

**10. Create a sales letter for an audience that comes from a culture other than your own. Identify the culture and articulate how your message is tailored to your perception of your intended audience. Share and compare with classmates.**

-> I have observed a lot in Asian countries, through vlogs and videos, that most producers and sellers advertised their goods and products as something that is affordable and is not too expensive to attract a number of potential and actual customers. If not all, most of the people do not invest in luxury items, and so will prefer to buy products that are cheaper but has comparable quality to the expensive ones. They do support local merchandise and really love promotions and discounts. This doesn't imply that Asians can't afford to buy the expensive ones, but this only proves that they give value to their money. They save a lot, and would even sacrifice a thing or two just to save. Having mentioned the promotions, discounts, and free shipping available, it gives them an impression that they can actually save from buying from the advertised cosmetic brand.

**11. You are the manager. Write an e-mail requesting an employee to gather specific information on a topic. Give clear directions and due date(s).**

-> Topic that i have assumed for email is to gather data on employee attrition.

Subject: Collect data on employee attrition

Good morning 'X',

I have a research project for you in which I need you to collect data on employee attrition in our organization. As you are aware that we are an employee friendly organization and being a part of human resource department, it is imperative for us to ensure low employee attrition. Therefore, I want you to collect data on employee attrition for last 2 years. This data could be fetched from our HR portal. Then I want you to sort the data on the basis of gender, department and experience level and then make your analysis on your observation of data.

I need you to submit your data collection report by 10 February 2019, 5 pm est. If you have any questions, please write back to me.

Looking forward to see your report.

Thank you,

'Y'

**16. Write a report on a trend in business that you've observed, and highlight at least the main finding. For example, from the rising cost of textbooks to the online approach to course content, textbooks are a significant issue for students. Draw from your experience as you bring together sources of information to illustrate a trend**

-> The textbook prices have increased twice the rate of inflation over the last two decades in the US. According to research studies, the reason behind the rise in the prices are ... Firstly, the **revision cycle** of the text books have now got reduced to three to four years, regardless of whether any updation was required in the earlier editions. Alternatively, to reduce the cost of purchasing the new books, students are forced to sell their books to the booksellers at the end of the session and in-turn purchase new books. Thus the market for old book has shown a growth.

Secondly, the enhanced offerings of additional instructional materials as software and workbooks have added to the rise in the cost of books. Today the books are available in both the bundled and unbundled versions.

The other factors that contribute to the purchase decision is that faculty members choose to assign their own textbooks or textbook with their vested interest to students. They, then have little concern or regard to the cost of the book. It is the students who have to bear the cost of the textbook.

On the other hand, the e-book business has been growing in double digits. The reason is that the cost of the book is at 50% as compared to the conventional books. The difference is majorly due to the printing and publishing costs, easier updating, convenient for readers to make e-notes, search and bookmark. the awareness of the end users and the usage of e-books with faculty members, researchers, librarians have also registered a significant growth.

There has been a shift in the preference of the students from conventional textbook to the new e-book... the focus has shifted to creating and adopting Open Educational resources... as they provide access to retain, reuse, remix and redistribute the materials as syllabi, lecture notes, curriculum, etc...

students shifted away from purchasing lifetime access and toward renting e-textbooks to save money... The focus has swiftly shifted from publisher-produced printed or electronic format materials to creating and adopting open educational resources (OERs). At their most basic definition, OERs are materials that are openly licensed, giving users the legal permission to retain, reuse, revise, remix, and redistribute the material.<sup>6</sup> Examples of OERs range from comprehensive materials such as curriculum and textbooks to individual videos, syllabi, lecture notes, and tests... This resource has become very popular with the students, the faculty members and education institutes as these resources are freely available on the open source application.

The factors the researchers could observe are that the UG students have shown a significant use of e-textbooks. The use and availability of e-book over the mobile services have made it convenient for them to access and use the e-textbooks. The other factors that influenced the use of e-books are the "low cost" and the availability to read off-line,

The role of instructor or faculty is very vital in the selection of the medium of learning. The e-textbook have registered a growth if it has been recommended by the faculty member by providing technical instructions or modeled the pedagogical use.

The use of e-textbook is observed in the general subjects more than the technical subjects in the current context. the use will further grow in the future but only with the support of the university faculty members or instructors delivery methods.

**17. Select at least three examples of writing from different kinds of sources, such as a government Web site, a textbook, a popular magazine, and a novel.**

-> Example 1 -

Writing From government website - Federal aviation administration.

Every day, the FAA's Air Traffic Organization (ATO) provides service to more than 43,000 flights and 2.6 million airline passengers across more than 29 million square miles of airspace. With an airspace system as vast and complex as ours, it is helpful to have an easy-to-reference source for relevant facts and information. View the infographic below for a glimpse into ATO, or for more information, see [Air Traffic by the Numbers \(PDF\)](#).

