Question No 1

The oral communication is _____ in nature and bring immediate feedback.

A) Conventional

B) Conversational

C) Communal

D) Sensational

Question No 2

In business organization important observations, suggestions or objections should be communicated orally rather than in writing

A) True

B) False

Question No 3

An essential purpose of any communication may be:

A) to work

B) to impart information, ideas, attitude, belief or feelings

Question No 4

____ is the sharing of information from one person to another person.

A) English

B) Communication

C) Letter

D) All of these

Question No 5

Which one is more formal form of writing?

A) Oral Comminication

B) Written Communication

Question No 6

Which form of communication more affective and bring immediate feedback?

A) Oral Comminication

B) Written Communication

Question No 7

Letter is an example of?

A) Oral Comminication

B) Written Communication

Question No 8

Meeting is an example of?

A) Oral Comminication

B) Written Communication

Biology

Question No 1

If you are at a meeting and are asked to report on the progress you have made on a project what method of delivery you will

A) Extempore

B) Impromptu

C) Memorization

D) Reading

Question No 2

____ reports are generally characterized by small group setting with high degree of audience interaction and a relaxed manner of delivery and dress.

A) Social

B) Informal

C) Formal

D) All

Question No 3

_____ reports are usually prepared well in advance of preparation and are, therefore well rehearsed.

A) Social

B) Informal

C) Formal

D) All

Question No 01

What is the emphasis of functional resume?

A) Make your name and professional achievement prominent.

B) Place the name and professional objectives at the top.

C) Provide function and tasks the applicant can perform

D) Put the most important information first

Question No 02

Which of the following is bot the type of resume? Not

A) Functional resume

B) Conventional resume

C) Non conventional resume

D) None of these

Question No 3

Which of the following ia not the element of letter

A. Heading

B. Date

C. Salutation

D. None

Question No 01

_____ 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.

A) General Expert

B) Specific Expert

C) Expert

D) All of the Above

Question No 02

_____ Share or surpass your knowledge about a document's subject matter.

A) General Expert

B) Specific Expert

C) Expert

D) All of the Above

Question No 03

In which type of resume an applicant write his/ her name at bottom or at side?

A) Functional resume

B) Conventional resume

C) Non conventional resume

D) None of these

Question No 04

Which of the following is the first thing you must consider while writing a resume.

A) Defining your objectives

B) Planning your objectives

C) Evaluating your objectives

D) Revising your objectives

Question No 01

Which of the following is the synonyms of the implicit.

A. Unambiguous

B. Hidden

C. Precise

D. Specific

Question No 3

_____ is formal written document soliciting business and spelling out what will be delivered, the costs, terms, condition and so forth .

A. Letter

B. Proposal

C. News

D. Memorandum

Question No 02

_____ Have the role of deciding the way an organization will act in certain situation.

A. Director

B. Implementor

C. Advisor

D. Division Makers

Question No 03

Which of the following are real but unnamed readers?

A. Phantom Readers

B. Technical Readers

C. Complex Readers

D. Future Readers

Question No 04

Phantom Readers are called_____

A. Original

B. Fake

C. Unnamed

D. Unique

Question No 1

Composition is the process of drafting your message; _____ it is a later step.

A. Revising

B. Polishing

C. Criticizing

D. Elaborating

Question No 2

A sentence consist of two parts, one is subject which is the second one?

A. Preposition

B. Predicate

C. Aduerb

D. Adjective

Question No 3

Which of the following is not the type of sentence?

A. Simple sentence

B. Compound Sentence

C. Complex sentence

D. None of the aboue

Question No 4

Which of the following sentence in which two or more independent clauses are expressed

A. Simple sentence

B. Compound Sentence

C. Complex sentence

D. None of the above

Question No 5

Which of the following is the composition of business message

A. Planning

B. Composition

C. Revising

D. All of the above

Question No 6

Which of the following is not to formulate your message

A. Your first draft

B. Use you attitude

C. Your style and tone

D. None of the above

Question No 1

_____ is used to established inside an organization:

A. Letter

B. Memorandum

C. Both A and B

D. None

Question No 2

Which of the following is not the type of letter

A. Job application

B. Acceptance letter

C. Letter of recommendation

D. None

Question No 1

____ is used to communicate outside the organization

A. Letter

B. Memorandum

C. Both A and B

D. None

Question No 2

_____ is brief, informal report used to established record

A. Letter

B. Application

C. News

D. Memorandum

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https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=f5990ffd-5ab9-4979-b5db-bfa588700057

Question # 1 of 10 (Start time: 10:20:45 AM, 21 May 2024)

Choose correct article to fill in the blank.
Ben has_____ terrible headache.

Select the correct option

○	a
○	no article
○	the
○	an

Search

Question # 3 of 10 (Start time: 02:19:54 PM, 20 May 2024)

When your letter extends onto a second page you should use _____ for the second page.

