



Class: BSc Sem 5

Subject : Business communication

Subject Code:

Chapter: Unit 3 Chp 1

Chapter Name: Effective Business writing

Today's Agenda

1. Introduction
2. The process of business writing
3. Features of business writing
4. Tone of business writing
5. Writing of routine messages
6. Writing negative messages
 1. Types of negative messages
 2. Buffer
 3. Steps to follow to write negative messages
7. Writing persuasive messages
 1. Persuasive strategy

1 Introduction

- Effective writing is extremely important in business communications. Effective writing is a way of presenting ideas in such a way that makes comprehension easy.
- To be really effective, good business writing should help turn one's focus on the idea being communicated rather than words or the author of the words.
- Writing with grace and impact requires a careful and conscious effort. Such writing is often a product of training, practice and experience.

2 The process of Business writing

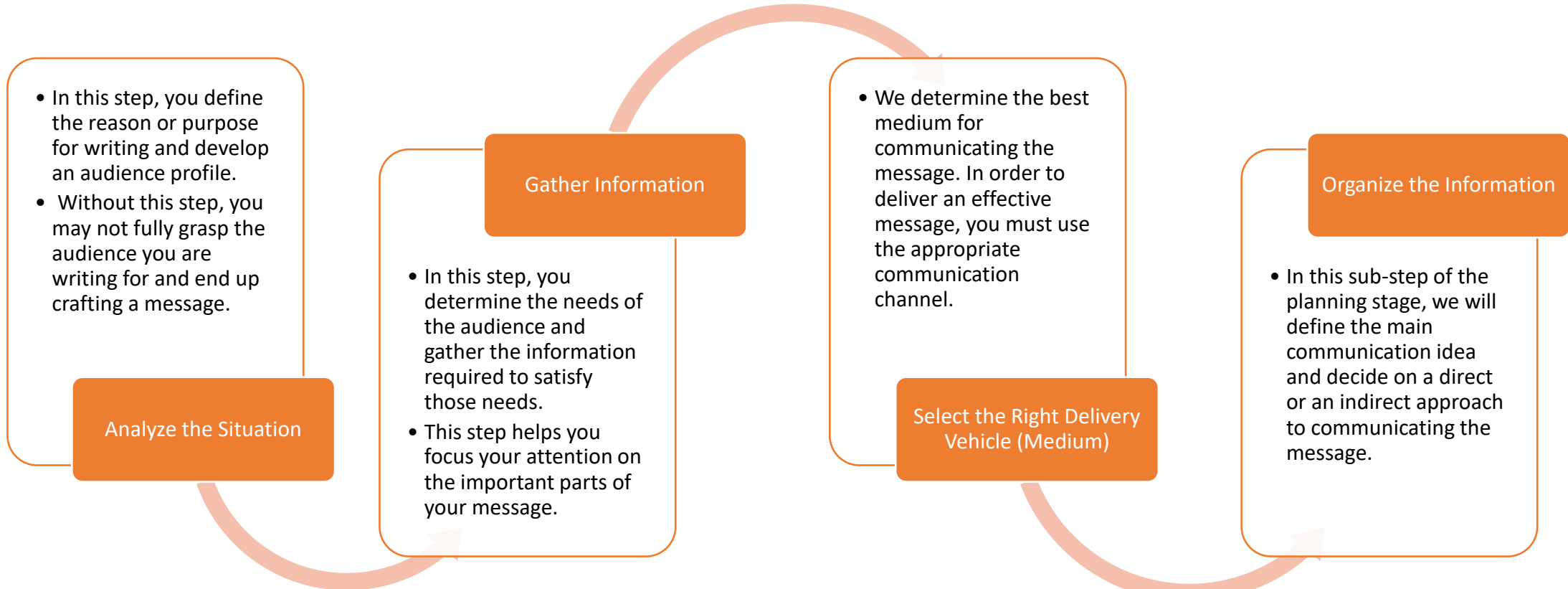
Three stages of business writing:



2 The process of Business writing

1. Planning:

There are several sub-steps in the planning stage, and they include:



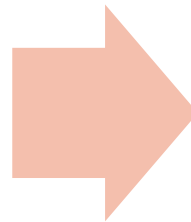
2 The process of Business writing

2. Writing:

Composing the message and adapting it to our audience are part of the writing stage. In this stage, we concern ourselves with writing, but not the full editing process yet.

