

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

"in the name of God, Most Gracious, Most Merciful"

Business and Technical English

(ENG201)

LECTURE 1:

Introduction to Business and Technical Communication

- **Written Communication** will cover planning, structures, and stylistic issues. The students will learn to write memos and letters; proposals; short and long reports; and procedure and policy documents.
- **Oral Communication** section will cover the planning and execution of effective presentations; group behavior, planning and conducting effective meetings.
- A **graph** plotted for percentage of hours spent versus the number of people who responded to the survey. Writing well can bring you many personal benefits as well:
  - Recognition in the form of praise
  - Raises
  - Promotions
- At work, your communication should only include the information your readers need. Extra information would only clog your readers' path to what they need, resulting in:
  - ✚ Decreased efficiency
  - ✚ Increased frustration

**Types of Communication:**

People at work write different communication than those of written at schools. Instead of term papers and exams, they write such things as:

- ✚ Memos
- ✚ Business letters
- ✚ Instructions
- ✚ Project proposals
- ✚ Progress Reports
- To succeed on the job, you will need to learn to write under the circumstances in which your employer claims ownership of your communication. It is absolutely essential to think constantly about your readers.
  - ✚ Think about what they want from you and why?

- ✚ Think about the ways you want to affect them.
- ✚ Think about the ways they will react to what you have to say.
- As you write in a professional environment, you need to remember three things:
  1. Readers create meaning.
  2. Readers' responses are sharpened by situation.
  3. Readers react on a moment-by-moment basis.

## **LECTURE 2:**

### **Oral Communication (Most important lecture for exams)**

#### **Oral Presentations:**

Oral presentations can be formal or informal depending upon their explicit and implicit purposes and the delivery situation.

#### **Formal and Informal Oral Reports:**

An oral report may be delivered around a small table with just a few listeners or in a large auditorium to hundreds of people.

**Formal Oral Reports** are usually prepared well in advance of presentation and are therefore well rehearsed. Formal oral reports may follow an outline similar to the parts of any formal written report and may be presented to an audience of one's peers or to an interested general or a mixed audience in a setting such as a large auditorium or hall.

**Informal Oral Reports** are generally characterized by small- group settings with a high degree of audience interaction and a relaxed manner of delivery and dress. Informal oral presentations can foster the free exchange of ideas and can be important for producing action items.

Oral presentations in a professional environment generally fall into two categories:

- ✚ Informative Speaking
- ✚ Persuasive Speaking

#### **Informative Speaking:**

Informative Speaking has audience learning as its primary goal. An informative speech may explain a concept, instruct an audience, demonstrate a process, or describe an event. In a professional setting, the informative speech may take many different forms:

- ✚ Individual or Group Report
- ✚ Oral Briefing
- ✚ Panel Discussion
- ✚ Oral Critique

#### **Persuasive Speaking:**

Persuasive Speaking is used to influence what an audience thinks or does. Some of the goals of persuasive speaking include to:

- ✚ Reinforce the attitudes, beliefs, and values an audience already holds.
- ✚ Inoculate an audience against counter persuasion.
- ✚ Change attitudes.
- ✚ Motivate an audience to act.

### **Delivery Methods:**

There are at least four methods for making an oral presentation:

1. Extempore
2. Impromptu
3. Memorization
4. Reading

#### **Extempore:**

In this method of delivery, the thought is planned before starting to speak either in a few hurried minutes or in the course of long, elaborate and exacting preparation; but the exact wording is left to the moment of speaking. The extemporaneous method involves significant effort but results in a degree of quality that tells your audience that you care about them.

#### **Impromptu:**

The impromptu method is characterized by poor organization and incompleteness. It tells the audience that you are indifferent about them.

#### **Memorization:**

The memorization method is risky; you can lose your place or leave something out and, in a panic, you might revert to the impromptu method, resulting in disaster.

#### **Reading:**

The drawback of reading is that when you read your speech, you're communicating with the text instead of the audience. And if you practice by reading from a written manuscript, you will become so wedded to the paper that it is virtually impossible to break away from it.

#### **Preparation for the Presentation:**

Irrespective of the method of delivery, the presenter must consider the following parameters in preparing for the presentation:

- ✚ Knowledge of the audience
- ✚ Knowledge of subject
- ✚ Use of time
- ✚ Rehearsal

- ✚ Personal appearance and grooming.

### **Knowledge of the Audience:**

- Do not patronize your audience!
- Neither speak down nor speak up to your audience.

### **Knowledge of the Subject:**

Whether you use notes, manuscript, or strictly memory, you must know your subject well. If gaps exist, fill them up!

### **Use of Time and Rehearsal:**

Time limits are to be observed! Even if no time limit is given, you should strive to do justice to your subject in as little time as possible, but not at the price of an incomplete presentation.

### **Personal Appearance:**

- Your personal appearance affects your credibility.
- Informal clothing is rarely appropriate for a professional presentation.
- Pay significant attention to personal grooming.