Example 2 - Book writing

Theory of aviation

Flight is a phenomenon that has long been a part of the natural world. Birds fly not only by flapping their wings, but by gliding with their wings outstretched for long distances. Smoke, which is composed of tiny particles, can rise thousands of feet into the air. Both these types of flight are possible because of the principles of physical science. Likewise, man-made aircraft rely on these principles to overcome the force of gravity and achieve flight.

Example 3 -

Aviation related article - HBR

What frequent flyer has not asked him- or herself this question?

There is an answer, and it has to do with the dynamics of disruption. One of the most powerful corporate growth mechanisms – and at the heart of disruption theory — is moving upmarket. Chasing the next-higher-margin consumer requires both new firms and incumbents to leverage their resources, processes, and priorities. Instead of getting into a price war or squabbling over a shrinking market, both disruptors and incumbents find new ways to create value. This benefits customers – both the high-end customers being chased by incumbents, and the low-end or middle-market consumers being served by disruptors — and the industry at large.

All of the three sources have different writing styles

Where the government website has three sides information as well as correct usage of the word according to the grammar and it is based on purely formal way of writing and any kind of casual writing is avoided.

In writing of the book, what are discussed and most of the writing is informational and explanatory. This type of structure helps an student to understand the theory behind specific condition as well as provide adequate level of support in maintenance of a better structure.

At the last writing platform, language used is highly casual and very easy to understand. Intentionally simple words are used to create an impact on reading as well as to provide adequate level of support in providing clear understanding and easy information of to the readers.

Ascending from the First Source, availability of language move towards casuality from more formal way of writing. Where Government and books used a very formal way of communication for providing information, magazines and other similar platform shoes casual language to influence the readers and for easy provision of the information.

**18. Find a job announcement with specific duties that represents a job that you will be prepared for upon graduation. Choose a type of résumé and prepare your résumé to submit to the employer as an exam assignment. Your instructor may also request a scannable version of your résumé.**

-> Once you decide what type of field you want to go into (the more specific, the better!), there are a couple of things you can do to break into the career and get some foundational

experience. Whether you take on an internship, work for smaller companies or land a job through a connection, remember that everything counts.

Look for smaller companies for your first full-time job: In many fields, it can be easier to land a position in the field in smaller, local companies. Depending on the size of your city or town, you may even know some of the people working in the field that interests you. It can often be easier to land a position with a smaller company in order to get the experience and expertise you need to move into a larger institution.

Look at professional associations and networks related to the industry and see what they say about careers in the field.

Spend some time building your social networks and relevant career site profiles.

If an employer contacts you to set up an interview, your first priority is to research the company and prepare for your interview.

### **First Steps Of Networking**

The first step to networking is to think about the people closest to you – your family and friends. These individuals are people you already talk to regularly and who can vouch for your character and work ethic

Reach out to your school's alumni network:

Most colleges have an alumni network and try to stay connected with the different industries and organizations they work for. Some colleges have established programs where students can connect with alumni or you can visit the career services or alumni offices to ask about contacting alumni in your field of interest. Many alumni are happy to assist students from their same college if they can.

Build Professional & Business Relationships:

The chief objective of marketing platforms like LinkedIn is to make connections. Through such podiums, you gain the opportunity to meet the right companies or individuals that aptly fit with your set of business or professional requirements. Connecting with significant people in your industry strengthens your credibility and consolidates the position of your business.

### **Motivation or cover letters**

The key purpose of motivation or cover letter is to get your CV read and to get you an interview. Therefore, it has to be even better than your CV. It is effectively a one-page advertisement of you, so it must be brief, enthusiastic, and interesting. One of the main functions of a cover letter is to describe how your qualifications match a specific job vacancy, it is pointless to send a boilerplate cover letter that is not tailored to the targeted position. The following is a guide to help you do this.

*The examples given below are from a motivation letter that was written for the job description*

### **First Paragraph:**

Your first paragraph must grab the interest of the reader, provide information about the value you will add to the employer's organization, and make you stand out from other candidates. Do not waste the opening paragraph of your cover letter by using such clichés as

"Enclosed please find my resume,"

"Please accept the attached resume for your advertised opening," or

"As you can see on my resume enclosed herewith..."

Employers can see that your resume is enclosed or attached; you don't need to tell them. Phrases like these just take up precious space – remember that your cover letter should be no more than one page, ideally less. Focus on what makes you different i.e. your Unique Selling Proposition (USP) and highlight a few of the benefits you bring to the employer.

Historically, motivation letters began with sentences like,

"I am writing to apply for the sales director position you have posted on your company Website."