Adapting

- We need to, adapt to our audience's needs. We want to include a strategy known as the "you" attitude.
- The "you" attitude is an audience-centered approach to communicating that involves understanding your audience and trying to get your message across meaningfully.
- The goal is to learn as much as possible about your audience i.e about their biases, education, age, status, style, and personal and professional concerns.
- Next we need to do is compose the message. In other words, write the message for our audience.



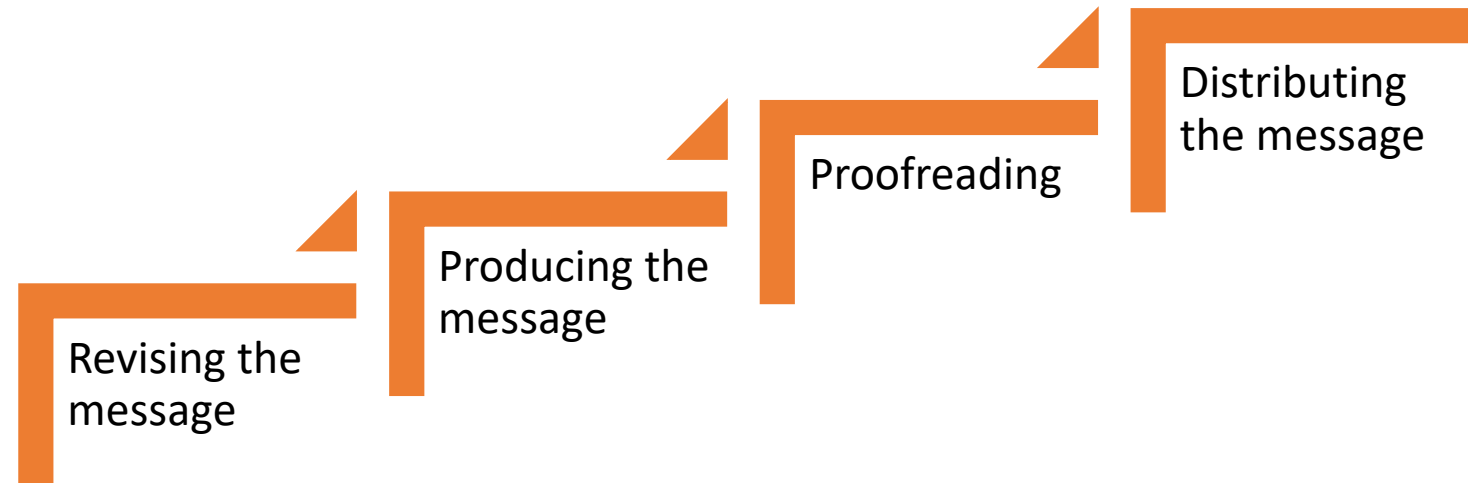
Composing

- When composing your message, select words that impact the message and the reader.
- It is acceptable to use jargon when writing to a technical audience, because they will better understand your message than a general audience.

2 The process of Business writing

3. Editing:

In this last step, there are three sub-steps that relate to making certain what you wrote is efficient, effective, and presentable to your audience. Thus, the last step involves:



3 Features of Business writing

The following are the essential features of business writing:

1. Make it correct
2. Make it concise
3. Avoid common redundancies
4. Make it clear
5. Make it concrete

4 Tone of Business writing

In written communication, a warm and friendly tone while writing is determined by the choice of words. A receiver-oriented tone is required to build relationships in business because the tone conveys one's attitude, possibly without one realising it. Since the message reflects personality, it is important that as a writer care is demonstrated. Keep the tone polite and use words, such as 'sorry' and 'thank you' at appropriate places.