Select the correct option

- ○ plain or colored paper
- ○ colored Paper
- ◉ Plain Paper
- ○ letterhead

Question # 2 of 10 (Start time: 02:18:59 PM, 20 May 2024)

Fill in the blank with appropriate option:
What are you doing _____ the weekend?

Select the correct option

- ○ at
- ○ in
- ◉ on
- ○ by

Question # 8 of 10 (Start time: 02:22:28 PM, 20 May 2024)

Data included in reports should be _____.

Select the correct option

- valid
- All of the above
- reliable
- current

ENG201 - Business and Technical English Writing (Quiz 2)

Question # 9 of 10 (Start time: 01:46:00 PM, 20 May 2024)

A/an _____ should contain necessary information about the services and products offered.

Select the correct option

- order
- proposal

Question # 9 of 10 (Start time: 02:22:54 PM, 20 May 2024)

Which one the following is not the part of common biases?

Select the correct option

- ○ Ethnic bias
- ○ Cultural bias
- ◉ Financial bias
- ○ Gender bias

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

Select the correct option

- ○ single
- ○ complex
- ◉ compound
- ○ simple

I was in _____ Japanese restaurant. _____ Restaurant served good food.

Select the correct option

- ○ the, a
- ◉ a, the
- ○ a,a
- ○ the, the

Choose correct preposition to fill in the blank:
She came _____ some old letters in the cellar.

Select the correct option

- (●) across
- ( ) through
- ( ) over
- ( ) by

Application letters are usually of _____.

Select the correct option

- [x] one page length
- [ ] four pages length
- [ ] two pages length
- [ ] three pages length

Which of the following complimentary close is accurate in general letter writing?

Select the correct option

- [x] All of the given options
- [ ] Yours respectfully,
- [ ] Yours sincerely,
- [ ] Sincerely,

Which of the following words is free from 'Gender-Bias'?

Select the correct option

- (●) Chairperson
- ( ) Chairwoman
- ( ) All of the above
- ( ) Chairman

_____ messages are more likely to bring the desired results and they do a better job at building goodwill.

Select the correct option

- ○ Concrete
- ○ Correct
- ○ Complete
- ◉ All of above

Successful communicators rely on _____ to make their message meaningful.

Select the correct option

- (●) organization ✔
- ( ) presentation
- ( ) vocabulary
- ( ) orientation

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Question # 2 of 10 (Start time: 10:22:24 AM, 21 May 2024)

Using incorrect words, incorrect grammar, and faulty pronunciation is called _____ language and this all suggest the inability to use good English.

Select the correct option

- standard
- substandard
- informal
- business

Search ENG

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Question # 5 of 10 (Start time: 10:26:29 AM, 21 May 2024)

Which of the following words is free from 'Gender-Bias'?

Select the correct option

○	All of the above
○	Policeman
○	Police officer
○	Police lady

Search

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Question # 6 of 10 (Start time: 10:28:02 AM, 21 May 2024)

Choose the correct option.
Construct effective sentences and paragraphs for _____.

Select the correct option

- ○ Concreteness
- ○ Courtesy
- ○ Correctness
- ○ Clarity ✓

Search

Select the right option to fill in the blank.

The children forgot their homework, _____ the teacher was angry with them.

Select the correct option

- ○ while
- ◉ so
- ○ because
- ○ after

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Question # 4 of 10 (Start time: 10:24:54 AM, 21 May 2024)

Which change can make the following sentence correct?

"There have been a lot of rain in the Lower Mainland in the last twenty-four hours."

Select the correct option

- ○ Change "have been" to "has in being"
- ○ Change "have been" to "has"
- ○ Change "have been" to "has been" ✓
- ○ Change "have been" to "is been"

Search

ENG201 - Business and Technical English Writing (Quiz 2)

Question # 10 of 10 (Start time: 10:34:58 AM, 21 May 2024)

Choose the correct option.

Use _____ if you want to overcome time zone barriers.

Electronic Message:

Electronic message is the best when you don't need immediate feedback but you do need speed. you don't need a permanent record but you want to overcome time zone barriers. You want to minimize oral distortion.

Select the correct option

- Email
- Snail mail

Question # 6 of 10 (Start time: 02:29:15 PM, 04 May 2024) Total Ma

Select the option which gives the literal meaning of the word 'revision'.

See again

Select the correct option

- Training
- Amendment
- Organization
- Adjustment

Click to Save Answer & Move to Next Questio

ENG201 - Business and Technical English Writing (Quiz-1) Quiz Start Time: 02:23 PM, 04 May 2

Question # 9 of 10 (Start time: 02:36:16 PM, 04 May 2024) Total Ma

Choose the correct option.

Establishing the purpose of a message before beginning to write it allows you to _____.

Select the correct option

- organize the message effectively
- reduce the chance that the message will succeed
- overlook key components of the message
- include only one purpose in the message

Click to Save Answer & Move to Next Question

ENG201 - Business and Technical English Writing (Quiz-1) Quiz Start Time: 02:23 PM, 04 Ma

Question # 10 of 10 (Start time: 02:37:29 PM, 04 May 2024) Total M

One of the primary differences between written and spoken communication is that writing can be fairly _____ as compared to speech.

