Lecture 45
Review Written Communication

- Importance of Writing in a professional environment
- Different forms of writing
- Guidelines to be kept in mind while writing

Oral Communication
Types of Oral communication
- Extempore
- Impromptu
- Memorization
- Reading
- Modes of delivery
- Delivery guidelines

Reader Centered Writing
Writing your resumes
- Defining your objectives
- Planning
- Drafting
- Evaluating
- Revising
Writing your letter of application
- Defining your objectives
- Planning
- Drafting
- Evaluating
- Revising

Audience Analysis
Target your audience by identifying audience type, characteristics and level of expertise.
Determine your audience's needs by assessing their expertise and their purpose in reading the document. Determine document density.

Defining Objectives
- Defining Objectives
- Document Purpose
- Implicit Purpose
- Explicit Purpose
- Why do we need documents?
Identify the tasks you will help your readers perform while they read. Tell how you want to change the readers’ attitudes. Learn your readers’ important characteristics.
Learn who all your readers will be. Fill in a sample worksheet that should be kept in mind when defining objectives. Learn the importance of ‘Appropriateness’ in business and technical communication.

Fundamentals of Communication
The importance of Appropriateness
- Accuracy
- Clarity
- Conciseness
- Coherence
The 7 Cs
Clarity
Answer all questions. Stated questions from the questionnaire Implied questions from the questionnaire Give extra information when desirable. Use one word in place of phrases; one sentence in place of two. Read out loud to listen for wordiness. Omit outdated trite expressions. Ask yourself: what material is really relevant? Look for unnecessary repetition: Does the same word or idea appear too often? See your material from reader's point of view. ‘You’ is more desirable than ‘I’ or ‘we’ in most instances. Readers like to see these benefits.

Be sure benefits are a prominent part of the message. Consciously use positive words. Were you precise in using facts and figures whenever possible? Did you use active voice more than passive? Is there action in verbs rather than in nouns? Did you try occasionally to use vivid, image building words? But in business writing use them sparingly. Choose as precise or as concrete a word as possible. Select words that have high sense of appropriateness for the reader. Opt for familiar words, the ones that are not pretences. Limit the average sentence to 17 to 20 words. Insert no more than one main idea into a sentence. Arrange words so that the main idea occurs early in a sentence.

Planning Business Messages
Describe the basic tasks in the composition process. Define both general and specific purposes of your business message. Test the purpose of your message. Develop an audience profile. Analyze the needs of your audience. Establish the main idea of your message. Select an appropriate channel or medium for transmitting a particular message to a particular audience.

Composing Business Messages
Identify the characteristics of a well organized message. Explain why organization is important to both the audience and the communicator. Break a main idea into subdivisions grouped under logical categories.

Arrange ideas in direct or indirect order, depending on the audience possible reaction. Compose a message using a style and tone that are appropriate to your subject, purpose, audience and format. Use the ‘you’ article to interest the audience in your message.

Revising Business Messages
Edit your messages for content and organizational style and readability. Choose the most correct and most effective words to make your point. Rewrite the sentences to clarify the relationships among the ideas and to make your writing interesting. Identify the elements of paragraph. Choose the best design for written documents. Rewrite paragraphs using the appropriate development techniques. Proof your message for mechanics and format.

Memorandum
Memoranda are brief, informal reports used to establish a record. They generalize the communication process by transmitting the message from one or more authors to one or more recipients. E-mail messages typically take the form of memoranda.

Letters
Use letters to communicate outside your organization. Whereas the memorandum is the primary vehicle for communication within an organization, letters are often used to communicate to individuals outside it, especially in formal and semiformal contexts. Letters are an essential part of all business and technical communication because they are more formal and reliable than electronic mail and more precise and permanent than telephone or face-to-face conversations.
Letters of Inquiry
Format of a Letter of Inquiry
Components of a letter of inquiry
- Head
- Body
- Footer
- Headings

Letters of Recommendation
Format of a Letter of Recommendation
Components of a letter of Recommendation
- Head
- Body
- Footer
- Headings

Methods of obtaining letter of recommendation
General guidelines for writing letter of recommendation

Writing Direct Requests
Why you follow the customs of your audience when making requests across cultural boundaries. Clearly state the main idea of each direct request you write. Indicate your confidence that the request will be filled. Provide a sufficient detail for the reader to be able to comply with your request. Clarify complicated request with lists and tables.
Close with a courteous request for specific action.

