

ENG201 Short Notes Mid term

Lec 1 to22

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آپ کو کبھی بھی وہی جواب کاپی پیسٹ نہیں کرنا چاہیے جو ہم فراہم کر رہے ہیں۔ براہ کرم حل فائل میں کچھ تبدیلیاں کریں۔ اگر آپ ہمارے کام کی تعریف کرتے ہیں تو براہ کرم ہماری ویب سائٹ **vuonlinehelp.blogspot.com** کو اپنے دوستوں کے ساتھ شیئر کریں

Lecher #1 Eng201

Introduction to Business and Technical Communication

The main objective of the course is to equip the students with skills that will enable them to Communicate clearly and concisely in diverse business situations.

کورس کا بنیادی مقصد طلباء کو ایسی صلاحیتوں سے آراستہ کرنا ہے جو ان کو قابل بنائے متنوع کاروباری حالات میں واضح اور مختصر طور پر بات چیت کریں۔

The course is divided into two sections:

1. Written Communication
2. Oral Communication

Written 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

Oral Communication section will cover the planning and execution of effective presentations; group behavior, planning and conducting effective meetings.

A graph

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

Types of Communication

There are 5 type communications

- Memos
- Business letters
- Instructions
- Project proposals
- Progress Reports

Each on-the-job communication has its own conventions.

Ownership of a Writer's Work

Ownership of a writer's work is very important. While at school your communication only belongs to you, at work however, your communication will belong only partly to you. They will belong to your employer. What you write at work represents not only you but also your department or your employer.

It is absolutely essential to think constantly about your readers.

There are 4 type 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.
- Think about them as if they were right there in front of you while you talked together. The communication must affect in specific ways the individuals you are addressing

As you write in a professional environment, you need to remember three things:

1. Readers create meaning.
2. Readers' responses are shaped by situation.
3. Readers react on a moment-by-moment basis.

1. Readers create meaning

Instead of receiving the message, people interact with the message to create meaning. While reading, we build larger structures of knowledge from small fragments of sentences.

2. Readers' responses are shaped by situation.

Responses to a communication are shaped by a total situation surrounding the message. Such factors as the purpose of reading the readers' perceptions of the writer's aims, their personal interest and stake in the subject discussed, past relations with the writer.

3. Readers react on a moment-by-moment basis.

On job people react to each part of the memo, report or other business communication as soon as they come to it.

Lecher #2 Eng201

Types of Communication

Oral Presentations

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

How many skills is effective oral communication?

- Outlining and planning
- Preparing overheads or other display media
- Rehearsing
- Delivery

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

Formal Oral Reports are usually prepared well in advance of presentation and are therefore well rehearsed. Your manner of delivery is extremely important in a formal oral report situation. 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

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.

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

- Informative Speaking
- Persuasive Speaking

a. 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

b. 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.
- Change attitudes.
- Motivate an audience to act.

How many method uses for over parathion?

There are at least four methods for making an oral presentation

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

1. 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, but the exact wording is left to the moment of speaking.

- It requires the detailed laying out of the presentation from beginning to end.
- Doing your homework to fill in your knowledge gaps.
- The use of 3 x 5 cue cards or similar method to jog your memory on the specifics and keep your presentation on track.

2. Impromptu

The impromptu method is characterized by poor organization and incompleteness.

3. Memorization

In these method presenter memories the important points of preposition and it is risky

Reading

The drawback of reading is that when you read your speech, you're communicating with the text instead of the audience. In this method the presenter just read out and is notable eye contact with audience.

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. Additionally, the preparation and use of visual aids is an important element of any effective presentation.

a. Knowledge of the Audience:

- Do not patronize your audience!
- Neither speaks down nor speaks up to your audience. .
- How much do they already know about your subject?
- Know the age level of the audience as well as its members' level of educational sophistication and special interests. Tailor your presentation accordingly.

b. Knowledge of the Subject

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

C .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.

d. 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 are important in this regard:

- Poise and Enthusiasm
- Eye Contact
- Use of Voice
- Use of Time

a. Poise and Enthusiasm

Be well prepared and strive for muscle control, alert attention, vibrant interest in the subject, and an eagerness to communicate.

b. Eye Contact

During your presentation, try to make eye contact with most and if possible every person in the room...

c. Use of Voice

Don't speak too softly, too fast, or mumble! Your audience must be able to:

- Hear what you say
- Understand what you say

d. Use of Pace

Don't start rushing through a presentation. Instead, use the pacing established during your many rehearsals.

Making a Formal Presentation

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

Delivery Guidelines:

Speak clearly.