#29

Select the correct option

- transient
- temporary
- provisional
- permanent ✓

Click to Save Answer & Move to Next Quest

ENG201 - Business and Technical English Writing (Quiz-1)

Quiz Start Time: 02:23 PM, 04 May

Question # 7 of 10 (Start time: 02:34:05 PM, 04 May 2024)

Total Mo

When defining your objectives, you tell what you want your communication to do.

Pg#18

Select the correct option

- False
- True ✓

Click to Save Answer & Move to Next Questio

ENG201 - Business and Technical English Writing (Quiz-1)

Quiz Start Time: 02:23 PM, 04 May 2

Question # 5 of 10 (Start time: 02:27:52 PM, 04 May 2024)

Total Mar

How does the technical writing process differ from the essay writing process?

Select the correct option

- Many workplace documents are carefully reviewed before being released.
- Analysis of the needs of the audience and expectations is critical.
- Research often involves discussion with technical experts.
- All of the given options

Click to Save Answer & Move to Next Question

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Question # 9 of 10 (Start time: 10:33:18 AM, 21 May 2024) **Total Marks:** 1

Choose the best option.
The formal _____ style is unconventional, usually impersonal, and contains long and involved sentences.

Select the correct option

- request
- writing

Click to Save Answer & Move to Next Question

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20/05/2024

Question # 2 of 10 (Start time: 02:24:35 PM, 04 May 2024) Total

Choose the correct option from the following:

It is important to target your audience by identifying----------.

Page no 25

Select the correct option

- All of the given options ✓
- audience purpose
- the level of expertise
- audience type

Click to Save Answer & Move to Next Ques

Question # 3 of 10 (Start time: 02:25:38 PM, 04 May 2024) Total

The first step of audience analysis is to_____

Select the correct option

- Examine the time and place of your speech.
- Examine the location of your speech.
- Examine the speaking occasion
- Examine the size of your audience.

Click to Save Answer & Move to Next Ques

ENG201 - Business and Technical English Writing (Quiz 2)

Quiz Start Time: 10:20 AM, 21 May 2024

Question # 8 of 10 (Start time: 10:31:26 AM, 21 May 2024)

Total Marks: 1

Choose appropriate preposition to fill in the blank:
Henry looked _____ the magazine quickly

Select the correct option

- up
- through
- in
- over

ENG201 - Business and Technical English Writing (Quiz 2) **Quiz Start Time: 10:20 AM, 21 May 2024**

Question # 7 of 10 (Start time: 10:29:56 AM, 21 May 2024) **Total Marks:** 1

At the top of the second page of a letter, use:

Select the correct option

- A header
- A subhead
- None of the given options
- A footer

_____is a very vital step in composing a business message, and if one commits an error in this stage, it will be irreversible.

Select the correct option

- ○ Concluding
- ◉ Planning
- ○ Drafting
- ○ Communication

ENG201 - Business and Technical English Writing (Quiz-1)

Quiz Start Time: 02:23 PM, 04 May

Question # 4 of 10 (Start time: 02:26:50 PM, 04 May 2024)

Total Mo

Which of the following font should be used on Overhead projection transparencies (OHPs)?

Pg# 16

Select the correct option

- 18pt Times Roman ✓
- 10pt Times Roman
- 22pt Times Roman
- 14pt Times Roman

Click to Save Answer & Move to Next Questio

Question # 6 of 10 (Start time: 02:21:38 PM, 20 May 2024)

Choose the correct option.
'To inform' is the _____ purpose of a business message.

Select the correct option

- ○ general
- ○ indirect
- ○ implicit
- ◉ specific

Question # 7 of 10 (Start time: 02:22:01 PM, 20 May 2024)

Defining the purpose of the document helps the writer to _____.

Select the correct option

- establish a channel and medium
- respond to the audience
- focus on the content
- decide all of the options

Question # 3 of 10 (Start time: 02:33:22 PM, 20 May 2024)

Of all the announcers, Gary spoke_____.

Select the correct option

- ○ More clearer
- ◉ More clearly
- ○ The clearest
- ○ The more clearest

The two principal documents that hold relative importance in a meeting are the _____ and the _____.

Select the correct option

- meeting minutes, proposal
- agenda, meeting minutes
- agenda, proposal
- protocol, memo

Click to Save Answer & Mo

Question # 4 of 10 (Start time: 02:20:16 PM, 20 May 2024)

Which of the following is not a characteristic of 'Correctness'?

Select the correct option

- ○ Use the right level of language.
- ○ Check accuracy of figures, facts and words.
- ○ Maintain acceptable writing mechanics.
- ◉ Provide all necessary information.

Question # 1 of 10 (Start time: 02:18:30 PM, 20 May 2024)

What is wrong with the following sentence:

Since the beginning of this term.

