. October, November, and December levels averaged 4.1 feet. Water levels in 2000, after the diversion of Colton Stream, declined at anticipated levels with 3.4 being the average. January, February, and March levels were 4.4, 4.3, and 4.4 respectively. April and May levels were 4.2 and 4.0 respectively. Lowest levels were recorded in June through September, ranging from a high of 3.2 in June to a low of 2.0 in August. October levels averaged 2.9 Levels climbed again late in the year, reaching 3.2 in November and 3.7 in December.

Purpose	Illustration
1. Compare items and efficiently show fine distinctions for a large amount of information	a. Bar Charts
2. Compare discrete amounts or sizes of several items when fine distinctions are not important	b. Bulleted Lists, Call-Out Boxes
3. Show how the whole is divided into its parts when fine distinctions are not important	c. Drawings, Photographs
4. Show trends or fluctuations over a given time period, when fine distinctions are not important	d. Flow Charts
5. Give a clear, emphatic overview of organizational relationships or of a complicated process	e. Line Charts
6. Show what something looks like, show something's shape and spatial relationships, show existing conditions	f. Pie Charts
7. Prevent items from being overlooked; showcase tips, benefits, strengths, or features	g. Tables