### **Delivering an Oral Presentation:**

A well planned and well-structured presentation can almost be ineffective because of the bad presentation delivery. Following is important in this regard: • Poise and Enthusiasm

- ✚ Eye Contact
- ✚ Use of Voice
- ✚ Use of Time

### **Making a Formal Presentation:**

The material of your presentation should be concise, to the point and tell an interesting story.

- **Voice** - how you say it is as important as what you say.
- **Body Language** - a subject in its own right and something about which much has been written and spoken.
- **Appearance** - first impressions influence the audience's attitudes to you. Dress appropriately for the occasion.

### **Using Visual Aids for Oral Presentations:**

Visual aids significantly improve the interest in a presentation. However, they must be relevant to what you want to say. Here are some possibilities:

- Overhead Projection Transparencies (OHPs)
- 35mm Slides

- Computer Projection (PowerPoint, applications such as Excel, etc.)
- Video and Film
- Real Objects - either handled from the speaker's bench or passed around
- Flip Chart or Blackboard - possibly used as a 'scratch-pad' to expand on a point
- Keep it simple though - a complex set of hardware can result in confusion for speaker and audience.

### **LECTURE 3:**

#### **Reader-Centered Writing**

##### **Writing your Resume:**

##### **Defining your objectives:**

The first activity of writing- defining objectives- is especially important while you are writing a simple letter or job application letter.

To take the reader centered approach, you need to look at three things:

- a. The final result you desire.
  - b. The people who will read your communication.
  - c. The specific way you want your communication to affect the people as they read your communication.
- **In the first stage**, employers try to attract applications from as many qualified people as possible.
  - **To understand the first stage**, you may find it helpful to draw an imaginary portrait of the person going through your resume.
  - **In the second stage of recruiting**, employers carefully scrutinize the qualifications of the most promising applicants.
  - **To imagine your reader**, you can imagine the head of the department at this stage.
  - **Deciding how you want your resumes to affect your readers is important.**

To determine how your resume will affect your reader, you can think about two things:

- The way you want your communication to alter your reader's attitude
- The task you want to help your readers perform while they read

##### **Planning:**

When you plan, you decide what to say and how to organize your material. In addition, you should find relevant expectations your readers have about your communication.

##### **Organizing your material:**

When planning a communication, you need to decide not only what you will say but also how you will organize your material.

- However, some individuals choose to organize a substantial part of their resume around their accomplishments and abilities. Such a resume is called a **functional resume** because it emphasizes the functions and tasks the applicant can perform.
- If you are writing **conventional resume**, you can provide the desired prominence by placing the name and professional objectives at the top. If you are designing a **non-conventional resume**, you may place your name along the bottom or side.
- one of the most basic strategies for writing at work: put the most important information first.

### **Drafting:**

When you draft, you transform your plans, notes, outlines, and ideas into a communication.

### **Evaluating & Revising:**

Revision literally means to "**see again**", to look at something from a fresh, critical perspective. Writing is a process of discovery, and you do not always produce your best stuff when you first get started.

Revising is an ongoing process of rethinking: reviewing your evidence, refining your purpose, reorganizing your presentation, reviving stale prose and correcting grammar and punctuation. So, revision is a chance for you to look critically at what you have written to see:

- if it's really worth saying
- if it says what you wanted to say
- if a reader will understand what you are saying

### **LECTURE 4:**

#### **AUDIENCE ANALYSIS**

### **Target Audience:**

‘Target audience’ is a specified audience or demographic group for whom a message is designed. Your target audience is the individuals, groups, communities and bodies of decision makers who can influence your target.

A mixed group of audience may be based on experts, technicians, managers, and laypersons.

**Target your audience** by identifying audience type, characteristics and level of expertise.

**People read technical documents for different reasons**, and readers have varying levels of technical expertise.

Writing for Experts Distinguish between two types of experts:

✚ General experts

✚ Specific experts

General experts possess extensive knowledge about a field in general, but they might be unfamiliar with particular technical terms, specific equipment, or recent advances in your document's subject matter.

**Specific experts**, on the other hand, share or surpass your knowledge about a document's subject matter.

Managers read technical and scientific documents for a variety of purposes:

- To aid in making decisions
- To assess current situations
- To maintain their general level of expertise
- To evaluate projects and employees

In general, *managers read for the bottom line*, a concise summary of the present situation and specific recommendations for action.

## **LECTURE 5:**

### **EFFECTIVE COMMUNICATION**

#### **DEFINING OBJECTIVES-I**

##### **Defining your Communication Objectives:**

Defining Objectives – determining what your document needs to accomplish to be successful. Defining the objectives of your communication is extremely important.

##### **Purpose for writing documents**

##### **Document Purpose:**

Documents should be created for explicit purposes or goals that both the writer and the reader would readily agree on. There are four general categories:

- To provide information
- To give instructions
- To persuade the reader
- To enact (or prohibit) something

##### **Points to keep in mind while writing a document:**

Make the explicit purpose clear at the beginning of your document in an abstract, an executive summary, an introduction, or all of these.

##### **Explicit Purposes of a Document:**

Explicit purpose means the purpose which is clearly stated.

