

# ENG201

## Introduction to Business & Technical Communication

**Business and technical communication** refers to the exchange of information in a professional or organizational setting, aimed at solving problems, making decisions, or achieving goals. It involves written, oral, and digital communication tailored to specific audiences and contexts. Effective business communication is essential for maintaining smooth operations, facilitating teamwork, and promoting organizational growth.

**Technical communication** focuses on transmitting technical information clearly and efficiently to a particular audience, often involving instructions, manuals, or data. It requires clarity, precision, and the ability to simplify complex information.

## Oral Communication

**Oral communication** refers to the process of conveying information or ideas through spoken words. This can include face-to-face conversations, phone calls, meetings, or presentations. Key characteristics of effective oral communication include active listening, clear articulation, appropriate tone and pitch, and the ability to engage the audience. In a business or technical context, oral communication is often used for meetings, presentations, negotiations, and discussions.

## Reader-Centered Writing

**Reader-centered writing** focuses on the needs, expectations, and interests of the audience rather than the writer's perspective. In business and technical communication, this approach involves creating content that is easy to understand and relevant to the reader. By considering the reader's knowledge level, concerns, and goals, writers can ensure that the message is well-received and clearly understood.

## Audience Analysis

**Audience analysis** is the process of understanding the characteristics, needs, expectations, and preferences of the audience before crafting a message. This helps in tailoring the content, tone, and format to ensure the message is appropriate and effective. For example, when writing a technical manual, knowing the audience's technical expertise can guide the use of jargon and complexity. Audience analysis also helps in anticipating possible reactions or questions and addressing them proactively.

## Effective Communication Defining Objectives

**Defining objectives** in communication involves establishing clear goals for the message. Before writing or speaking, it is important to know what you want to achieve with your communication, such as informing, persuading, requesting action, or building rapport. Clear objectives help in structuring the message, determining the appropriate tone, and focusing on key points.

## Accuracy, Clarity, Conciseness, and Coherence

These four qualities are essential for effective business and technical communication:

- **Accuracy** ensures that the information is correct, truthful, and reliable.
- **Clarity** means that the message is easy to understand, free from ambiguity, and well-organized.
- **Conciseness** involves delivering the message in as few words as necessary, avoiding unnecessary information or overly complex sentences.
- **Coherence** ensures that the ideas flow logically and are connected, making the message easy to follow.

Together, these qualities ensure that communication is effective, efficient, and easy for the audience to comprehend.

## The Seven C's of Effective Communication

The **Seven C's of effective communication** are a set of principles to improve communication:

1. **Clarity** – Be clear about the message you want to convey.
2. **Conciseness** – Avoid unnecessary details; stick to the main points.
3. **Concreteness** – Use specific facts and figures rather than vague language.
4. **Correctness** – Ensure the message is grammatically correct and free from errors.
5. **Consideration** – Consider the audience's perspective and their feelings.
6. **Completeness** – Provide all necessary information to the audience.
7. **Courtesy** – Be respectful and polite in your tone and language.

These principles ensure that communication is effective, efficient, and positively received by the audience.

## Planning Business Messages

**Planning business messages** involves identifying the purpose, audience, and context before drafting a message. The planning process includes:

- Determining the message's objective (informing, persuading, requesting, etc.).
- Analyzing the audience to tailor the content appropriately.
- Deciding on the appropriate tone and style.

- Organizing the message logically to ensure clarity and coherence. Effective planning increases the likelihood of achieving the desired outcome with minimal confusion or misunderstanding.

## Composing Business Messages

**Composing business messages** involves writing the message based on the planning stage. This includes:

- Creating a clear and compelling opening that captures attention.
- Developing the body of the message with detailed information, supporting evidence, and arguments.
- Writing a strong conclusion or call to action. The goal is to ensure that the message is engaging, clear, and aligns with the objectives defined in the planning stage.

## Revising Business Messages

**Revising business messages** involves reviewing and improving the message after drafting. This step ensures that the message is:

- Accurate (fact-checking and ensuring information is correct).
- Clear (checking for ambiguous or complex language).
- Concise (removing unnecessary details or jargon).
- Coherent (ensuring that ideas flow logically). Revising also includes checking for grammatical errors, spelling mistakes, and formatting issues to ensure the message is professional.

## Memorandums, Meeting Documents, and Proposals

- **Memorandums** (memos) are brief, formal written communications used within an organization to convey information, make requests, or provide updates. They are typically internal documents.
- **Meeting documents** are written records or supporting materials for meetings, such as agendas, minutes, or reports. These documents help in organizing the discussion and tracking decisions.
- **Proposals** are detailed documents used to suggest solutions to problems or present business plans. They are often formal, structured, and persuasive, aiming to convince the reader of the value of the proposed idea.

## Letters

**Letters** are formal written communications used for external business correspondence. They can serve various purposes, such as requests, complaints, confirmations, and job applications. Business letters should be clear, concise, and professional in tone, using a standard format.

## Writing Direct Requests

**Writing direct requests** involves making a straightforward and polite request for something, such as information, action, or permission. These types of messages are often short and to the point, with the purpose stated clearly in the opening.

### **Writing Routine, Good-News, and Goodwill Messages**

- **Routine messages** are used for everyday communication, like inquiries, orders, or confirmations. They should be clear and polite, often written in a neutral tone.
- **Good-news messages** communicate positive information, such as approvals, compliments, or promotions. These messages should express optimism and appreciation.
- **Goodwill messages** are designed to build and maintain relationships. They might include congratulations, thanks, or sympathy, and should be warm and considerate.

### **Writing Bad-News Messages**

**Writing bad-news messages** involves delivering negative or disappointing information. This is a delicate task that requires a respectful and empathetic tone. The structure of these messages often follows the “buffer, explanation, bad news, and closing” approach, where:

- The **buffer** softens the blow by starting with neutral or positive information.
- The **explanation** provides context or reasons for the bad news.
- The **bad news** is delivered in a way that minimizes harm or confrontation.
- The **closing** offers alternatives or expresses goodwill, leaving the reader with a positive outlook despite the negative information.

#### **BS English**

<https://whatsapp.com/channel/0029VaazKAVBfxoDMH4I9U0u>

#### **For Files**

<https://drive.google.com/drive/folders/1m6HPIs6iAPIL6v3xf85y4fylxg6dwqne?usp>