Select the correct option

- (●) It is an incomplete sentence
- ( ) "Beginning" is spelled incorrectly
- ( ) A comma is missing
- ( ) "Since" should be changed to "at"

Question # 8 of 10 (Start time: 01:45:34 PM, 20 May 2024)

Choose appropriate preposition to fill in the blank:
We were looking _____ the shops when we were in the market.

Select the correct option

- ○ over
- ○ through
- ◉ round
- ○ on

ENG201 - Business and Technical English Writing (Quiz 2)

Question # 7 of 10 (Start time: 01:45:09 PM, 20 May 2024)

Working on proper designing of your written document _____.

Select the correct option

- ○ decreases its length
- ○ makes it appear complex
- ◉ makes it easy to understand
- ○ makes it error-free

Question # 6 of 10 (Start time: 01:40:26 PM, 20 May 2024)

Communication that seems inconsequential can become very important if information it contains is _____.

Select the correct option

- (●) concise but incomplete
- ( ) complete and effective
- ( ) full of facts and business jargons
- ( ) inappropriate but grammatically correct

ENG201 - Business and Technical English Writing (Quiz 2)

Question # 5 of 10 (Start time: 01:40:02 PM, 20 May 2024)

Keep the _____ of your letter simple.

Select the correct option

- paragraphs
- salutations
- body and purpose
- grammar

ENG201 - Business and Technical English Writing (Quiz 2)

Question # 4 of 10 (Start time: 01:39:36 PM, 20 May 2024)

Business letter is the most _____ mode of communication.

Select the correct option

- covetous
- promotional
- convenient
- controversial

ENG201 - Business and Technical English Writing (Quiz 2)

Question # 3 of 10 (Start time: 01:39:14 PM, 20 May 2024)

Choose the correct option.

_____ is one of the cores of concreteness.

Select the correct option

- ○ Grammar
- ○ Formal writing
- ◉ Clarity
- ○ Informal writing

ENG201 - Business and Technical English Writing (Quiz 2)

Question # 1 of 10 (Start time: 01:38:12 PM, 20 May 2024)

In case of organizing a text _____ should be followed in which ideas are built upon previous ones.

Select the correct option

- evidence
- philosophies
- facts
- sequence

ENG201 - Business and Technical English Writing (Quiz 2)

Question # 2 of 10 (Start time: 01:38:38 PM, 20 May 2024)

Which of the following is not an example of the pair of words?

Select the correct option

- Between, among
- Farther, further
- Accept, except
- Receive, deceive

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 10 of 10 (Start time: 11:17:47 AM, 04 May 2024)

Select the option which can be a sign of bad presentation delivery.

Select the correct option

- Avoiding gazing on the notes
- Maintaining eye contact with most of the audience
- Standing in a frozen position
- Speaking softly

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 7 of 10 (Start time: 11:16:10 AM, 04 May 2024)

Common implicit goals are to establish a relationship, create trust and establish credibility, and _____.

Select the correct option

- give instructions
- document actions
- to enact
- persuade the reader

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 8 of 10 (Start time: 11:16:41 AM, 04 May 2024)

Introduction and background information should be -------- when your reader is a technician.

Select the correct option

- omitted
- comprehensive
- brief
- detail-oriented

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 9 of 10 (Start time: 11:17:17 AM, 04 May 2024)

An underlying goal of all technical and scientific writing is to get the reader to trust the writer's _____.

Select the correct option

- authenticity
- credibility
- honesty
- authority

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 6 of 10 (Start time: 11:15:32 AM, 04 May 2024)

We're having a barbecue next week,.....?

Select the correct option

- were you coming
- do you come
- will you come
- did you come

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 5 of 10 (Start time: 11:14:30 AM, 04 May 2024)

Choose the correct option.
Business and Technical English help a specialist----------.

Select the correct option

- to generate ideas
- to identify different roles
- None of the given options
- to share results

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 4 of 10 (Start time: 11:13:20 AM, 04 May 2024)

Feedback can come in the form of _____ .

Select the correct option

- ○ symbols
- ○ verbal and non-verbal cues
- ◉ All of the given options
- ○ Pictures

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 1 of 10 (Start time: 11:11:27 AM, 04 May 2024)

Choose the correct option.

Establishing the purpose of a message before beginning to write it allows you to _____.

Select the correct option

- organize the message effectively
- include only one purpose in the message
- overlook key components of the message
- reduce the chance that the message will succeed

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 2 of 10 (Start time: 11:12:02 AM, 04 May 2024)

Informative speaking and persuasive speaking are examples of _____ presentation.

Select the correct option

- ○ informal
- ○ oral
- ○ written
- ○ formal

ENG201 - Business and Technical English Writing (Quiz-1)

Question # 3 of 10 (Start time: 11:12:37 AM, 04 May 2024)

Extra information would only clog your readers' path to what they need, resulting in _____.