- To provide information
- To give instructions
- To persuade the reader
- To enact (or prohibit something)

### **Documents that provide information**

#### **Document Types:**

- ✚ Literature reviews
- ✚ Specifications

#### **Sections in Document:**

- ✚ Background
- ✚ Theory
- ✚ Materials
- ✚ Results
- ✚ Tables

### **Documents that give instructions**

#### **Document Type:**

- ✚ Proposals

#### **Sections in Document:**

- ✚ Procedures
- ✚ Work plan

### **Documents meant to ‘persuade’ the reader**

#### **Document Types:**

- ✚ Proposals
- ✚ Recommendation Reports
- ✚ Job application Letters
- ✚ Résumés

#### **Sections in Document:**

- ✚ Discussion
- ✚ Conclusion
- ✚ Recommendation

### **Documents meant to ‘enact’ something:**

#### **Document Type:**

- ✚ Acceptance Letters
- ✚ Regulations
- ✚ Patents
- ✚ Authorization Memoranda

### **Implicit Purposes of a Document:**

Implicit purpose means the purpose which is not clearly stated in the document. Keep your implicit goals in mind when writing a document. Common goals are:

- To establish a relationship
- To create trust and establish credibility
- To document actions

### **To Establish a Relationship:**

Communication not only conveys information but also establishes a relationship between a speaker and listener, or a writer and reader.

**Guideline-I (Identifying the final result you want from your communication.)** When defining your objectives, start by identifying the final result you want from your communication.

## **LECTURE 6:**

### **DEFINING OBJECTIVES-II**

To make your writing reader centered, you should:

- Identify the questions your readers will ask.
- Identify the strategy to answer all these questions.
- Identify the ways in which your readers will use your answers.

### **Guideline-II (Tell how you want to alter the readers' attitudes.)**

Consider how you want your communication to alter the readers' attitudes. Begin by identifying the attitudes you want to alter. Sometimes, you will want to reinforce an existing attitude.

**Guideline –III (Identify and learn about your readers' important characteristics.)** You might want to think of your readers in terms of the following three roles:

- ✚ Decision Makers
- ✚ Advisors
- ✚ Implementers

### **Guideline-IV (Learn the types of your possible readers.)**

Learn the types of your possible readers:

- ✚ Phantom Readers
- ✚ Future Readers
- ✚ Complex Readers

### **Phantom Readers:**

Written communications addressed to one person are used by others. These real but unnamed readers are called phantom readers.

### **Future Readers:**

The readers who will be reading your document/s in future are your future readers.

### **Complex Readers:**

Complex readers are the readers consisting of diverse groups with widely varying backgrounds and responsibilities.

**Guideline-V (Fill in a sample worksheet that should be kept in mind when defining objectives.)**

### **Defining Objectives**

- Overall, Purpose
- Reader's Profile
- Reader's Information Needs
- Reader's use of the information provided
- Reader's Attitude

In the style guides, instructions are generally provided for numerous document elements including most of the following:

- Page formats (title page and sample page with headers or footers)
- Numbering systems (page, graphics, sections)
- Headings and subheadings
- Graphics elements
- Usage
- Punctuation and mechanics
- Document packaging

### **LECTURE 7:**

**ACCURACY, CLARITY, CONCISENESS**

**COHERENCE**

**(Important lecture for exams)**

**Characteristics of Effective Technical Communication:**

A good technical communication is:

- ✚ accurate
- ✚ clear
- ✚ concise
- ✚ coherent
- ✚ appropriate

## What is accuracy and why is it important?

### 1. Accuracy:

Cultivate accuracy in your writing. **Accuracy**, which is the careful conforming to truth or fact, has three main aspects:

- ✚ Document Accuracy
- ✚ Stylistic Accuracy
- ✚ Technical Accuracy

#### Document Accuracy:

Document accuracy refers to the proper coverage of your topics in appropriate detail. Often an accurate document needs to focus clearly on a problem.

#### Stylistic Accuracy:

Stylistic accuracy concerns the careful use of language to express meaning. Stylistic accuracy is also a matter of using words precisely.

#### Technical Accuracy:

Technical accuracy depends on the writer's conceptual mastery of the subject and its vocabulary, as well as on his or her ability to analyze and shape data with a minimum of distortion.

## What is Clarity and why is it important?

### 2. Clarity:

Strive for clarity in your writing. Clarity, which refers to ease of understanding, is a special problem in technical and professional writing. You can increase the clarity of your material by securing the following:

- ✚ Structural Clarity
- ✚ Stylistic Clarity
- ✚ Contextual Clarity

#### Structural Clarity:

At the level of the whole document, you can promote structural clarity thus making it easy for the reader to get the large picture.

## **Stylistic Clarity:**

Stylistic clarity is promoted by simple and direct language. Simplicity in language is obtained with directly worded sentences. Word choice is a factor in stylistic clarity: use simple language wherever possible to counteract the abstract, highly specialized terms of science and technology.

## **Contextual Clarity:**

Contextual clarity, in which the importance, authorization, and implications of your work are made available, also contributes to ease of understanding.

