

MODULE - 3

WRITTEN COMMUNICATION

OUTLINE:

- * Purpose of writing
- * Clarity in writing –
- * Principles of effective writing
- * Approaching the writing process systematically
The 3X3 writing process for business communication:
- * Pre writing – Writing – Revising
- * Specific writing features
- * Coherence
- * Electronic writing process.

INTRODUCTION:

written communication is the most common form of business communication. It is essential for small business owners and managers to develop effective written communication skills and to encourage the same in all employees.

Examples of written communications generally used with clients or other business partners include:

- * Email
- * Internet websites
- * Letters
- * Proposals
- * Telegrams,
- * Faxes
- * Postcards
- * Contracts
- * Advertisements
- * Brochures and
- * News releases.

Types of written communication

- ☐ External written communication
- ☐ Internal written communication

EXTERNAL WRITTEN COMMUNICATION

- * It is for the receiver outside the organization.**
- * Examples: business letters, recruitment and employment correspondence, e-mail messages, proposals, technical articles, fax, telegrams, leaf press release, advertisement**

INTERNAL WRITTEN COMMUNICATIONS

- * **Limit of authority and responsibility of the employee within the organization.**
- * **Examples: circulars, notices, business memos, complaints.**

ADVANTAGES OF WRITTEN COMMUNICATION

“Documentation of knowledge and experience facilitates institutionalization of individual wisdom”

- 1. Ready reference**
- 2. Legal defense**
- 3. Promotes uniformity:- In policy and procedure**
- 4. Mass access**
- 5. Suitable for distance communication:-when the record is spread over large geographical areas.**
- 6. Image building**
- 7. Accurate and unambiguous**
- 8. Permanent in nature**
- 9. Facilitates in order to assign responsibility**
- 10. Permits substitution and revision**

DISADVANTAGES OF WRITTEN COMMUNICATION

1. Limited to the literate world
2. Time consuming
3. Lot of paper work
4. Needs expertise in expression
5. Lack of immediate feedback
6. Very formal
7. No immediate clarification

PURPOSE OF WRITING

There are mainly 2 purposes-

- i) To inform
- ii) To persuade

1. Writing to Inform OR Informative Writing

It presents information and not opinion.

It is always an account of facts, statistics, scientific data and technical business reports.

Essentials of informative writing

- ✓ Must focus on the subject under discussion.
- ✓ Must simply provide information to the reader and no persuasion.
- ✓ Must offer complete and exact information.
- ✓ Must present the information logically and clearly.

2. Writing to Persuade OR Persuasive Writing

Persuasive writing aims at convincing the reader about a matter which is debatable.

It expresses opinion rather than facts.

Hence, it is also called **argumentative** as it argues certain viewpoint.

Essentials of persuasive writing

- ✓ Focuses on the reader.
- ✓ Seeks to convince rather than inform.
- ✓ Supports its viewpoint by giving information/valid reasons.
- ✓ Follows a logical arrangement of thought and reasoning.
- ✓ Finally invokes the intended response from the reader.

Sources of persuasive writing

1. Opinion essays
2. Letters to the editors
3. Editorials
4. Business and research proposals
5. Reviews
6. Religions
7. Literature of a political party or a social organization

PRINCIPLES OF EFFECTIVE WRITING

- * Easily understandable
- * Short and complete
- * Grammatically correct
- * Authentic
- * Courteous tone
- * systematically

3x3 WRITING PROCESS FOR BUSINESS COMMUNICATION

Mary Ellen Guffey divides the writing process into 3 distinct processes

1. **PRE-WRITING:** analyze – anticipate – adapt
2. **WRITING:** research – organize- compose
3. **REVISING:** revise – proof reading – evaluate

3x3 writing process has the following two important characteristics.

1. **It involves systematic plans.**

From simple memos, informational reports to corporate proposals and presentations.


2. **Variation in time spent on each phase.**

The time spent on each phase varies with the deadline, purpose and audience for the message.

1. PREWRITING PHASE

a) For proper analysis, focus on:

- i) Identifying your purpose
- ii) Selecting the best channel of communication. It depends on:
 - a) Importance of the message
 - b) Amount and speed of feedback required
 - c) Necessity of a permanent record
 - d) Cost of the channel
 - e) Degree of formality desired



b)A good writer anticipates his audience for a message. By profiling the audience before writing, he can identify the appropriate tone, language and channel.



c) **Adapting to the task and audience**

Adaptation is the process of creating a message that suits the audience.
There are 6 specific techniques-

- a) spotlight reader benefits
- b) look at the message from the receiver's perspective (receiver's view)
- c) use sensitive language that avoids gender, racial, ethnic, and disability bias.
- d) state ideas positively
- e) show courtesy
- f) use short, familiar and precise words.

2. WRITING PHASE

It involves researching, organizing and then composing message.