Don't shout or whisper

Don't rush,

Be natural

Avoid jokes

Use your hands to emphasize points but don't indulge in too much hand

Look at the audience as much as possible

Using Visual Aids for Oral Presentations

for Quiz

- Overhead Projection Transparencies (OHPs)

- 35mm Slides
- Computer Projection (PowerPoint, applications such as Excel, etc.)
- Video and Film
- Real Objects
- Flip Chart or Blackboard
- Keep it simple though
- Try to limit words per slide to a maximum of 10. Use a reasonable font size and a typeface which will enlarge well.
- Typically use a minimum 18pt Times Roman on OHPs, and preferably larger. A guideline is: if you can read the OHP from a distance of 2 meters (without projection) then it's probably 'OK'.

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

Typically use a minimum 18pt Times Roman on OHPs, and preferably larger. A guideline is: if you can read the OHP from a distance of 2 meters

Use color on your slides but avoid orange and yellow which do not show up very well when projected.

Room lighting should be considered. Too much light near the screen will make it difficult to see the detail.

A completely darkened room can make the audience sleep.

Lecher #3 Eng201

Writing Résumé

a. Defining your Objectives

Defining objectives is especially important whether you are writing a letter or a job application letter. When defining your objectives, you tell what you want your communication to do. Thus your objectives form the basis of all your other work at writing.

In the first stage

Employers try to attract applications from as many qualified people as possible. At this stage of recruiting, resumes are usually read by people who work in a personal office.

In the second stage of recruiting,

Employers carefully scrutinize the qualifications of the most promising applicants. Often this involves the visit of the candidates to the employer's work place. The second stage reader of your resume includes managers of the department you have to work for.

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.

Deciding how you want your résumés to affect your readers.

After you have identified the readers, you should determine how your resume will affect them in the job that you are seeking. More precisely, you should define how your resume will affect your readers while they read it.

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.

b. Planning

Planning is a fundamental property of intelligent behavior. An important further meaning, often just called "planning", is the [legal context of permitted building developments](#).

Two type of planning

The persuasive argument has two elements; a claim and evidence to support your claim.

Organizing the Material

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

Functional Resume

Some individuals choose to organize a substantial part of their resume around their accomplishments and abilities. Such a [resume is called a Functional Resume](#).

What is Conventional Resume or non-Conventional Resume?

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.

C. drafting

A profession usually related to making technical drawings for architecture, engineering, or manufacturing.

d. Evaluating and Revising

Revision literally means to "see again," to look at something from a fresh, critical perspective. Revising is an ongoing process of rethinking: reviewing your evidence, refining your purpose.

Lecher #4 Eng201

Target Audience

'Target audience' is a specified audience or demographic group for whom a message is designed. Your target audience consists of 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 the level of expertise. Determine your audience's needs by assessing their expertise and their purpose in reading the document. Determine document density.

People read technical documents for different reasons, and readers have varying levels of technical expertise. To be effective, technical writing must target its audience or audiences.

Target your audience by identifying your audience type and the level of expertise your audience purpose in using the document, and your audience attitude towards both you and the content of your document.

Writing for Experts Distinguish between two types of experts:

- General Experts • Specific Experts

General 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,

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

Audience's General Use of Document

WHY Experts read technical and scientific documents for a variety of purposes?

- To maintain and expand their own general expertise

- To obtain specific answers to their own research and writing
- To evaluate a document's technical or scientific content.

Lecher #5Eng201 Effective Communication Defining Objectives-I

Defining Your Communication Objectives

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

What is the purpose for writing documents?

Documents should be created for explicit purposes or goals that both the writer and the reader would readily agree on. Although there are many explicit purposes for creating a scientific or technical document, there are four general categories:

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

What should you keep in mind while writing a document?

Make the explicit purpose clear at the beginning of your document in an abstract, executive summary, introduction, or all of these. Sometimes a formal statement of objective is called for.

What does 'explicit purpose' of a document mean?

Explicit purpose means the purpose which is clearly stated. As discussed earlier, most scientific documents have, as their principal (explicit) purpose, one or more of the following actions:

- 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 Types: • Acceptance Letters • Regulations • Patents • Authorization Memoranda

What is the 'implicit purpose' for writing 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. In addition to explicit goals, writers almost always write with other unstated but still extremely important implicit goals. **Common goals are:**

- To establish relationships
- to create trust and establish credibility
- to document actions

Lecher #6 Eng201 Defining Objectives-II

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

Decision Makers: The decision maker's role is to say how the organization, or some part, will act when confronted with a particular situation.

