

Personal journal entry

[Linguistics](#), [English](#)



Personal journal entry of the The creation of a standard platform makes the language have the consistency that makes people from various backgrounds communicate with ease and understanding. The mechanics like spelling ensures that readers from various regions can understand materials written because the standards are uniform across the divide. Besides, mechanics like punctuation may change the meaning of a sentence depending on how the person writing an article uses such formats. For these reasons, adoption of standard approach makes communication consistent and universal.

Different formatting methods involving the use of citations are nowadays used in various institutions of learning. However, all the formatting methods must adhere to the required method selected by the institution for consistency. If these standards were not available, there would be chaos in writing because many methods of writing would be available and that would these would not be following a particular consistent strategy making it difficult to communicate between different individuals. In fact, there would be no communication because the formatting methods applied enable understanding and consistency.

The audience determines the content and how the message needs to be delivered. One cannot generalise the message and the audience because every message must have be tailored to a specific audience. Selection of words while writing can depends on the formality, so that if the audience has high level of formality it is important to avoid using words with similar denotation that have different connotations like “ aren’t mad” and “ are not angry.” In terms of tone, the appropriate tone of word selected should match with the purpose of that word with the audience. The tone relates to

emotion, attitude, seriousness, or humour. One should use humour when it is appropriate and resonate with the audience. The most important part is to avoid using slang word or using personal digressions in any form of communication.