## **What is 'Conciseness' and why is it important?**

### **3. Conciseness:**

- Conciseness has a special value in technical fields. Writers are often tempted to include everything that could be relevant to their subject. The concise document is a piece of writing that conveys only the needed material.
- Preparing a clear introduction and developing a detailed outline are two strategies that give you control over document length and scope.
- Graphics are powerful aids to conciseness because they cut down on the amount of prose necessary to describe objects and processes, summarize data, and demonstrate relationships.

## **How do you make your document more concise?**

Conciseness requires careful revising. Become familiar with the strategies for reducing wordiness. Look for ways of cutting useless words, sentences, and sections from the document.

## **What is coherence and why is it important?**

### **4. Coherence:**

**Coherence** is the quality of hanging together, of providing the reader an easily followed path. Abstracts, clear titles, introductions, and problem statements all promote *coherence* by linking various parts of a piece of writing.

### **Paragraph Development: Strategies to Develop Coherent Paragraph**

The paragraph is one of the most powerful instruments of coherence. Paragraph development is achieved partly through the specific strategies of:

- enumeration
- exemplification
- comparison and contrast
- analysis
- definition
- description

### **Enumeration:**

Use enumeration in paragraphs when you want to itemize or list a set of topics or a series of some kind.

**Exemplification:**

Exemplification refers to the use of anecdotes or examples to bolster your argument or whatever you are writing about.

**Comparison and Contrast:**

Use comparison and contrast to develop a topic by examining its similarities or dissimilarities to another thing, process, or state. Comparison emphasizes the similarities, contrast, the differences. A paragraph may use both comparison and contrast.

**LECTURE 8: (Most important lecture for exams)  
THE SEVEN C'S OF EFFECTIVE COMMU**

**UNICATION-I**

To compose a written or oral message, you must apply certain communication principles. These are called the seven **C's of effective communication**.

1. Completeness
2. Conciseness
3. Consideration
4. Concreteness
5. Clarity
6. Courtesy
7. Correctness

The seven Cs apply to both written and oral communication.

**1. Completeness:**

Your message is complete when it contains all the facts readers or listeners need for the reaction you desire.

**Benefits of Completeness:**

Complete messages are more likely to bring the desired results. They do a better job at building goodwill.

**Guidelines to secure Completeness in your writing**

- Provide all necessary information.
- Answer all questions asked.
- Give something extra, only when desired.

**Provide all the necessary information:**

Answer the five Ws that make the message clear.

- Who
- What
- When
- Where
- Why

**Answer all the questions asked:**

If you have no information on a particular question, say so clearly. If you have unfavorable information in answer to certain questions, handle your reply with both tact and honesty.

**Credibility:**

Credibility of the communicator has been systematically analyzed over the years, often as relating to the speaker. Several classic but still relevant studies suggest that five decisions are made regarding a communication source.

**Competence:** Does the audience perceive the message sender as communicating honestly?

**Character:** Does the sender of the message know his or her message? **Composure:** Does the sender give the impression of being cool, calm, and collected?

**Sociability:** Does the sender come across as a likable individual?

**Extroversion:** Does the source exhibit outgoing tendencies rather than timidity?

**2. Conciseness:**

Conciseness is saying what you want to say in the fewest possible words without sacrificing the other C qualities. To achieve conciseness, observe the following suggestions:

**a. Eliminate wordy expressions:**

Use single-word substitutes instead of phrases whenever possible without changing meaning.

Wordy: At this time

Concise: Now

Wordy: Due to the fact that

Concise: because

Wordy: have need for

Concise: Need

Wordy: In due course

Concise: Soon

**b. Include only relevant material**

- Stick to the purpose of the message.
  - Delete irrelevant words and rambling sentences.
  - Omit information obvious to the reader.
  - Avoid long introductions, unnecessary explanations, pompous words, and gushy politeness.
  - Get to the important point, tactfully and concisely.
- c. Avoid unnecessary repetition:**
- Unnecessary repetition leads to dullness.
  - Use short names when you have mentioned the long one once.
  - Use initials instead of repeating long names.

## **LECTURE 9:**

### **THE SEVEN C'S OF EFFECTIVE COMMUNICATION II**

#### **Consideration:**

Consideration means preparing every message with the message receiver in mind. Consideration simply means you show empathy in your communication style. Along with understanding your audience, you should also:

- Not lose your temper
- Not accuse
- Not charge them without facts

In business communication, there are three specific ways to indicate consideration:

#### **1. Focus on 'you' Instead of 'I' or 'we':**

To create considerate, audience-oriented messages, focus on how message receivers will benefit, what they will receive, and what they want or need to know.

#### **2. Show audience benefit or interest in the receiver:**

Readers may react positively when benefits are shown to them. Whenever possible and true, show your receivers will benefit from whatever the message asks or announces. Benefits must meet the recipient's needs, address their concerns, or offer them rewards.

#### **3. Emphasize positive and pleasant facts:**

This means stressing what can be done instead of what cannot be done. Also, you must focus on words your recipient considers favorable.