Writing Routine, Good-News and Goodwill Messages
Decide when to write a routine, good-news, or goodwill message. Adjust the basic organizational pattern to fit the type of message you are writing. Add resale and sales promotion material when appropriate. Encourage your reader to take any desired action. Write credit approvals and recommendation letters. Use the correct form for such specialized messages as instructions, news releases, and goodwill letters.

Writing Bad News Messages
Choose correctly between indirect and direct approaches to a bad-news. Establish the proper tone from the beginning of your message. Use neutral lead-ins to put your audience in an accepting mood. Present bad news in a reasonable and understandable way. Write message that motivate your audience to take constructive action. Close messages so that your audience is willing to continue a business relationship with your firm.

Writing Persuasive Messages
Strengthen your persuasive messages with appropriate appeal Gain credibility by supporting your persuasive message with relevant facts. Use attention, interest, desire, and action (the AIDA plan) to organize persuasive messages. Write a message persuading your audience to take action or grant you an adjustment Design a sales letter around selling points and benefits.

Writing Short Reports
Identify the qualities of good reports and proposals. Choose the proper length and format of your report. Decide when to use direct versus indirect order. Organize informational and analytical reports. Establish an appropriate degree of formality in the in a report.
Use headings, lists, transitions, openings and summaries to guide readers through the report.

Planning Long Reports
Define the problem to be solved by studying and outlining the issues to be analyzed. Identify and analyze the issues that have to be analyzed during your study. Prepare a work plan for
conducting your investigation, planning the necessary steps, estimating their timing, and deciding on the sources of information required. Organize the research phase of the investigation, including the identification of secondary and primary sources of data. Draw sound conclusions and develop practical recommendations. Develop a final outline and visual aid plan for the report.

Writing Long Reports
Describe how organizations produce formal reports and proposals. Prepare all necessary parts of a formal report. Select and prepare the visual aids to support the text of your report. Assemble all the parts of a formal report in the proper order and use an appropriate format. Prepare and assemble all the parts of a formal proposal. Critique formal reports prepared by someone else.

General Reports
- Varieties of report-writing situations
- How your readers want to use the information you provide
- The questions readers ask most often
- Sample outlines
- Planning guide
- Sample reports

General superstructure for reports
- Introduction
- Method of obtaining facts
- Facts
- Discussion
- Conclusions
- Recommendations

Empirical Research Report
- Typical writing situations
- The questions readers ask most often
- Superstructure for Empirical Research Reports
- Introduction
- Objectives of Research
- Method
- Discussion
- Superstructure for Empirical Research Reports
- Conclusions
- Recommendations
- An important note about Headings
- Planning Guide
- Sample Research Report

Feasibility Reports
- Typical writing situation
- The questions readers ask most often
- Superstructure for feasibility reports
- Introduction
- Criteria
- Two ways of presenting criteria
- Importance of presenting criteria early
Sources of your criteria
Four common types of criteria
  - Method of obtaining facts
  - Overview of alternatives
  - Evaluation
  - Choose carefully between the alternating and divided patterns
  - Dismiss obviously unsuitable alternatives
  - Put your most important point first

Progress Reports
  - Typical Writing Situations
  - The Readers’ Concern with the Future
  - The Questions Readers Most Often Ask
  - Superstructure for Progress Reports
  - Introduction
  - Facts and Discussion
  - Answering Your Readers’ Questions
  - Providing the Appropriate Amount of Information
  - Organizing the Discussion
  - Emphasizing Important Findings and Problems
  - Conclusions
  - Recommendations
  - A Note on the Location of Conclusions and Recommendations
  - Tone in Progress Reports
  - Sample Outlines
  - Planning Guide
  - Sample Progress Report

Proposals
  - The variety of proposals -Writing situations
  - Proposal readers are investors
  - The questions readers ask most often
  - Strategy of the conventional superstructure for proposals
  - Superstructure of proposals
  - Introduction
  - Problem
  - When readers define the problem for you
  - When readers provide a general statement of purpose
  - When you must define the problem yourself
  - Objectives