Select the correct option

- poor performance
- all of the given options
- increased frustration
- decreased officiency

ENG201

Business and Technical English Writing

Total Lectures = 45

Mid Term = 22

1. Define Communication.

The process of exchanging of information, ideas, thoughts and feeling by speaking, writing, or using some other medium is called comminication.

2. Write some categories of comminication.

1. Written commonication
2. Oral comminication

3. Define written communication.

Written communication is any written message that two or more people exchange. Written communication is more formal but less efficient than oral communication. It includes planning, structure and stylistic issues. In written communication we write memos, letters, short and long reports etc.

4. Define oral communication.

Oral communication is communicatiing through mouth and spkoen words. It includes conversation. It cover planning, presentations, group behavior, conducting meetings etc.

5. What are the importance of communication?

✓ By communiction you can share your ideas with co-workers, customers, etc.

✓ Your success in your career is based on your ability to do well both in written and oral communication.

✓ Strong communication skills are required in every job description listed by companies. Communication is a primary responsibility in many careers, such as customer relations, labor relations, marketing personnel, public relations, sales, and teaching.

✓ Communication is also required in government and non-profit organizations. Communication skills play a major role at every level.

✓ Even if your work is mainly with figures, as in the accounting profession, the ability to communicate to those who read your financial reports is necessary.

ENG201

Lecture 2

Oral Comminication

Concept

MCQs

Mid Term Preparation

Short Q.

Long Q.

1. What is formal oral reports?

Planned communication such as memo, letter, report, e-mail & faxes is called formal communication. Formal oral reports are usually prepared well in advance of presentation and are, there fore,well-rehearsed. Your manner of delivery is extremely important in a formal oral report situation.

2. What is informal oral report?

Casual (without manner) Communication such as face to face conversation, phone calls, discussions is called informal communication. 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.

3. Write note on categories of oral presentations.

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

i. Informative Speaking

An informative speech aims to inform the audience about a specific topic.

✓ Audience learning as its primary goal.

- Individual or Group Report
- Oral Briefing
- Panel Discussion

ii. Persuasive Speaking

Aims to convince (motivate) the audience to perform a certain action.

✓ Influence what an audience thinks or does.

- Change Belief
- To change attitudes
- To motivate an audience.

4. Write note on delivery methods of oral comminication.

i. Extempore

In this method of delivery in which the thought is planned before starting to speak. Here the cue cards are used for help.

ii. Impromptu

The impromptu speech is given without any advance preparation.

iii. Memorization

A memorized speech is a speech that is recited from memory rather than read from cue cards or using the assistance of notes. The memorization method is risky

iv. Reading

This is a simple reading from a prepared notes.The drawback of reading is that when you read your speech, you are communicating with the text instead of the audience.

5. How a good oral presentation can be prepared? Discuss.

✓ The preparation and use of visual aids is an important element of any effective presentation.

✓ Your personal appearance affects your credibility (quality)

✓ Avoid distracting mannerisms, but don't stand in a "frozen" position.

✓ Don't speak too soft, too fast, or mumble.

✓ You will find things that are irrelevant or superfluous - delete them.

✓ Never read from a script.

✓ 35mm slides are generally used more sparingly and stay on the screen longer.

✓ The audience will get bored with something on the screen for more than 5 minutes.

5. How a good oral presentation can be prepared? Discuss.

✓ Five minutes are sufficient for clarification of points.

✓ Visual aids significantly improve the interest of a presentation.

✓ Try to limit words per slide to a maximum of 10.

✓ Typically use a minimum 18pt

✓ For text only, white or yellow on blue is pleasant to look at and easy to read.

✓ Too much light near the screen will make it difficult to see the detail.

✓ On the other hand, a completely darkened room can send the audience to sleep.

ENG201

Lecture 3

Reading Centered Writing

(Letter or Application for Job - Resume)

Concept

MCQs

Mid Term Preparation

Short Q.

Long Q.

1. Write notes on three types of Resume?

i. Functional Resume

It emphasizes the functions and tasks the applicant can perform.

ii. Conventional Resume

Provide the desired prominence by placing the name and professional objectives at the top.

iii. Non- Conventional Resume

Here you may place your name along the bottom or side.

2. What steps should be followed while writing a resume & letter of application.

- Defining your objectives
- Planning
- Drafting
- Evaluating
- Revising

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

✓ In the first stage, employers try to attract applications from as many qualified people as possible.

✓ write your resume you must keep in mind that it must quickly attract and hold that man's attention.

✓ In the second stage of recruiting, employers carefully scrutinize (inspect) the qualifications of the most promising applicants.

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

✓ The persuasive argument has two elements.

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

✓ Revision literally means to "see again", to look at something from a fresh, critical perspective.

Formulating the Message

- Draft

Composition is the process of drafting your message; polishing it is a later step.

- Style and Tone

Develop relationship with audiences.

- Use "you" attitude

The' you' attitude is best implemented by expressing your message

Avoid using 'you' and 'yours' to excess when assigning the blame.