Advisors: Advisors provide information and advice for the decision makers.

Implementers: Implementers carry out the decisions that have been made.

Guideline-IV: (Learn the types of your possible readers) Learn the types of your possible readers:

- Phantom Readers
- Future Readers
- Complex Readers

Phantom Readers

These real but unnamed readers are called phantom readers. Phantom readers are real but unnamed readers who use communication addressed to others.

Future Readers

While identifying your readers, you should keep in mind the possibility that your communication may be used weeks, months or even years from now.

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

Style Guidelines:

In 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, and sections)
- Headings and Subheadings
- Graphics Elements
- Usage • Punctuation and Mechanics • Document Packaging

Lecher #7 Eng201

Characteristics of Effective Technical Communication

A Good technical communication is:

- Accurate • clear • concise • coherent • appropriate

Technical in Electro migration

The flow of electrical current can induce the migration of impurities or other defects through the bulk of a solid. This process is called electro migration

They have two components. The first component is the force created by direct interaction between the effective charge of the defect and the electric field that drives the current. The second component, called the "wind force," is the force caused by the scattering of electrons at the defect.

Quiz

Both kinds of accuracy i.e. accuracy of phrasing and accuracy of technical concept are of first importance in technical and professional writing.

What is Accuracy and why is it important?

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

What is Document Accuracy and why is it important?

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.

Document accuracy is generally cultivated by a clear problem statement and by a preliminary outline. These writing tools help you focus your writing effort by reducing your data in a way that solves a theoretical or practical problem.

What is Stylistic Accuracy and why is it important?

Stylistic accuracy concerns the careful use of language to express meaning. **Accurate** language requires the careful use of paragraph and sentence structure and word choice to describe and analyze your topics effectively. **Stylistic accuracy** is also a matter of using words precisely.

What is Technical Accuracy and why is it important?

Technical accuracy is that the approach taken in the paper and the results presented correct and are precisely and correctly presented. It is only indirectly related to language, in that if the language is poor then communicating **technical** content is difficult.

What is Clarity and why is it important?

Clarity improves connection and engagement because it increases trust and transparency. **Clarity** exposes purpose by unveiling expectations. **Clarity** tells people exactly what you want. Testing your message reduces misinterpretation and failure in communications.

We can increase the clarity of your material by securing following?

- Structural Clarity • Stylistic Clarity • Contextual Clarity

What is Structural Clarity and why is it important?

At the level of the whole document, you can promote **structural clarity**, making it easy for the reader to get the large picture. ... Descriptive titles and frequent subject headings guide readers and help keep the large picture in focus.

How can you promote Structural Clarity?

Tables of contents, problem statements, and even strategic repetition also **promote structural clarity**. Graphs and tables effectively designed and placed, help focus and clarify information. Descriptive titles and frequent subject headings guide readers and help keep the large picture in focus.

What is meant by Contextual Clarity?

Clarity, which refers to ease of understanding, is a special problem in science and technology writing. **Contextual clarity**, in which the importance, authorization, and implications of your work are made available, also contributes to ease of understanding.

What is meant by 'Conciseness' and why it is important?

Conciseness is communicating complete information about a topic or idea in a few words. **Concise** writing also involves being mindful of word choice. Limiting your word count isn't enough to write **concisely**. You need to choose the strongest words to illustrate your point.

What is 'Coherence' and why is it important?

Coherence is an **essential** quality for good academic writing. In academic writing, the flow of ideas from one sentence to the next should be smooth and logical. Without cohesion, the reader will not understand the main points that you are trying to make. It also hampers readability.

How we can develop program?

• Exemplification • Analysis • Comparison and Contrast • Definition • Enumeration • Description

a. Enumeration

Use enumeration in paragraphs when you want to itemize or list a set of topics or a series of some kind. Enumeration is a powerful way to establish a series of observations and to emphasize each element.

b. Exemplification

Exemplification refers to the use of anecdotes or examples to bolster your argument or whatever you're writing about. Use exemplification paragraphs to provide instances that clarify your topic statement.

c. Comparison and Contrast

important short question

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 The Seven C's of Effective Communication-

Seven C's of effective communication

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

Write seven C's of effective communication?

The seven C's apply to both written and oral communication.

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

Completeness

The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly..... A complete communication always gives additional information wherever required.

Benefits of Completeness

Communication that seems inconsequential can become very important if information it contains is complete and effective.

Guidelines to Secure Completeness in Your Writing:

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

Answer the five Ws that make the message clear.

- Who
- What
- When
- Where
- Why

What is credibility?