#### **Concreteness:**

Communicating concretely means being specific, definite, and vivid rather than vague and general. Often it means using denotative (direct, explicit, often dictionary-based) rather than connotative words.

The following guidelines will help you compose concrete and convincing messages.

### **1. Use Specific Facts and Figures:**

Whenever possible, use an exact, precise statement or a figure in place of a general word to make your message more concrete.

### **2. Put Action in Your Verbs:**

Verbs can activate other words and help make your sentences alive or vigorous. To have dynamic sentences:

- Use active rather than passive verbs.
- Put action in your verbs.

### **3. Choose vivid and image-building words:**

You can make your message forceful, vivid, and specific by using comparisons, sensory appeals, figurative language, concrete nouns, and well-chosen adjectives.

## **LECTURE 10:**

### **THE SEVEN C'S OF EFFECTIVE COMMUNICATION III**

#### **Clarity:**

Getting the meaning from your head accurately to the reader is the purpose of clarity.

#### **Remember:**

Choose precise, concrete and familiar words. Clarity is achieved through a balance between precise language and familiar language. When you have the choice between a long word and a short word, choose the short and familiar word.

#### **Golden Rule:**

When in doubt, use the more familiar words; audience will understand them better.

#### **A. Choose precise, concrete, and familiar words:**

With the increased use of e-mail, there is the tendency to be concise. The danger is that you must know the meaning of e-mail acronyms which aid conciseness. For instance, IMO means in my opinion, FAQ means frequently asked questions etc.

#### **B. Construct Effective Sentences and Paragraphs: At the core of clarity is the sentence.**

Important characteristics to consider are:

- Length
- Unity
- Coherence

- Emphasis

**Length:**

Try for an average sentence length of 17 to 20 words. When the sentence length increases, try to chop it down into two sentences. Also, if the sentences are too short then the resulting language becomes overly simple and choppy.

**Unity:**

In a sentence, unity means that you must have one main idea. In case of other ideas they must be closely related.

**Coherence:**

In a coherent sentence the words are arranged so that the ideas clearly express the intended meaning. Place the correct modifier as close as possible to the word it is supposed to modify.

**Emphasis:**

The quality that gives force to important parts of sentences and paragraphs is emphasis. Most often put main ideas up front within a sentence. Writers must decide what needs emphasis, and then decide the correct sentence structure.

**Courtesy:**

Courtesy stems from a sincere you-attitude. True courtesy involves being aware not only of the perspectives of others but also their feelings.

- a) Be sincerely tactful, thoughtful, and appreciative
- b) Thoughtfulness and Appreciation
- c) Use expressions that show respect
- d) Choose Non-discriminatory Expressions

**LECTURE 11:****THE SEVEN C'S OF EFFECTIVE COMMUNICATION****Formal Writing:**

Formal writing is often associated with scholarly writing.

**Informal Writing:**

This style of writing is more common in business writing. An example is the communication via e-mail, memos, etc.

**Reminder:**

- Avoid substandard language:

Using incorrect words, incorrect grammar, and faulty pronunciation, all suggest the inability to use good English.

### **Completeness:**

Communication senders need to assess their message from eyes of the receivers to be sure that they have included all the relevant information.

### **Benefits of Completeness:**

- Complete messages are more likely to bring the desired results.
- They do a better job at building goodwill.
- Communication that seems inconsequential can become very important if information they contain is complete and effective.

### **Credibility:**

Credibility means, try to keep the trust of the audience intact.

### **Consideration:**

Consideration means preparing every message with the message receiver in mind.

- Don't lose your temper.
- Don't accuse.
- Don't charge them without facts.
- You should be foremost aware of their desires, problems, circumstances, emotions, and probable reaction/s to your thoughts. This thoughtful consideration is also called the '**you-attitude**'.

### **Three specific ways to indicate consideration**

- Focus on 'you' instead of 'I' or 'we'.
- Show the benefit or interest of the receiver.
- Emphasize positive, pleasant facts.

### **Concreteness:**

To communicate concretely means being specific, definite and vivid rather than vague and general. Often it means using denotative (direct, explicit, often dictionary based) rather than connotative words.

### **Benefits of using concrete facts and figures:**

When you supply specifics for the reader/s, you increase the likelihood that your message will be interpreted the way you intended.

The following guidelines should be followed to compose concrete, convincing messages:

- Use specific and definite figures.
- Use vivid image building words.

### **Clarity:**

Getting the meaning from your head accurately to the reader is the purpose of clarity.

### **Choose Precise, Concrete, and Familiar words:**

Clarity is achieved through a balance between precise language and familiar language. When you have the choice between a long word and a short word, choose the short and familiar word.

### **Golden Rule:**

When in doubt, use the more familiar words; audience will understand them better.

### **Courtesy:**

True courtesy involves being aware not only of the perspectives of others, but also their feelings. Knowing your audience allows you to use statements of courtesy. Be aware of your message receiver. Courtesy stems from a sincere you-attitude.