The following principles to control the tone of the writing may be kept in mind so that it is easier to connect with the audience:

1. Convey the 'YOU' Point of View
2. Develop a subtle positive approach
3. Gender – neutral language
4. Use active- passive voice appropriately

4 Tone of Business writing

1. Convey the 'YOU' Point of View

In business writing it is important to compose a message with a 'you' point of view. With the 'I' point of view the focus is on myself – the sender of the message.

However, when the focus is on the receiver of the message, the tone of the message becomes receiver – friendly and one can connect with the audience directly since the receiver feels more involved and engaged.

2. Develop a subtle positive approach

A subtle positive approach in business writing generates positive energy in the mind of the receiver and helps in achieving the desired results. This can be done by describing situations in affirmative language. A negative sentence is taken by the reader as a threat and generally leads to the development of a defensive attitude. Thus, focus on what will go right if things are done according to plan rather than what will go wrong if things are not done accordingly.

4 Tone of Business writing

3. Gender – neutral language

In today's world, it has become very important to avoid the language, which shows a bias against any gender. In a society, which professes equal opportunity at the workplace, English vocabulary has dropped many of its offensive references. Many professions that were once considered to be men or women oriented are now open to all.

4. Use active- passive voice appropriately

Use of active voice gives the writing a personal touch. The active voice is direct and uses fewer words. It is clear and concise and, therefore, easier to understand than the passive voice. Active sentences are often used in business writings just like they are used in conversations more.

5 Writing routine messages

Everyday routine messages often require a straightforward, simple approach taking into account the receiver's point of view. Effective business writing requires a balance between reason and emotion.

Write a message that is complete with a clear beginning, well-developed middle and a logical ending.

1. The beginning of the message should state clearly the purpose of writing the message. This saves the reader's time as it helps the person quickly understand the message.
2. In the middle part, the idea should be logically developed. Include whatever is required to make the message complete. A complete text should be as long as necessary and yet as crisp as possible. 'As long as necessary' means covering all the key ideas including the information of secondary importance that has been identified to explain and support the key ones.
3. The ending of the message should summarise the action that one wants the receiver to take.

6 Writing negative messages

Negative messages need careful planning as they cannot be turned positive, however a positive approach can reduce the shock and help in maintaining goodwill.

Following points must be kept in mind while writing a negative message:

Objectively present the idea without involving emotional aspects

Carefully select words since the choice of words convey feelings as well as ideas.

The effort should be to address the issue and simultaneously maintain the relationship with the receiver.

6.1 Types of negative messages

1. Direct negative message:

When messages containing bad news is a routine message, or when a negative news is expected, it may not have a great impact.

Writing direct negative messages is acceptable if:

- Receiver prefers directness, because of organisational or national culture
- Along with the bad news, organisation provides remedial measures or new benefits in order to offset the impact of the bad news

Different parts of a direct negative message:

1. Present the bad news
2. Explanation
3. Positive end

6.1 Types of negative messages

2. Indirect negative message:

Negative messages are usually written in an indirect style so as to minimize the hurt it may cause to the receiver. Presenting a negative message usually includes a strategic opening that introduces the subject but does not announce the bad news.