ENG201

Lecture 4

Audience Analysis

Concept

MCQs

Mid Term Preparation

Short Q.

Long Q.

1. What are Target Audience?

Target audience' is a specified audience or demographic (human population) group for whom a message is designed.

✓ To be effective, technical writing must target its audience or audiences.

MCQ

2. Distinguish between two types of experts.

i. General Expert

Have 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.

i. Specific Expert

Share or surpass (exceed) your knowledge about a document's subject matter.

3. Write some Strategies for Writing to Technicians.

i. Keep introductions and background information brief.

ii. Make information accessible.

iii.Provide short definitions or explanations of any unfamiliar terms, tools, devices, or procedures.

ENG201

Lectures 5, 6, 7, 8, 9, 10 and 11

Effective Communication

Lectures 5 and 6 - Defining Objectives

Lectures 7, 8, 9, 10 and 11 - Seven Cs

Defining Objective

Defining the objectives of your communication is extremely important.

Defining objectives has a strong link with the audience analysis.

Q.1 Define Explicit purposes of the documents.

Explicit Purposes

The purpose which is clearly stated.

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

Implicit Purposes

The purpose which is not clearly stated.

Synonym = Hidden

- To establish a relationship
- To create trust
- To document actions (Record)

Q.2 Write note on characteristics of readers (role of readers).

i. Decision Maker

The decision maker's role is to say how the organization will act when faced with a particular situation.

ii. Advisor

Advisors provide information and advice for the decision makers.

iii. Implementor

Implementers carry out the decisions that have been made.

Q.3 Write note on types of readers.

i. Phantom Readers

These real but unnamed readers are called phantom readers.

ii Future Readers

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

iii. Complex Readers

Complex readers are the readers consisting of diverse groups with widely varying backgrounds and responsibilities, each with a different agenda, each with a different way of functioning and communicating.

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

✓ Scientific and technical writing is based on precision.

✓ Scientists, engineers, and managers often use writing to create permanent records of their thoughts and actions.

✓ Consequently, technical communication is often more effective when it is written down.

✓ Make important observations, suggestions, or objections in writing.

✓ Readers of technical writers are often busy people.

✓ When defining your objectives, start by identifying the final result you want from your communication.

✓ Readers perform tasks of locating, understanding, and using information in many ways, depending on the situation.

✓ At a general level, all tasks are the same for all readers.

✓ Each reader is unique.

MCQs

ENG201

Lecture 12, 13 & 14

Business Message

(Planning, Composing and Revising)

Concept

MCQs

Mid Term Preparation

Short Q.

Long Q.

Business Message

1. Planning

- Define Purpose
- Audience Analysis
- Establish Main Idea
- Select Channel and Medium

2. Composing

- Organizing Message
- Sequencing Message
- Formulating Message

3. Revising

- Edit the message
- Style and Readability
  - ✓Word Choice
  - ✓ Create Effective Sentence
  - ✓ Develop Coherent Paragraph
  - ✓ Designing

Define Purpose

Why do you need to have clear purpose?

Knowing the purpose of your message will help you make important decision such as how to precede, how to respond to the audience, which information to focus on.

Business messages have the following general purposes:

- Inform
- Persuade
- Collaborate

Beyond having a general purpose, your message might have a specific purpose

General Purpose

- To inform

Specific Purpose

- To present last month's sales figures to the Vice President of marketing

Audience Analysis

- Try to identify the people who are most important to your purpose.
- Estimate the Audience's reaction.
- Know the audience's level of understanding.
- Define your relationship with the Audience.
- Determine the Audience Size and Composition.
- Focus on the common interest of the Audience, but be alert to their individual concerns.
- Identify primary Audience.
- Avoid unstated questions.
- Avoid any additional information.
- Make your Message easier to comprehend.

Select Appropriate Channel and Medium

Oral

✓ Best when you want immediate feedback.
✓ Use this medium for simple message.
✓ Give no any permanent record.
✓ Encourage interaction.

Written

✓ Best when you don't need immediate feedback.
✓ Use this medium for detail and complex message.
✓ Provides permanent record.
✓ Minimize the distortion.

Electronic

✓ No immediate feedback.
✓ Have speed.
✓ No permanent record.
✓ Overcome time zone barriers.
✓ Minimize oral distortion.

1. Planning of Business Message

- Define purpose
- Analyze audience
- Establish main idea
- Select channel and medium
- Technology
- Collaboration
- Scheduling

Organizing the Message

Successful communicators rely on organization to make their message meaningful.

What does Good organization mean?

- Purpose is clear.
- Ideas are grouped and presented in a logical way.
- All necessary information is included.

What are the Benefits of Well-Organized Message?

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

Write some Ways to Achieve Good Organization.

- Start with the Main Idea.
- State the major points.
- Illustrate with Evidence.

Sequencing the Message

You have two options for sequencing your message

Direct Approach

It means putting the main idea first followed by evidence.