## **LECTURE 12:**

### **PLANNING BUSINESS MESSAGES**

#### **Composing of Business Message:**

The composition process can be viewed as ten separate stages that fall into three simple categories:

- A. Planning
- B. Composing
- C. Revising

#### **A. Planning:**

- ✚ Define purpose
- ✚ Analyze audience
- ✚ Establish main idea
- ✚ Select channel and medium

#### **B. Composing:**

- ✚ Organize the message
- ✚ Formulate the message

#### **C. Revising:**

- ✚ Edit the message
- ✚ Rewrite the message
- ✚ Produce the message

- ✚ Proofread the message

## **Defining your Purpose:**

The purpose of the document helps you decide how to precede, how to respond to the audience, which information to focus on, and which channel or medium to use.

## **Common Purpose of Business Message:**

Business messages have the following general purposes:

- ✚ Inform
- ✚ Persuade
- ✚ Collaborate

## **Specific Purpose:**

Beyond having a general purpose, your message might have a specific purpose. To determine the specific purpose, think of how the audience's ideas or behavior should be affected by the message.

### **• Make your Message easier to comprehend:**

Devices that make your message easier to comprehend include summaries, overviews, headings, lists, enclosures, appendixes, handouts, charts, and graphs.

### **• Establishing the Main Idea:**

The main idea is the 'hook' that sums up why a particular audience should do or think as you suggest.

### **• Use Brainstorming Techniques**

### **• Limit the Scope:**

The main idea should be geared to the length of the message.

## **Select Appropriate Channel and Medium:**

The mediums could be:

- ✚ Oral
- ✚ Written
- ✚ Electronic

### **• Oral medium:**

Oral medium is best when you want immediate feedback. You use this medium when your message is relatively simple; you don't need a permanent record.

### **• Written medium:**

Written medium is best when you don't need immediate feedback. Your message is detailed and complex. You need a permanent record and are trying to reach an audience over a large distance.

- **Electronic Message:**

Electronic Message is best when you don't need immediate feedback, but you do need speed. You don't need a permanent record, but want to overcome time zone barriers.

## **LECTURE 13:**

### **COMPOSING BUSINESS MESSAGES**

#### **Organizing your Message:**

People simply don't remember disassociated facts and figures; successful communicators rely on organization to make their message meaningful. Most disorganized communication suffers from problems with content. Grouping Sequence Letter.

- **Problems:**

- ✚ Taking too long to get to the point
- ✚ Including Irrelevant Material
- ✚ Getting ideas mixed up
- ✚ Leaving out necessary information

- **What does good organization mean?**

The subject and purpose are clear. All information is related to the subject and purpose. The ideas are grouped and presented in a logical way. All necessary information is included.

#### **Benefits of Well-Organized Message:**

- ✚ Helping your audience understand the message
- ✚ Saving your Audience's Time
- ✚ Simplifying your Communication Tasks

#### **Ways to Achieve Good Organization:**

To organize a message, first group the ideas and then put them in sequence.

- ✚ Start with the Main Idea
- ✚ State the Major points
- ✚ Illustrate with Evidence

#### **Establish Sequence with Organizational Patterns:**

You have two options after you have defined and grouped your ideas:

- ✚ Direct Approach
- ✚ Indirect Approach

#### **Direct Approach (deductive):**

It means putting the main idea first followed by evidence. Direct requests get straight to the point because the audience usually wants to respond.

- **Direct Request Format:**

The letter begins with the main idea. The mid-section makes a request and provides essential details. In closing, the letter refers to the main point and states the desired action.

- **Routine, Good-News and Goodwill message format:**

The letter begins with the good news. All necessary details are provided in the middle part. This paragraph gives additional specifics.

- **Persuasive Messages:**

Using the indirect approach gives you an opportunity to get your message across to a skeptical or hostile audience.

**Indirect Approach (inductive):**

To put the main idea later and evidences first, use direct order if the audience's reaction is likely to be positive and indirect order if it is likely to be negative. Short messages follow one of four organizational plans, depending on the audience's probable reaction.

**LECTURE 14:**

**REVISING BUSINESS MESSAGES**

- **Evaluate your Content and Organization:**

After a day or two, review the message for content and organization. Is there a good balance between the generals and the specifics?

- **Review your Style and Readability:**

Readability depends on word choice, sentence length, sentence structure, and physical appearance.

- **Access your word choice:**

The two key aspects of word choice are:

- ✚ Correctness
- ✚ Effectiveness

- **Plain English:**

Plain English is close to spoken English and can be more easily understood.

- **Functional words and Content words:**

Functional words include:

- ✚ Conjunctions

- ✚ Prepositions
- ✚ Articles
- ✚ Pronouns

- **Connotation and Denotations:**

Content words have both a denotative (dictionary) meaning and a connotative (associative) meaning.

- **Abstraction and Concreteness:**

The more abstract a word, the more it is removed from the tangible, objective world of things that can be perceived with sense.

**Words that Communicate:**

- **Strong Words**

Verbs and Nouns are more concrete than adverbs and adjectives.

- **Familiar Words:**

You will communicate best with the words that are familiar to your reader.

- **Short words:**

Short words are usually more vivid than long ones and improve the readability of a document.