However, this is a very weak way to start. You want to grab the reader's attention and to do so you need to start with something like,

"I am a recent graduate with a Master's Degree in International Law and nearly one year of work experience as an intern covering a wide range of legal areas. I bring an eye for detail, enjoy taking the initiative, solving challenges, and achieving results even when faced with tight deadlines. This is why I believe that I can add value to the position of Commercial Contracts Officer."

### **Second Paragraph:**

Your next paragraph should expand on your professional and/or academic qualifications. Provide examples that illustrate your ability to provide the benefits you mention in the first paragraph. Use the information about your skills and achievements that you identified in Part 1 to make clear connections between the job requirements and your skills and achievements, for example,

"I understand the importance of listening closely to clients and customers and while working as a legal Trainee, this approach made an impact on my clients which resulted in both client retention and an increase in clients for the company. As well as having an international mindset and passion for working in a multicultural environment, I am ambitious, adaptable, and quick to learn. I have knowledge of contractual law having worked on international legal contracts. In addition, I am proactive with the experience of working confidently on my own and taking

responsibility for my work however I also enjoy working as part of a team and am known for always being there with my sleeves rolled up to support the team to meet our targets.”

You will need to use examples that illustrate *why* you’re a good fit for the job because simply stating that you have excellent time management skills and won’t land you a job.

### **Third Paragraph:**

Describe your fit with the company and position. This is the paragraph in which the research that you did in the previous chapter can pay off. You can show how you are a good fit by demonstrating your knowledge of the organization. This is the ideal paragraph in which to relate yourself to the company’s mission and values or mention a news item you’ve seen about the organization; for example:

“I am keen to work for Company Z because I have a broad legal background that fits well with the requirements for the position of Commercial Contracts Officer. I am a keen and fast learner and believe that I will be able to both learn a lot from and make a positive contribution to this position.”

or,

“Over the last two years, I have followed the unfolding events at Company Y with great interest as your firm moved into financial and broadband services.”

### **Fourth Paragraph:**

Just like all good salespeople, you need to have a strong call to action. The final paragraph of your cover letter must include a proactive call to action without being overly pushy. An example of a good call to action is,

“Thank you for your time. I would love the opportunity to meet with you in person to further discuss the position and my qualifications and can be contacted on the *telephone number* or via email to *email address*. I look forward to hearing from you soon.”

Or,

“I look forward to meeting with you in person to further discuss my motivation and experience for this position. Until then, should you have any questions, please do not hesitate to contact me on the *telephone number* or via email to *email address*.”

### **Points to Remember**

1. Always direct your letter to a named person rather than Dear Sir/Madam. If there is no name on the advert for the job vacancy, then do some more research either on the company website or LinkedIn or even call the company to get the correct name to address your letter to.

2. Speak the language of the job description – if they are looking for someone who can work well on their own, give an example of what you have achieved with minimum supervision. By showing that you have the skills that they are looking for, it also shows that you have taken the time to read the job description and have tailored your cover letter to the specific application rather than sending a generic letter. Never send a generic cover letter.

3. Never lie and say that you have the skills and experience they are looking for if you don't – you will always get caught out! If you have never used a specific piece of software, knowledge of which is a requirement for the job, but have used a similar one, then mention it instead, show that you are a quick learner and that you will be able to quickly pick it up.

4. Don't include any information that is not relevant to the job. The purpose of the cover letter is not to brag about all your skills and experience rather it is to show that you understand the job requirements and can show that you are a good fit.

5. Always include your contact details at the end to make it easy for the reader can contact you without having to search for your contact details.

6. Writing a cover letter is like telling a story — if you really want to relate to an employer, you need to add a personal touch to it. Don't be afraid to share your passions. Explain to the employer how and why you're the perfect fit for the company.

I hope these guidelines are helpful

**21. Find a memo from your work or business, or borrow one from someone you know. Share it with your classmates, observing confidentiality by blocking out identifying details such as the name of the sender, recipient, and company. Compare and contrast.**

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<https://www.chegg.com/homework-help/questions-and-answers/make-personal-connections-lkn-ow-memos-manifests-real-life-would-use-learned-area-professio-q102098627>

-> The answer provided below has been developed in a clear step by step manner.

Step: 1

A1. Product creating a draft introducing a new product to the client

Explanation:

From: Jacob Matthews



Avianani

Date: 28/09/2022

To:

Avril Lavigne

26th Street, Mid Town, Manhattan

Sub: Introducing our unique handcrafted healing stone bag with QR code

Dear Avril,

We at Avianini are proud to introduce you to our new one-of-a-kind leather bag that is handcrafted, hand painted, and comes with a QR code. Avianani is launched considering our mother nature, with abundance where all our products come with healing stones and are artisans hand paint the bags depicting the beautiful nature and its surroundings. We use sustainable leather in manufacturing all our products. Our company is also aligned with the United Nations 2030 sustainable agenda where we practice zero wastage in preparing this bag.