- Direct Request
- Routine
- Good News
- Goodwill

Indirect Approach

To put the main idea later and evidences first.

- Persuasive Message
- Bad News
- Longer Message

3. Revising Business Message

i. Editing the Message

ii. Style and Readability

- Word Choice
- Create Effective Sentence
- Develop Coherent Paragraph
- Designing

i. Editing the Message

- Stick to the point
- Put main idea in first paragraph
- Put key features in the middle
- Eliminate useless ideas

ii. Style and Readability

• Word Choice

- Stress on "you" attitude
- Use Plan English (easily written, easily understand)
- Use familiar words
- Use strong words
- Used short words
- Avoid confusing words
- Remove abbreviated words.
- Use bias free language.

Cultural Bias
Gender Bias
Racial and Ethnic Bias
Disability Bias

Create Effective Sentence

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

- Simple
- Compound
- Complex

✓ Avoid Passive Voice and use Active voice sentence.

Develop Coherent Paragraph

Five Ways to Develop a Paragraph

o Illustrations
o Comparisons and contrasts
o Cause and effect
o Classifications
o Problems and solutions

Types of Sentence

Clause

Group of words with a subject and verb (predicate).

Example: They went inside.
Sbj predicate

Independent Clause	Dependent Clause
Makes complete sense. Not depends on another clause.	Does not Makes complete sense. Depends on another clause.
Ali ate Pasta.	Because she was hungry.
Sara went to the park.	After he finished school.

Types of Sentence

1. Simple Sentence

Independent Clause

Ali ate pasta.
I am happy.

2. Compound Sentence

Independent Clause
+
Independent Clause

I want to go to work,
but I am tired.

3. Complex Sentence

Independent Clause
+
Dependent Clause

Although he was wealthy
still he was unhappy.

ENG201

Lecture 7, 8, 9, 10 & 11

Seven C's of Effective Communication

Concept

MCQs

Mid Term Preparation

Short Q.

Long Q.

Seven C's of Effective Communication

Accuracy

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

1. What are the characteristics of a good technical communication?

1. Must be Complete
2. Must be clear
3. Must be correct
4. May be Concise
5. Have accuracy
6. Must be coherent

Accuracy

Care of truth and fact in writing.

- Document Accuracy

Proper coverage of your topics in appropriate detail.

- Stylistic Accuracy

Word choice and careful use of language to express meaning.

- Technical Accuracy

Accurate understanding and representation of the subject. Clear in concept.

1. Completeness

Your message is complete when it contains all the facts and full information.

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

Benefits

- Bring the desired results.
- Dl a better job at building goodwill.
- Inconsequential information becomes effective.

2. Clearity

Easy to understand the purpose of message, specific message at a time.

- Choose as precise (short) word as possible.
- Use familiar words.
- Limit the average sentence from 17 to 20 words.
- Not write more than one main idea in a sentence.
- Write main idea in early sentences.

Unclear:
His report was about managers, broken down by age and gender.

Clear:
His report focused on age and gender of managers.

i. Structural Clarity

- Table of contents
- Graphs and tables
- Descriptive titles
- Attractive headings

ii. Stylistic Clarity

- Word choice is a factor in stylistic clarity
- Simple and direct language.

iii. Contextual Clearity

- Purpose
- Importance
- Application
- Authorization

3. Correctness

If you want correctness in your message, you must apply following instructions:

- Maintain writing mechanics.

  (Grammer, Punctuation, Spelling)

- Use the right level of language.

- Check accuracy of figures, facts and words.

4. Conciseness

Conveys your message in fewest possible words.

Benefits

- Saves time and expense for both the sender and the receiver.
- Increases emphasis in the message.
- Shows respect for the readers by not cluttering them with unnecessary information.

To achieve conciseness, observe the following suggestions:

- Eliminate wordy expressions.
- Include only relevant material.
- Avoid unnecessary repetition.

Wordy : At this Time
Concise : Now

Example:

“Will you ship us some time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular Dell Computers.
Thank you in advance for sending these along in parcel post, and not in express, as express is too expensive.”

Concise Version of the Letter:

Please ship parcel post, 300 Dell Computers before the end of November.

5. Consideration

We should look and think from the receiver angle.

✓ Preparing message with the message receiver in mind.

✓ Understand our audience.

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

- Focus on ‘you’ Instead of ‘I’ or ‘we’.
- Show audience benefit or interest.
- Emphasize positive & pleasant facts

6. Concreteness

We should write to the point message based on fact.

- Vivid not vague.
- Specific not General
- Definite not Indefinite
- Use connotative not denotative words.

Vague, General & Indefinite:

Student GMAT scores are higher.

Concrete:

In 1996, the GMAT scores averaged 600; by 1117 they had risen to 610.

6. Concreteness

We should write to the point message based on fact.

- Vivid not vague.
- Specific not General
- Definite not Indefinite
- Use connotative not denotative words.

- Use specific facts and figures.
- Put action in your verbs.
- Choose vivid, image-building words.