- **Camouflaged Verbs:**

Turning verbs into nouns and adjectives weakens your writing. Watch for endings like -ion, -tion, -ing, -ment, -ant, -ent, -ance and -ency.

**Bias-Free Language:**

Avoid biased language that might offend the audience. Some of common biases are:

- ✚ Cultural Bias
- ✚ Gender Bias
- ✚ Racial and Ethnic Bias
- ✚ Disability Bias

- **Types of Sentences:**

To give your sentence variety, use the three types of sentences:

- ✚ Simple
- ✚ Compound
- ✚ Complex

- **A Simple Sentence:**

A simple sentence has a single subject and a single predicate.

- **A Compound Sentence:**

A compound sentence expresses two or more independent but related thoughts.

- **A Complex Sentence:**

A complex sentence expresses one independent clause and one or more dependent clauses.

**Sentence Style:**

Active sentences are stronger than passive ones. Use passive sentences to soften bad news, and to put yourself in the background or to create an impersonal tone.

- **Eliminate Unnecessary Words and Phrases:**

Be on the lookout for:

- ✚ Inefficient phrases
- ✚ Redundancies
- ✚ Unnecessary relative pronouns and articles

- **Emphasize Key Thoughts:**

Emphasize parts of a sentence by:

**Examples**

- ✚ Giving them more space
- ✚ Putting them at the beginning or the end of the sentence
- ✚ Making them the subject of the sentence

- **Five Ways to Develop a Paragraph:**

- ✚ Illustrations
- ✚ Comparisons and contrasts
- ✚ Cause and effect
- ✚ Classifications
- ✚ Problems and solutions

- **Design Decisions:**

For effective designs pay attention to:

- ✚ Consistency
- ✚ Balance
- ✚ Restraint
- ✚ Detail

**LECTURE 15:**

**MEMORANDUMS, MEETING DOCUMENTS AND PROPOSALS**

## **Memorandum:**

Memorandum is brief, informal report used to establish a record. E-mail messages typically take the form of memoranda. Memoranda are written for numerous internal purposes—for example, to request information, to make announcements, to outline policies, and to transmit meeting minutes.

## **The Memorandum Body:**

The memorandum should normally begin with a brief summary statement, in one or two sentences, identifying the key topic and the scope of the memorandum.

## **Meeting Documents:**

The two principal meeting documents are the *agenda*, which tells participants about the topics that will be discussed at the meeting, and *minutes*, which record what actually occurred.

**An agenda** is a simple list of topics to be discussed (in order of listing), along with the names of individuals who have agreed to lead discussion of those topics. Meetings without published agendas generally seem unfocused and unproductive.

## **Minutes:**

Minutes, also known as protocols, are the written record of meetings, particularly of Boards of Directors and/or Shareholders of corporations, kept by the secretary of the corporation or organization. The minutes of certain entities, such as a corporate board of directors, must be kept and are important legal documents.

## **Types of Minutes of Meeting:**

Minutes can be formal or informal. Formal minutes are often required by federal state, or local law, by-laws, charters, or regulations. They are usually distributed to the members of the group before the next meeting, and then approved (sometimes after being amended).

## **Proposals:**




A formal written document soliciting business and spelling out what will be delivered, the costs, terms, conditions, and so forth.

## **General Structure:**

Learn the basic structure of a proposal. Proposals share a general document architecture, which is usually modified to suit specific circumstances.

### **• Front Matter:**

The front matter of a proposal includes the following components:

-  Letter of transmittal
-  Title page
-  Summary

- ✚ Table of contents
- ✚ List of figures and tables

• **Body:**

In the introduction to a proposal, do the following:

- ✚ Identify the motivating need or problem.
- ✚ Develop the immediate context in which this problem has been highlighted.

• **End Mater:**

- ✚ Bibliography
- ✚ Résumés
- ✚ Appendixes

**LECTURE 16:**

**LETTERS**

**Letters:**

Business letters are formal letters used for business-to-business, business-to-client, or client-to-business correspondence. Letters are used 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.

**Types of Letters:**

- ✚ Job application letters
- ✚ Acceptance letters
- ✚ Transmittal letters
- ✚ Inquiry letters
- ✚ Technical-information letters
- ✚ Letters of recommendation

**Format of Letter:**

If your organization has a specific style for business letters, follow that format. Business letters are commonly either full-block formatted, with every line starting at the left margin and usually a business letterhead at the top of the page, or modified-block, formatted with the heading and the closing aligned at the center of the page.

**Elements of Letter:**

Business letters have the following elements:

- ✚ Heading
- ✚ Date
- ✚ Recipient's address

- ✚ Salutation
- ✚ Body
- ✚ Closing
- ✚ End notations

### **Body of Business Letter:**

The first paragraph of your business letter should provide an introduction to why you are writing.

The final paragraph should reiterate the reason you are writing and thank the reader for reviewing your request. Leave a blank line between each paragraph.

### **Job Application Letters:**

While writing a job application letter, identify a specific area of employment, summarize your qualifications for the job, refer to an enclosed résumé, and request the next step of the application process, usually an interview.