Credibility is defined as the objective and subjective components of the believability of a source or message. Credibility is both objective, or based on facts and evidence, and subjective, based on opinions and feelings.

Five decisions are made regarding a communication source.

- Competence
- Character
- Composure
- Sociability
- Extroversion

Conciseness(short form)

Conciseness is communicating complete information about a topic or idea in a few words. Concise writing also involves being mindful of word choice. Limiting your word count isn't enough to write concisely. You need to choose the strongest words to illustrate your point.

- **Omit trite and unnecessary expressions.**

Wordy: Please be advised that your admission statement has been received.

Concise: Your admission statement has been received.

- **Replace wordy conventional statements with concise ones.**

Wordy: Please find attached the list you requested.

Concise: The list you requested is attached.

Wordy: Such refreshing comments are few and far between.

Concise: Such refreshing comments are scarce.

- **Avoid overusing empty phrases.**

Wordy: There are four rules that should be observed.

Concise: Four rules must be observed.

Wordy: It was known by Mr..... Usman that we must reduce size our inventory.

Concise: Mr..... Usman knew we must reduce our inventory.

- **Omit "which" and "that" clause where ever possible.**

Wordy: She bought desks that are of the executive type.

Concise: She bought executive type desks.

Wordy: The receipt that is enclosed documents your purchase.

Concise: The enclosed receipt documents your purchase.

- **Eliminate unnecessary prepositional phrase**

Wordy: The issue of most relevance is teamwork.

Concise: The most relevant issue is teamwork.

Wordy: In most cases the date of the inquiry is indicated in the upper right corner.

Concise: The policy date is in the upper right corner.

- **Limit your passive voice.**

Wordy: The total balance due will be found on Page 2 of this report.

Concise: The balance due is on page 2 of this report.

Lecture 9 The Seven C's of Effective Communication II

What are ways to secure consideration?

Three specific Ways to secure consideration are:

- Focus on 'you' Instead of 'I' or 'we'
- Show audience benefit or interest in the receiver
- Emphasize positive, pleasant facts

Consideration:

Consideration means to prepare every message with the message receiver in mind. Consideration is very important in effective communication.

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

Focus on you instead of I and we {Show audience benefit or interest in the receiver } Emphasize positive, pleasant facts. Focus on "you" instead of "I" and "We" Show audience benefit or interest in the receiver Emphasize positive, pleasant facts CONSIDERATION.

2. Show audience benefit or interest in the receiver:

Emphasize positive, pleasant facts. ... Showing consideration for the audience involves more than just using 'you' instead of 'I' or 'we'. Messages that use 'we' can be receiver oriented if 'we' includes receiver of the message.

3. Emphasize Positive and Pleasant Facts:

A third way to show consideration for your receiver is to accent the positive. This means stressing what can be done instead of what cannot be done, and focusing on words your recipient can consider favorably.

Define Concreteness:

To communicate concretely means being specific, definite, and vivid rather than vague and general.

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:

When readers try to find out what is happening or being done, they naturally look in the verbs. However, in science and technology, many tend to place the action into nouns rather than the verb. Misplacing action in this way is commonly known as nominalization

3. Choose vivid & image-building Words

Use sensory words, comparisons, figurative language, concrete nouns, well-chosen adjectives and adverbs. BUT... With caution as business writing uses fewer descriptors than does a magazine article or fiction writing.

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.

Golden Rule:

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

A. Choose precise, concrete and familiar words:

Clarity is achieved in part through a balance between precise and familiar language. When you use precise or concrete language, you select exactly the right word to convey your meaning.

B. Construct Effective Sentences and Paragraphs:

At the core of clarity is the sentence. Important characteristics to consider are:

- A. Length
- B. Unity
- C. Coherence
- D. Emphasis

A. 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.

b. Unity

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

c. Coherence

In a coherent sentence the words are arranged so that the ideas clearly express the intended meaning.

Examples:

Unclear

Being an excellent lawyer, I am sure that you can help us.

Clear

Being an excellent lawyer, you can surely help us.

Emphasis

The quality that gives force to important parts of sentences and paragraphs is emphasis.

Checklist:

- Choose as precise or as concrete a word as possible.
- Select words that have high sense of appropriateness for the reader.
- Opt for familiar words, the ones that are not pretenses.
- Limit the average sentence to 17 to 20 words.
- Insert no more than one main idea into a sentence.
- Arrange words in such a way that the main idea occurs early in a sentence.

What is courtesy

Courtesy is the respect that we show to others and in business communication also it means the same thing. You should show respect to your reader by having courteous communication. The individual while sending the message should be polite, sincere, enthusiastic, and reflective.