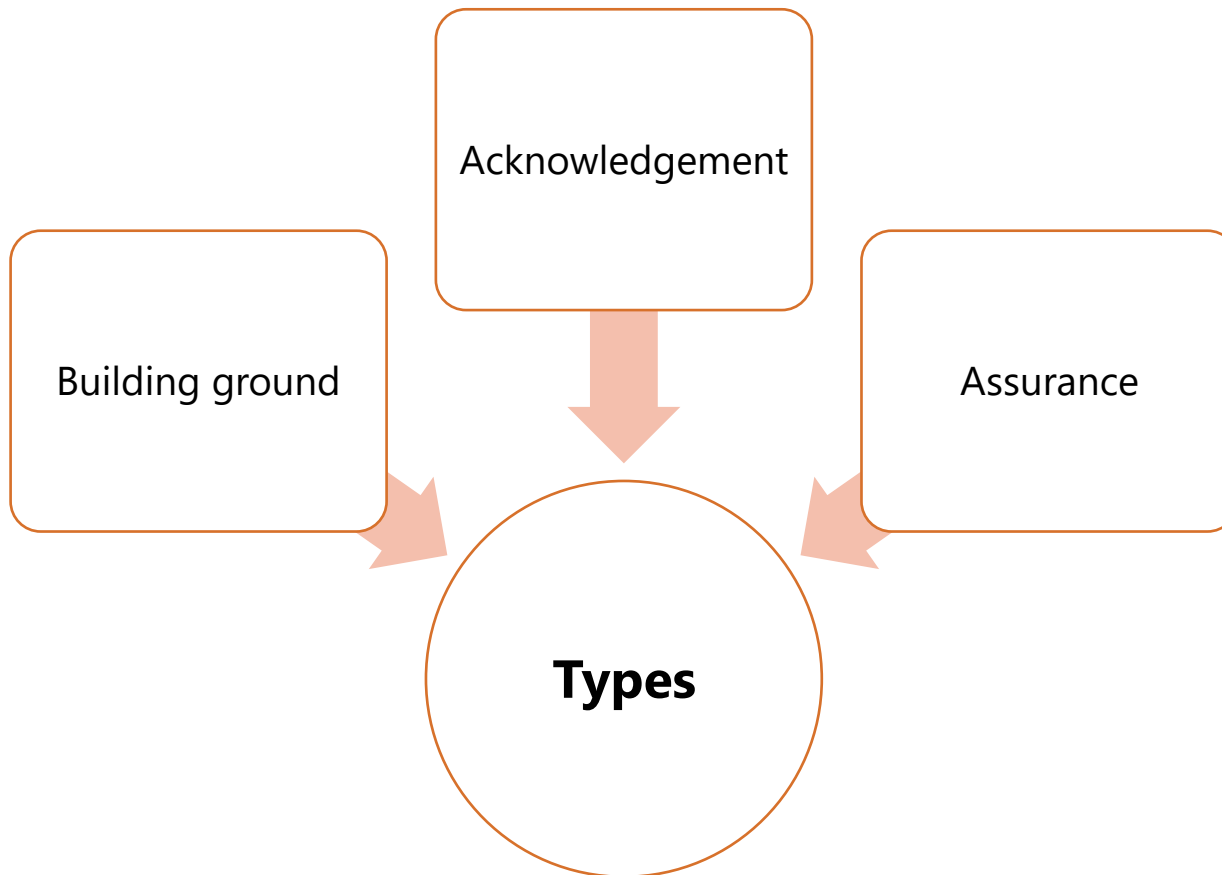
Following are some points to remember regarding negative messages:

- In the beginning, buffer the news with a statement or two to empathize with the reader
- With a subtle transition, present the bad news without being emotional
- Explain the reasons of the decisions to show that the decision was a professional one and not personal matter. Ensure that the words chosen are clear and not emotionally charged
- Regret the situation, however, avoid apologizing for the decision since any other person would have taken the same decision based on these facts
- End the message with a positive note, perhaps with best wishes or presenting any other option, if possible

6.2 Buffer



A statement written in the beginning of a message to mask bad news is called a buffer.



6.3 Steps to follow to write negative messages

Treat refusal of request

- Neutral opening statement
- Refuse (refusal should be clear)
- Look for a logical explanation
- If possible, provide an alternative
- Maintain goodwill
- Close on a positive note that does not recall the refusal

Refusal of adjustment

- Determine the explanation
- Do not refuse right away, set up the reasoning with neutral words
- Offer the explanation
- Refuse positively, yet clearly
- Close on a hopeful note without recalling the refusal

Refusal for credits

- Make a strategy regarding the response
- A roundabout approach must be taken if the request is rejected on the grounds of applicant's bad character
- Be direct if the refusal is due to the poor finances of the applicant
- Use implications in the case of bad character risk, do not be direct
- End all credit refusals with positive words