  - Product
  - Method
  - Resources
  - Schedule
  - Management
  - Costs

Instructions
  - The Variety of Instructions
  - Three Important Points to Remember
  - Instructions Shape Attitudes
• Good Visual Design Is Essential
• Page Design
• Visual Aids
• Testing Is Often Indispensable
• Conventional Superstructure for Instructions
• Introduction
• Subject
• Aim
• Intended Readers
• Scope
• Organization
• Usage
• Motivation
• Background

Using Visual Aids
Look for places where visual aids will help you achieve your communication objectives
Choose visual aids appropriate to your objectives
Make your visual aids easy to understand and use
Fully integrate your visual aids with your prose

Creating Twelve Types of Visual Aids
How to construct
• Tables
• Bar graphs
• Pictographs
• Line graphs
• Pie charts
• Photographs

• Drawings
• Diagrams
• Flow charts
• Organizational charts
• Schedule charts
• Budget statements

Writing Specifications and Analysis Reports
In this lecture we will examine types of specifications common to the computer industry.
Then we will examine the importance and main features of analysis reports. We will also see that terms and conventions often differ from company to company, but the general framework is similar.

How to Avoid Common Problems
1. Writer’s Block
2. Lack of a Well-Defined Purpose
3. Poorly Analyzed Structure
4. Lack of Coincidence
5. Organizational problems
6. Punctuation problems
7. Readability problems
8. Writing Style Problems
9. Organizational logic
10. Mechanical development of the topic
11. Writer’s style
12. Quality of the manuscript

Language Review, Paragraph
- Paragraph Unity
- Topic Sentences
- Paragraph Coherence
- Transitional Devices
- Transitional Words and Phrases
- Common Transitional Words and Phrases
- Linking Pronouns
- Repetition of Key Words

Paragraph Development
- Exemplification
- Narration
- Process
- Description
- Comparison and Contrast
- Analogy
- Cause and Effect
- Classification and Division
- Definition
- Analysis
- Enumeration

Language Review, Sentences
- Stacked Modifiers and Nouns
- Wordiness
- Passive Voice and Active Voice
- Nominalizations
- Unnecessary Repetition
- Unnecessary Words and Phrases
- Overloaded Sentences
- Sentence Fragments
- Comma Splice
- Fused Sentences
- Stringy Sentences
- Agreement
- Subject-Verb Agreement
- Two or More Nouns
- Sentences Beginning with There
- Indefinite Pronouns
- Collective Nouns
- Quantifiers
- Pronoun-Antecedent Agreement

Language Review, Sentence II
- Lack of Parallelism
- Choppy Sentences
- Misplaced Modifiers
- Interrupted Sentence Structure
• Modifiers of Nouns
• Adverb Modifiers
• Dangling Modifiers  Double Negatives

Inappropriate Shifts
• Tense
• Mood
• Person
• Voice
• Sequence of tenses
• Pronoun Reference
• Unclear Pronoun Reference
• Broad Pronoun Reference
• Pronoun Case

Language Review, Words and Punctuation I
• Abstract and General Language
• Vague Language  Ornate Language
• Technical Terms
• Biased Language
• Sexist Language
• Ageist Language
• Language Biased against People with Disabilities
• Ethnically and Racially Biased Language

Punctuation
• Periods
• Commas
• Introductory Elements
• Coordinating Conjunctions Joining Independent Clauses
• Elements in a Series
• Coordinate Modifiers
• Nonrestrictive Modifiers
• Parenthetic Elements
• Elliptical Constructions
• Specialized Uses of Commas
• Superfluous Commas
• Placement of Commas with Other Punctuation
• Colons
• Semicolons
• Question Marks
• Exclamation Marks
• Apostrophes
  • Quotation marks
  • Hyphens
  • Dashes
  • Parentheses
  • Brackets

Language Review, Mechanics
• Capitalization
• Italics
Listening and Interviewing
Apply the communication process to oral communication. Summarize the skills involved in being an effective listener. Identify nine common types of business interviews.

Planning Interviews and Conducting Meetings
Define four types of interview questions and clarify when to use each type. Describe how groups make decisions. Discuss the preparations and duties necessary for productive meetings.

Giving Speeches and Oral Presentations
Categorize speeches and presentations according to their purpose. Analyze the audience for speeches and presentations. Discuss the steps required in planning a speech or presentation. Develop an introduction, a body, and a close for a long formal presentation. Select, design, and use visual aids that are appropriate for various types of speeches and presentations. Deliver your speech or presentation and handle audience questions effectively.