Suggestions:

Be sincerely tactful, thoughtful and appreciative. Use expressions that show respect. Choose nondiscriminatory expressions.

Omit questionable humor:

When in doubt as to the relevance of humor, leave it out

How do you communicate in non-discriminatory?

You should use inclusive language (gender neutral, non-sexist, and non-gender specific) that includes women and treats men and women equally. Use titles and modes of address consistently for men and for women. Use Ms in preference to Miss/Mrs, unless this is preferred by the individual being referred to.

Example:

Questionable

Freshman

More Desirable

Entering students; first year students

Singular pronouns and plural pronouns

So words like he and she are singular, personal, definite pronouns, and words like anybody and anyone are singular, indefinite pronouns. Plural pronouns are simply pronouns that refer to plural nouns.

Lecture 11 The Seven C's of Effective Communication

Formal Writing and Informal Writing

Formal Writing

Formal writing is often associated with scholarly writing.

Informal Writing

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

Facts and Figures

- Verify your statistical data.
- Double check your totals.
- Avoid guessing at laws that have an impact on you.
- Have someone else read your message if the topic involves data.
- Determine whether a fact has changed overtime.

Define Words that confuse

Some words in English cause trouble for speakers and writers because these words share a similar pronunciation, meaning, or spelling with another word. These words are called commonly confused words. Words that share a similar pronunciation, meaning, or spelling.

Examples:

Accept, Except

Accept is a verb that means receive.

Except is a verb that relates to omitting out or leaving out.

Between, Among

Between involves two people,

Among, three or more.

Farther, Further

Farther is used to express more distance in space,

Further for distance in time, quality or degree.

Biannually, Biennially

Biannually mean two times a year

Biennially means every two years

Lecture 12 Planning Business Messages

Composing of Business Message

The composition process helps you to gain control over your message, and it is flexible, not a fixed prescription of sequenced steps.

Stages that fall into three simple categories:

A. Planning

B. Composing

C. Revising

What is source of Planning?

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

What is source of Composing?

- Organize the message
- Formulate the message

What is source of Revising?

- Edit the message
- Rewrite the message
- Produce the message
- Proofread the message

What is Sharpening Your Skill by Planning Business Message?

- Sharpening your skill (Overcoming the fear of bank page)
- Use positive self talk
- Know your purpose
- Visualize your audience
- Create a productive environment.
- Make an outline
- Just start
- Write the middle first
- Push obstacles aside

Defining your Purpose

The definite 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.

What is general purposes and type?

- Inform
- Persuade
- Collaborate

What is Specific Purpose?

A specific purpose starts with one of the three general purposes and then specifies the actual topic you have chosen and the basic objective you hope to accomplish with your speech. Basically, the specific purpose answers the who, what, when, where, and why questions for your speech.

Write a short note on appropriate Channel and medium?

Selecting the Appropriate Channel and Medium is very important.

The mediums could be:

- Oral

- Written
- Electronic

What is Oral Medium?

Oral medium is the best when you want immediate feedback. Your message is relatively simple. You don't need a permanent record. You can assemble audience easily. You want to encourage interaction.

What is written medium?

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

What is 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 want to overcome time zone barriers. You want to minimize oral distortion.

Lecture 13 Composing Business Messages

What does Good organization mean?

The subject and the 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.

Ways to Achieve Good Organization

1. Start with the Main Idea
2. State the Major points
3. Illustrate with Evidence

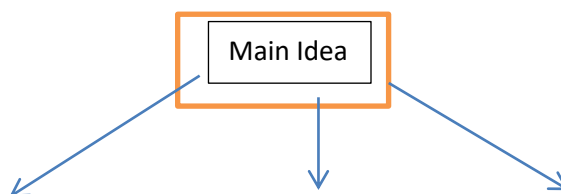
Start with the Main Idea

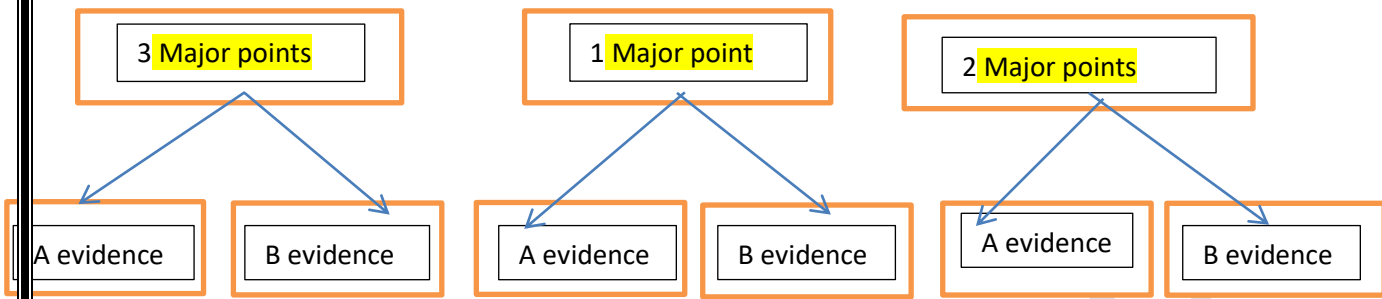
The main idea is the starting point for constructing an outline. It is all about:

- What you want your audience to do or think?
- Why they should do so?

State the Major points

The main idea should be supported by three to five major points. The breakdown of the main idea into major points and the major points into evidences is best represented with an organization chart.





Illustrate with Evidence

Each major point should be supported with enough specific evidence to be convincing, but not so much that it becomes boring!

What is Establish Sequence with Organizational Patterns?

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

- Direct approach
- Indirect approach

Direct Approach.

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.

Persuasive Message Format

The letter begins with questions to catch the reader's attention. The letter leads up to the main point by arousing the reader's interest. This section gives the reader a motive for complying with the request. The letter closes with an appeal.

Indirect Approach

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

How can editing you Message in paragraph?

- Content and organization
- Stick to the point, the main idea, in the first paragraph. In the middle highlight the key features of your stance.
- Eliminate redundancies.

What is your Style and Readability?

- Re-word to stress the' you' view point.
- Clarify the relationships among ideas through placement and combination of phrases.
- Moderate the excessive enthusiasm.
- Eliminate words that seem unfamiliar.
- Mechanics and format.
- To avoid confusion spell out the abbreviated phrases.

How to use plain English?

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

Write down Functional words and Content words?

Functional words include:

- Conjunctions
- Prepositions
- Articles
- Pronouns

Functional words express relationships among content words.

Connotation and Denotations

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

Connotation

Connotation refers to the wide array of positive and negative associations that most words naturally carry with them,

Denotation

Denotation is the precise, literal definition of a word that might be found in a dictionary.

What is Familiar Words?

You will communicate best with the words that are familiar to your reader. At the same time keep in mind, words familiar to one reader might be unfamiliar to another.

What are Short Words?

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

What are Camouflaged Verbs?

Turning verbs into nouns and adjectives weakens your writing.

Watch for endings like -ion, -tion, -ing, -ment, -ant, -ent, -ance and -ency.

How can Producing your Document?

Written documents require decisions about design elements. Design elements include white space – free of art text and art work. Margins and line justifications – Left justified and rugged right gives the document an open feeling.

Lecture 15 Memorandums, Meeting Documents and Proposals

Define Memorandum?

(A written message in business or diplomacy)

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

Memoranda are written for numerous internal purposes

How can we write Memorandum Body?

Sample Memo Format / Template

TO:

FROM:

DATE:

SUBJECT:

First Sentence:

Reason for the memo Second Sentence – Main Body:

Any instructions or information

Closing Sentence:

What is required of the reader e.g. confirmation, answers or feedback

What is Meeting Documents?

Use meeting documents as tools to encourage productive and efficient meetings.

What is Agenda?

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.

Minutes

Minutes, also known as protocols

Types of Minutes of Meeting

Minutes can be formal or informal

Proposals:

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

How can make Proposal Structure:

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

- End matter

Front Matter:

The front matter of a proposal includes the following components:

Letter of transmittal

Title page o Summary

Table of contents

List of figures and tables

Body:

In the introduction part of a proposal, do the following:

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

End Mater:

1. Bibliography
2. Résumés
3. Appendixes

Lecture 16 Letters

Letters

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

Types of Letters

1. Job application letters
2. Acceptance letters
3. Transmittal letters
4. Inquiry letters
5. Technical-information letters
6. Letters of recommendation

What is Elements of Letter?

Business letters have the following elements:

- Heading

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

Body

Start the letter two lines after the salutation.

Closing Phrase

Capitalize the first letter of the first word of your complimentary closing, and end the complimentary closing with a comma.

End Notations

At the bottom of the last page of a business letter

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:

1. Front Matter
2. Body
3. 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. Consequently, acceptance letters should accurately restate the key terms of employment.

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.