7. Courtesy

Friendly and helpful behavior for others.

Respect for others.

Knowing your audience allows you to use statements of courtesy.

- Tactful, thoughtful, and appreciative.
- Omit irritating expressions.
- Omit questionable humor.
- Choose Non-discriminatory Expressions
- While using names, treat each gender with respect.

8. Coherence

Coherence is the quality of hanging together, of providing the reader a
easily followed path.

- ✓ Flow in your writing.
- ✓ Connections among the parts of the document.
- ✓ 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:
Mention one by one.
Series
List

Exemplification:
Use of examples to clearify the message.

Comparison and Contrast:
Mention similarities and differences.

Question No 01

Which one of the following is the characteristics of effective technical communiction

A. Accurate

B. Clear

C. Coherent

D. All of the Above

Question No 02

Which one of the following is achieved through balance between precise language and familiar language

A. Clarity

B. Correctness

C. Concreteness

D. Consideration

Question No 03

Accuracy covers which of the following

A. Document Accuracy

B. Stylistic Accuracy

C. Technical Accuracy

D. All of the above

Question No 04

_____ means prepare every message with the message in the receiver mind

A. Clarity

B. Correctness

C. Concreteness

D. Consideration

ENG201

Lecture 15

Memorandum, Meeting Documents and Proposal

Concept

MCQs

Mid Term Preparation

Short Q.

Long Q.

Memorandum

Also known as memo or reminder.

✓ Informal report.
✓ Use to established record.
✓ Used for internal communication.
✓ Within organization.
✓ E-mail messages typically take the form of memoranda.

Purpose

Memoranda are written for numerous internal purpose such as

- To request information
- To make announcements
- To outline policies

Format of Memorandum

Sample Memo Format / Template
TO:
FROM:
DATE:
SUBJECT:

First Sentence
Reason for the memo
Second Sentence - Main Body
Any Instruction or information
Closing Sentence

Meeting Documents

To encourage productive and efficient meetings we use two types of meeting documents:

1. Agenda

List of topics to be discussed in meeting.

Prepared before the meeting.

2. Minutes

Record what actually occurred in meeting.

Prepared during or after the meeting.

Formal Minutes - Detailed and Organized

Informal Minutes - Less detail and less organized

Proposal

Formal written documents.

Proposal is an idea or plan which is suggested for people to think about it and decide it.

The aim of a ‘business proposal’ is to establish a working relationship to make it happen.

Proposal Structure

- Front matter
- Body
- Introduction
- Technical approach
- Management requirements
- Work plan
- End matter

ENG201

Lecture 16 and 17

Letters

Concept

MCQs

Mid Term Preparation

Short Q.

Long Q.

Letter

A letter is a written message sent by one person to another.
Letters are used to communicate outside your organization.
Whereas the memorandum is the primary vehicle for communication within an organization.

Types of Letter

1. Formal Letter
2. Informal Letter
3. Social Letter
4. Business Letter
5. Circular Letter
6. Employment Letter
7. Official Letter

Types of Letter

Business Letters

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

6. Letter of Recommendation

Written by someone who can recommend an individual's work or academic performance.

✓ Also called letter of reference

1. Job Application Letter

Demand for a job usually just one page and consist of three sections:

- Front Matter
- Body
- End Matter

2. Acceptance Letter

Witten to communicate a positive response towards job offer, establish a contractual relationship between you and the organization.

3. Transmittal Letter (Cover Letter)

A letter sent with, and explaining the contents of, another document.

4. Inquiry Letter

A letter of inquiry asks someone for specific information on a product.

5. Technical Information Letter

Announce new technical information, such as a software bug and its solution, or a new feature.

Inside Organization - memorandum format
Outside Organization - Letter format

Types of Letter

Business Letters

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

Format of Letter

Full - Block Formatted

- Every line starting at the left margin.
- Business heading at the top.

Elements of Letter

- Heading
- Date
- Recipient's address
- Salutation
- Body
- Closing
- End notations

Vancouver Manufacturing
9102 NW 99th Street, Vancouver, Washington 98665
(500) 555-1212 – www.example.com

September 25, 2005

Mr. John Taylor
Director of Operations
ABC Corporation
100 E Main Street
Vancouver, WA 98685

Dear Mr. Taylor:

As our new letterhead indicates, we have recently changed the name of our business from Fort Vancouver Manufacturing to Vancouver Manufacturing.

There has been no change in management and we will be providing the same products and fine service on which we have built our reputation in the industry. We would appreciate it if you would bring this announcement to the attention of your accounts payable department and direct them accordingly.

Thank you for being one of our valued customers. We appreciate your cooperation in this matter.

Al Olsen
President, Vancouver Manufacturing

Format of Letter

Full - Block Formatted

- Every line starting at the left margin.
- Business heading at the top.

Elements of Letter

- Heading
- Date
- Recipient's address
- Salutation
- Body
- Closing
- End notations