### **Application letters:**

Application letters are usually just one page and consist of three sections:

- ✚ Front Matter
- ✚ Body
- ✚ End Matter

### **Acceptance Letters:**

Letters accepting a job not only convey information, but also establish a contractual relationship between you and the organization or person offering you the position.

### **Transmittal Letters:**

A transmittal or cover letter accompanies a larger item, usually a document. The transmittal letter provides the recipient with a specific context in which to place the larger document and simultaneously gives the sender a permanent record of having sent the material.

## **LECTURE 17:**

### **LETTERS II**

#### **Letters of Inquiry:**

A letter of inquiry asks someone for specific information. In some cases, such as a request for promotional material, the recipient will have a clear interest in responding to your letter. Consequently, always make the tone of the letter friendly and make it easy for the recipient to identify and provide the information you need.

#### **Technical-Information Letters and Memoranda:**

Technical-information letters and memoranda are short documents that announce new technical information, such as a software bug and its solution, or a new feature. Use the letter format if the document will be sent to outside individuals.

### **References and Letters of Recommendation:**

A letter of recommendation is a letter that makes a statement of support for a candidate. Letters of recommendation are typically related to employment, admissions to institutions of higher education or scholarship eligibility.

### **LECTURE 18:**

#### **WRITING DIRECT REQUESTS**

##### **For Organizing Direct Requests**

- State the request or main idea
- Give necessary details
- Close with a cordial request for specific action

##### **Direct Request:**

This approach works well when your request requires no special tact or persuasion.

##### **Order Letter:**

An Order Letter is also known as a PO or purchase order letter. It begins the paper trail of a specific purchase. The objective of an order letter is to provide the vendor with detailed instructions for fulfilling an order.

##### **Customer Services:**

It is the Department or function of an organization that responds to inquiries or complaints from customers of that organization. Customers may communicate in person or via written correspondence, toll telephone, etc.

Various techniques are used to generate correspondence back to the customer, including checklists, form letters, typewritten letters, computer letters (fill-in type), or computer-generated personalized letters. Typewritten letters are best for irate complaints or special situations.

##### **Adjustments:**

It is the process of handling and settling claims or the amount requested by a policyholder or claimant because of a loss or damage. Adjustment letter is a letter in answer to a complaint letter. The answer may either be a refusal or a grant.

##### **Credit Requests:**

It is the type of request for credit (oral or written) made in accordance with procedures established or practices followed by the Creditor for the type of credit requested.

## **Making Routine Credit Requests:**

The first step in requesting credit is to get an application form. The second step is to supply the necessary information. Order letters are often combined with a request for credit.

### **\*My Family\***

**"Just Relax and focus! Exams are not difficult. Put in your 100% effort and trust in Allah.**

### **\*AL-Quran\***

**"And indeed, with hardship comes ease." (Quran 94:5)**

**Remember, I'm here to support you! Stay brave and strong!"**

**May Allah bless you**

### **ZB Family:**

Number: +92 300 5427579

Main University Channel for Updates and Important files:

<https://whatsapp.com/channel/0029VaODheTDp2Q8YVcoON2p>

Second WhatsApp Channel:

  **VIRTUAL SQUAD DAILY UPDATES** 

<https://whatsapp.com/channel/0029VafvOcy90x2tPbUaX02I>

YouTube Video for How to summarize long handouts in few minutes:

<https://youtu.be/-AMj4iNz0UE?si=hg29pJZ1kujzg57J>

| Letter Grade | Grade Points | Equivalent Percentage |
|--------------|--------------|-----------------------|
| A+           | 4.00         | 90-100                |
| A            | 4.00         | 85-89                 |
| A-           | 3.66 - 3.99  | 80-84                 |
| B+           | 3.33 - 3.65  | 75-79                 |
| B            | 3.00 - 3.32  | 71-74                 |
| B-           | 2.66 - 2.99  | 68-70                 |
| C            | 2.00 - 2.65  | 61-67                 |
| D            | 1.00 - 1.99  | 50-60                 |
| F            | 0.00         | 00-49                 |

### **\*Passing Criteria for a Course\***

The passing criteria is defined in such a way that it ensures the student shall be consistent in his studies throughout the semester. Therefore, for passing a course/subject, student shall fulfill the following:

- a) Secure minimum 20% score in Formative Assessments/Mid terms
- b) Secure minimum 20% score in Final Term Examinations.
- c) Secure at least 40% marks in aggregate while fulfilling the above requirements.

**\*Course Selection and Credit Hours\***

Q: How do I select courses when the course selection is open?

A: Follow these steps:

1. Check the credit hours allowed by your university (e.g., 21, 18, or 15 credit hours).
2. Each subject typically has 3 credit hours.
3. Divide the total allowed credit hours by 3 to determine how many subjects you can select.

Examples:

\*21 credit hours = 7 subjects\*

\*18 credit hours = 6 subjects\*

\*15 credit hours = 5 subjects\*

Remember, the university may allow different credit hours for each student, so check your specific allowance.

By following these steps, you can make informed decisions during course selection and manage your credit hours effectively.