



Class: TY BSc

Subject : Business Communication

Subject Code: PUSASQF 501

Chapter: Unit 3 - Chapter 2

Chapter Name: Written Communication

Today's Agenda

1. Written communication
 - Purpose of writing
 - Principles of Effective Writing
 - Writing techniques
 - Electronic writing process

1 Written communication



A 'Written Communication' means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc.

Notices

Memorandums

Reports

Financial statements

Business letters

1.1 Purpose of Writing



1.2 Principles of Effective Writing

1. **Unity:** Unity of writing implies a condition of being one.
2. **Coherence:** To achieve clarity in a written communication the principle of coherence should be there. Relation and clarity are two important aspects of coherence.
3. **Avoid jargon:** The writer should avoid jargon. Jargon is a language which is special to science, commerce, technology, trade or profession. In private language with persons in the field, jargon may be incorporated.
4. **Accuracy:** The subject matter must be correct and accurate. The manner in which the message is transmitted must be correct. Accuracy in writing can be achieved by careful checking and editing.
5. **Brevity:** A writing should be shorter by using few words for many. Brevity not only saves the time but also gives grace to the writing. Business communication must be brief and direct.
6. **7 Cs of communication:** Already studied

1.3 Writing techniques

1. Adaptation and Selection of Words

- Use familiar words
- Choose the short over the long word. Generally, short words communicate better as a heavy proportion of long words confuse the reader.
- Use technical words with caution.

2. Masculine Words

3. Choosing Words with Right Strength and Vigour

- Good writers should understand these differences and consider them carefully.
- They should use the words that do the best job of carrying the intended meaning.
- To select words wisely, one should consider shades of difference in meaning of words.

4. Thesaurus

- We use a thesaurus when you have the meaning already but don't yet have the word.

1.3 Writing techniques

5. Writing Effective Sentences

Characteristics of Effective Sentences:

1. Unity
2. Coherence
3. Variety
4. Economy
5. Proper selection
6. Simplicity

6. Developing Logical Paragraph

The paragraph is thus one's thought process as it proceeds from one sentence to another and develop step by step

Characteristics of a Good Paragraph:

1. Unity
2. Coherence
3. Length
4. The topic sentence
5. Omitting unnecessary detail

1.3 Writing techniques

7. Foreign Words & Phrases Sometimes Used in Correspondence:

- ad hoc – for this special purpose
- de facto – actual, real
- bonafide – genuine, only bonafide members will be allowed to attend the meeting.
- errata – list of errors
- in camera – in secret
- in toto – wholly/entirely
- laissez faire – free
- per capita – per head
- status quo – the existing condition
- sine die – indefinitely.

1.3 Writing techniques

8. Overall Tone

1. Conversational style
2. The you-view point
3. Overall tone of courtesy
4. Showing sincerity
 - (i) Overdoing goodwill
 - (ii) Avoiding exaggeration

1.4 Electronic Writing Process