ٹرانسمیٹل یا کور لیٹر بڑے آئٹم کے ساتھ ہوتا ہے ، عام طور پر ایک دستاویز۔ ٹرانسمیٹل خط وصول کنندہ کو ایک مخصوص سیاق و سباق فراہم کرتا ہے جس میں بڑی دستاویز رکھنی ہوتی ہے اور اس کے ساتھ ہی مرسل کو مواد بھیجنے کا مستقل ریکارڈ بھی مل جاتا ہے۔

Lecture 17 Letters II

Letters of Inquiry

A letter of inquiry asks someone for specific information.

Sample of Inquiry Letter:

Head

Arlington Heights Programming Associates
16 Oak Street
Springfield, CA 90467

November 11, 1996

Customer Relations
Turing Data Solutions
2345 Maple Avenue
Mountain View, CA 94941

Dear Customer Relations:

Body

I am a systems engineer at Arlington Heights Programming Associates developing a new client-server networked database system for two non-profit corporations.

My team is considering using your new release of Omega Database Plus 1.0 as a key part of the system. If we incorporate your product into our design, our clients will need to purchase at least a total of 140 copies of your software.

We have read your promotional material and are very interested in using your product. We need, however, the answers to the following questions before we can decide whether or not to use Omega Database Plus:

1. Are you still planning to release the Omega Database Plus Version 1.0 on February 12, 1998?
2. What LAN environments will your product support?
3. Will your product support PGP encryption?

Footer:

I would be happy to talk to you further about your product. You can call me at (415) 666-4323 or e-mail me at egarrels@arlpro.com.

Sincerely,

Edgar Garrels
Senior Systems Engineer

cc: Mr. R. Williams

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 memorandum format if the information is being sent inside an organization.

References and Letters of Recommendation

A letter of recommendation is a letter that makes a statement of support for a candidate.

Lecture 18 Writing Direct Requests

Direct Request:

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

Main Idea of the Request:

General rule for the first part of the direct request is not only to be understood but also to avoid being misunderstood. Be aware of the difference between a polite request in question form (which requires no question mark) and a question that is part of a request.

Order Letter:

An Order Letter also known as a **PO** or **purchase order letter**. The objective is to provide the vendor with detailed instructions for fulfilling an order. It also serves as a legal record of the transaction and, consequently, should be written with care.

What is Place an Order?

To request, to buy, to purchase (in a commercial context) verb we already placed an order for three shipments for next month. We have requested them and hopefully they will arrive on time.

Structure of Customer Letters

Opening: Include your mailing address, the full date (for example, July 30, 2017), and the recipient's name, company, and address. ... Salutation: Address the recipient using "Dear," along with their title and last name, such as "Dear Mr.

Gregory Donaldson
Minoan Inc
247 Madison Ave., Suite 2103
New York, NY 10015

December 3, 2006

Doie Cleverelle
Savbizzor Ltd
23 Green St., Suite 14
Upstate, NY 10947

Dear Ms. Cleverelle:

The first shipment of equipment from Savbizzor Ltd has arrived. We are delighted with every piece. Therefore, we decided to make our initial purchase larger than anticipated. I am attaching our purchase order No. 8930 for additional goods totaling list price \$700,000.

Since you already have a copy of our Procurement Guidelines, I shall not attach them to this order. As before, we will establish a letter of credit. Please inform me of shipping dates.

Sincerely,

G. Donaldson

Gregory Donaldson,
Chief Procurement Officer

Enclosure: Purchase Order No. 8930

Type of Organizing Positive Messages

- a. Clear Statement of the Main Idea
- b. Necessary Details
- c. Courteous Close

Organizing Positive Messages:

Whether written or oral, positive messages begin with a clear statement of the main idea, clarify any necessary details and end with a courteous close.

Clear Statement of the Main Idea:

Almost all business communication has two basic purposes:

- To convey information
- To produce in the audience a favorable (or at least accepting) attitude or response

Instead of this

I am pleased to inform you that after deliberating the matter carefully, our personnel committee has recommended you for appointment as a staff accountant.

Write this

You've been selected to join our firm as a staff accountant, starting from March 20.

Necessary details

- Satisfy reader's information needs.
- Reinforce positive tone.
- Emphasize positive aspects of disappointing news.

Courteous Close:

Your message is most likely to succeed if your audience is left with the feeling that you have their personal welfare in mind.

Courteous close:

- Summarizes main point
- Indicates what should happen next
- Highlights reader's benefit

Routine credit requests

A routine request, such as a request for information, is one of the most common kinds of writing. A request is routine when (1) you are not asking a special favor, and (2) you expect your request to be accepted. ... Include any necessary information your reader will need to fulfill your request.

