

We're Getting the *Orchestram* Back Together

About 70% of everyday English words are derived from Latin. This issue of *KB CommEntary* provides *brevis et dulce* (short and sweet) explanations of how to use and punctuate three common Latin abbreviations: *e.g.*, *i.e.*, and *et al.*

What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including employee communications, customer presentations and letters, product marketing brochures and data sheets, and training materials
- Writing and editing marketing and employee communications for an academic research organization
- Formatting and revising technical reports and manufacturing standard operating procedures, work instructions, forms, logbooks, and batch records for a pharmaceutical company
- Coordinating document preparation and approval for manufacturing of a new pharmaceutical product
- Drafting, reviewing, and editing for consistency and accuracy response documents and associated modules for electronic submission to health authorities on behalf of pharmaceutical companies

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

Tips and Tales

Long Live Latin!

Who says Latin is dead? We include snippets of Latin all the time in many of our communications. Alas, we may do so incorrectly in the case of the oft-used Latin abbreviations described below

Also, please note that you should not italicize commonly used Latin terms and abbreviations (vice versa, *quid pro quo*, etc., etc.), including these:

e.g. (abbreviation for *exempli gratia*, "for example")

This is the abbreviation to use when you want to provide an example to illustrate your message:

It's time to plant early spring crops (e.g., peas, lettuce, and radishes).

Punctuate this abbreviation with two periods and a comma (e.g.,).

i.e. (abbreviation for *id est*, "in other words")

When you want to clearly specify the thing or idea you've just referred to, use this abbreviation to introduce it:

Use an oil-based product (i.e., shortening, butter, or lard) in pie crust.

This abbreviation is also punctuated with two periods and a comma (i.e.,).

et al. (abbreviation for *et alia*, "and others")

This abbreviation is most often used in references to indicate that a work has more than two authors:

...Jefferson, Franklin, Adams, et al.

Punctuate this abbreviation with a period after "al." since it is itself an abbreviation for "alia" (neuter plural), "alii" (masculine plural), or "aliae" (feminine plural). Do not place a period after "et."

Note: The style guides most often used for general business communication agree on the rules described here. Some of the more-specialized style guides (e.g., *AMA Manual of Style*) have different rules.

No need to be *persona non grata*. You can change the status quo because *nunc tu nosti* (now you know)!

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

Kathy

Kathy Breuninger

KB COMM

Kbcommlc.com