- i) Researching data and generating ideas:
Gather the necessary data in order to make truthful p

In this pattern, the main idea will not be revealed until the explanation/evidence is offered. It suits

- i) Bad message
- ii) Idea that requires persuasion
- iii) Sensitive news; especially when being transmitted to superiors.

Advantages of indirect pattern

- a) It respects the feelings of the audience.
- b) It ensures a fair hearing.
- c) It minimizes the negative reaction.

iii) Composing data

This is composing the first draft. Experts suggest to get thoughts written down quickly and refine them in later versions. Sentences should be short (less than 20 words). Effective sentences are those which use active words. constructed paragraphs discuss only one thought.

3. REVISING PHASE

This phase involves revising, proof-reading and evaluating the letter.

i) Revise

Revise the message for clarity, conciseness, tone and reader.

Proof-reading to ensure correct spelling, grammar, punctuation and format.

Finally evaluate the message to see whether it serves the purpose.

ii) proof-reading

Essentials for light proof reading

- ✓ Spelling
- ✓ Grammar
- ✓ Punctuation
- ✓ Names and numbers

Essentials for careful proof reading

- ✓ Print a copy, preferably double
- ✓ Allot adequate time to proofread
- ✓ Be prepared to find errors.
- ✓ Read the message at least twice for word meaning, and once for grammar
- ✓ Reduce your reading speed.
- ✓ Read the message aloud. Spell out different words.
- ✓ Use standard proof-reading marks

iii) Evaluating

Good way is through feedback. So encourage the receiver to respond to your message.

TIME REQUIRED FOR 3X3 WRITING PROCESS

25% worrying an planning (PHASE I)

25% writing (PHASE II)

45% revising

5% proof reading



PHASE III

Much depends on the individual project, its importance
author's familiarity with it.

PRINCIPLES OF EFFECTIVE WRITING

1. Accuracy
2. Brevity
3. Clarity
4. Language, tone and level of formality
5. Positive language
6. YOU-attitude
7. Natural language

1. ACCURACY

The writer should check and double-check

- i. All facts and figures
- ii. The choice of words
- iii. The language and tone

Eg.: *“Between you and me”* and not *“Between you and I”*

- a) Follow the rules of grammar
- b) Pay attention to punctuation marks
- c) Check words for spellings and usage

2. BREVITY

Avoid wordiness.

Say only what needs to be said.

Leave out the unnecessary details.

Instead of long phrases
use familiar single words.

Eg: “in consideration of” → “considering”

“worldwide recognition by all” → “worldwide” OR “by all”

“with regard to” → “about”

Brevity should not be at the cost of clarity.

3. CLARITY

Needs to recognize the needs, expectations and attitude of the receiver.

4. LANGUAGE, TONE AND LEVEL OF FORMALITY

Language: ‘Standard English’ includes most commonly used and accepted words.

Tone: tone refers to feelings created by words used to communicate a message.

According to Muriel Harris, “***the level of formality*** is the tone in writing and reflects the attitude of the writer toward the subject and the audience.”

The tone can be : **informal, semi-formal, strictly formal.**

5. POSITIVE LANGUAGE

One that promotes positive thoughts and expressions.

6. YOU – ATTITUDE

This refers to the reader's point of view.

7. NATURAL LANGUAGE

Letter must have the quality of living speech.

CLARITY IN WRITING

Requirements of effective writing are to recognize the

1. needs,
2. expectations,
3. fears and
4. attitudes of the audience or receiver and the reader.

If the message is unclear, the receiver cannot immediately clarify the doubt and confusion.

1. To ensure clarity, choose precise, concrete and fully familiar words.
2. Construct effective sentences and paragraphs.
 - i) *Length*: generally, short sentences are preferred. Average sentence length is 17 to 20 words.
 - ii) *Unity*: one sentence must have one main idea only.
 - iii) *Coherence*: in a coherent sentence, words are correctly arranged to convey the intended idea clearly.
- iv) *Emphasis*: most often, put main ideas upfront within a sentence.

RULES FOR CLARITY

1. Choose as precise or as concrete a word as possible.
2. Select words that have high sense of appropriateness to the reader.
3. Opt for familiar word, the one that is not pretentious.
4. Limit average sentence to 17 to 20 words.
5. Insert no more than one main idea in a sentence.
6. Arrange words so that the main idea occurs early in sentence.

1. What is Non Verbal Communication?
2. What is written communication?
3. Discuss the 3*3 writing process for business communication.
4. Illustrate the principles of effective writing.
5. What is Email?
6. Mention the different modes of oral communication.
7. Distinguish between oral and written communication.
8. "Effective listening is the key to good communication."
Discuss.
9. As a business manager, how can you make use of communication technology?
"Electronic writing"?
10. What is the purpose of writing?