There are two types of positive responses to routine credit requests:

- Approving Credit
- Credit References

Approving Credit:

Credit approvals mark the beginning of a business relationship with a customer, so the goal is to convey the necessary information while building good will. To approve the credit request, use the direct approach.

Credit References:

Credit references are documents that show the credit history of loan applicants and are also often used to support rental applications. The information on a credit reference shows an applicant's credit history so that lenders and landlords can determine whether an applicant is likely to make timely payments.

Lecture 20 Writing Bad-News Messages

Organizing bad-news messages:

In business writing, a bad-news message is a letter, memo, or email that conveys negative or unpleasant information—information that is likely to disappoint, upset, or even anger a reader. It is also called an indirect message or a negative message.

Two type of plan

1. Indirect Plan
2. Direct Plan

➤ Indirect Plan

The **indirect** organization strategy opens with relevant, attention-getting details that do not directly state the purpose of the document. The purpose is revealed in the body of the message, usually sandwiched between supporting details.

His indirect plan consists of four parts:

- A buffer
- Reasons supporting the negative decision
- A clear, diplomatic statement of the negative decision
- A helpful, friendly, and positive close

Buffer

When a **company** needs to relay bad news – either in a letter or other **business communication** – a **buffer** statement is inserted at the beginning of the correspondence to cushion the impact or reduce the severity of the message.

Reasons supporting the negative decision

In **business** writing, a **bad-news message** is a letter, memo, or email that conveys **negative** or unpleasant information—information that is likely to disappoint, upset, or even anger a reader. It is also called an indirect **message** or a **negative message**.

The Bad News

When the bad news is a logical outcome of the reasons that come before it, the audience is psychologically prepared to receive it.

➤ Direct Plan:

A bad news message organized on the direct plan starts with a clear statement of the bad news, proceeds to the reasons for the decision, and ends with a courteous close.

Two potential advantages

- It makes a shorter message possible
- The audience needs less time to reach the main idea of the message, the bad news itself.

Lecture 21 Writing Persuasive Messages

Motivating with Persuasive Messages:

The persuasive message influences the audience by informing them and growing their understanding – the audience is free to choose.

When writing persuasive messages, four things to keep in mind about your audience are:

- Needs and appeals
- Emotion and logic
- Credibility
- Semantics

Needs and Appeals:

Organizing persuasive messages:

While framing a persuasive argument or message, effective business people use the AIDA plan which has four phases:

a. Attention

b. Interest

c. Desire

d. Action

Writing Sales Letters

A sales letter is a document designed to generate sales.

Planning Sales Letters

The three steps involved in planning a sales letter are similar to those involved in planning any other persuasive message

- a. Determine the main idea (in sales letters, it revolves around a selling point and related benefits)
- b. Define the audience
- c. Choose the approach and form

Lecture 22 Writing Short Reports

Reports

Reports are documents which present focused, salient content to a specific audience. Reports are often used to display the result of an experiment, investigation, or an inquiry.

What makes a good report?

Good reports have three things in common:

- a. The information is accurate.
- b. The content shows writer's good judgment.
- c. The format, style and organization respond to reader's needs.

a. Accuracy:

The first thing a business report must learn to do is to tell the truth.

Short Report:

A **short report** is a formal document written to inform a specific audience about a certain subject that has an impact on their lives. Such type of work is used more in business, journalism, and science rather than as the university assignment.

Planning Short Reports:

When planning short reports, be sure to follow the report-writing customs that your audience expects. Following three elements influence length and format of your report:

- Audience
- Purpose
- Subject matter

Short Report Format:

- Preprinted form**
This type of format is basically for 'fill-in-the-blanks' reports. It deals with routine information which is often mainly numerical.
- Letter**
This format is used for reports that are directed to outsiders and contain five or fewer pages. They follow the normal letter format.
- Memo**
This is the most common format for short informal reports within an organization. Memos have four headings:
To
From
Date
Subject

Developing Structural Class:

Four tools are particularly essential

- a. The opening
- b. Headings and lists
- c. Smooth transitions
- d. The ending

The Opening:

A good opening accomplishes at least three things:

1. Introduces the subject of your report
2. Indicates why the subject is important
3. Gives the readers a preview of main ideas and the order in which they will be covered.

Headings and lists:

Subject **Heading List** is the printed or published **list** of subject **headings** which may be produced from the subject authority file maintained by an organization or individual.

Smooth transitions

The phrase **smooth transition** refers to any **transition** which passes **smoothly**, without incident. Here's a list of synonyms for **smoothly**. Contexts, easily, without much difficulty

The end

A final part of something, especially a period of time, an activity, or a story.