7 Writing persuasive messages

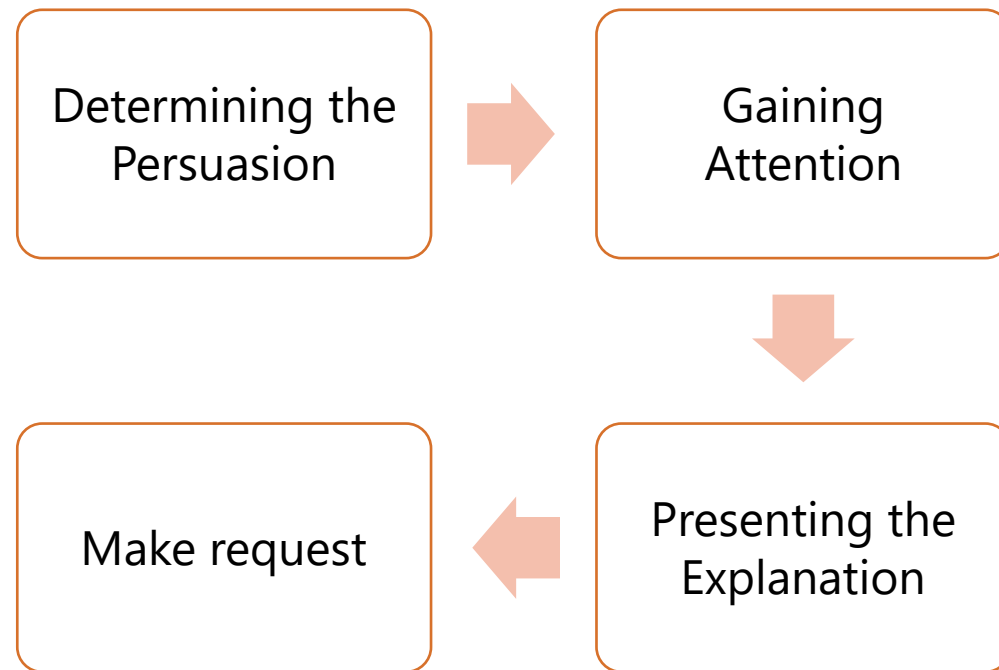
Persuasive messages are written to convince people to believe in a particular behaviour, belief or action. As persuasive communication focuses on the other person, the target receiver must be kept firmly in the mind and build the message around that person while writing the message.

Persuasion is generally an exercise in creating a win-win situation. The writer must present a case that others find beneficial to agree with. Three different kinds of appeal can be put into use (Use of Logos, Pathos and Ethos).

- Emotional appeals for senses like taste, hearing and feelings like love, anger
- Rational appeals appeal to logic and rationality of the user
- Character-based appeals provide testimony from a reliable spokesperson to build trust and provide an image of dependability and expertise

7.1 Persuasive strategy

A fourfold strategy may be adopted to make this job easier and the case more compelling in situations of both subtle persuasive requests as well as sales persuasive messages:



7.1 Persuasive strategy

1. Determining the Persuasion

Composing a message for persuasion involves the task of determining the goal, deciding a strategy as to how to achieve the goal and figuring out the reaction of the reader to help overcome the objections.

2. Gaining Attention

The opening should draw the attention of the reader. It must be compelling and must arouse some curiosity in the reader to know further. the opening of the message should be indirect and set up the explanation as well.

3. Presenting the Explanation

Persuasion should begin after the setup for it has been done. Present the persuasion in a flow from the previous step. Use the 'you' point of view and present all the points with convincing details. The important aspect is how to create value for the receiver of the message.

7.1 Persuasive strategy

4. Make request

After the explanation, arrive at the action sought. Use action words to make the reader act. Avoid any word that may bring to the mind any reason for refusal. Use positive words to create a positive impact and refrain from using any words or phrases that may work against the goal.