We can assure you that this bag will not only define your personality but you will also contribute a percentage to mother nature. It comes in red blue and white colors, where the healing stones are specially picked from the Aravalli hills of India. We use 100% calf leather imported from Italy and our artisans are trained in Aristotita, the top school for leather in the world.

Now any of our clients can get to know who prepared their bag and the story behind it by just scanning the QR code. It also comes with face recognition and a siren in case someone tries to tamper with the bag.

Our products come with a lifetime of warranty and we are coming up with an introductory price of \$2000. However, as a privileged client, we would like to offer you the bag for \$1500. One of our experienced sales executives will be ready to help you out with explaining the product and will help you with the orders.

Thanking You.

Sincerely,

Jacob Matthews

Sales and Operations Head

Avainani

Step: 2

A2. Holiday Memo informing class about the upcoming holiday

Explanation:

To

Faculty Members and Students

Orange valley School

Ontario

25th June 2022

Dear All,

As you all must be knowing that July 1st is Canada Day and it's a national holiday. We would like to inform you all that our school shall also remain closed the next day.

As there have been numerous activities conducted in the last month, we understand that it had become a little hectic for our students. Also, there were no holidays in May and June month. Hence the management has decided to give one extra day leave for the next day as well.

All the students are expected to resume their classes the next day and continue with the normal schedule.

Enjoy your holidays and stay safe.

Thanking you

Dr. Jacob

Principal

Orange Valley School

**Answer:**

A2. Holiday Memo

To

Faculty Members and Students

Orange valley School

Ontario

25th June 2022

Dear All,

As you all must be knowing that July 1st is Canada Day and it's a national holiday. We would like to inform you all that our school shall also remain closed the next day.

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Enjoy your holidays and stay safe.

Thanking you

Dr. Jacob

Principal  
Orange Valley School

**25. Write a one-page letter to a new customer introducing a new product or service. Compare your result to the letters your classmates wrote. What do the letters have in common? How do they differ from one another?**

->

From,

Fredrick Velasquez,

Topex Cosmetics

3 Country Club Drive

Grayslake, IL 60030

United States

Date: \_\_\_\_\_ (Date on which letter is written)

To,

The manager,

Chicks Salon

152 Durham St.

Cedar Rapids, IA 52402

United States

Sub; Introducing a new product

Dear Sir/Madam,

I take this opportunity to introduce our new product anti-aging cream 'Young Always'. We highly appreciate your support for being our esteemed customer for five years. We wish to inform you of this new product that could be very effective for your facial therapy customers.

This product aims at ensuring that a face has no wrinkles, it is smooth and maintains the glamor of youth. It has been tested by many volunteers and we assure you that no negative feedback has been received. We have experienced satisfaction from those who have tested it.

Kindly find an enclosed sample of the product in case you wish to test it on your customers. Also, find a pamphlet with more details on the product. Since you are our customer, the new product will be available to you at a discounted price.

Please let us know if you wish to try the product.

Yours Sincerely,

---

Fredrick Velasquez

Question 26 is 18

Question 28 is 16

**29. Visit a business Web site that has an “About Us” page. Read the “About Us” message and write a summary in your own words of what it tells you about the company.**

-> 1. [Yellow Leaf Hammocks](#)

Good stories humanize your brand, providing context and meaning for your offering. What’s more, good stories are sticky — which means people are more likely to connect with them and pass them on.

Yellow Leaf Hammocks tell users about its product by describing how the hammocks empower artisan weavers and their families. The company breaks down different pieces of the story into sections that combine words and easily digestible graphics.

**We cut out the middleman and get  
money directly into the hands of our  
weavers.**

#### **Empowering women.**

Creating jobs for women is especially important for community transformation. Research shows that women will spend up to 90% of their income on health, nutrition, and education for their families.

*Handwoven by Yalana*

[Read Her Story](#)



Pro tip: Put your storytelling skills to work on your about us page. Using descriptive and emotive copy and gorgeous graphics, an about us page with a story works harder for your business than a generic one.

**30. Please consider one purchase you made recently. What motivated you to buy and why did you choose to complete the purchase? Share the results with your classmates**

-> One purchase that I made recently were shirts from H&M.

I was just browsing around google for shirts at a reasonable price and did not purchase anything. I didn't even consider H&M in mind.

However, for the next couple of days they were remarketing me with pictures of their shirts, via social media ads.

This marketing was done keeping in mind that I was looking for cheap shirts and only the discounted items were displayed to me.

Thus, as a result, I found a couple of good shirts at a reasonable price and completed the purchase online.

An outreach message that can be effective depends on what level of the buying process the prospect is.

In my case I was more keen on making a purchase and thus for such a kind of audience, we can directly start off with the major benefit they are looking for that is the discount. .thus the message can be as follows:

Hi [name]

H&M's luxury shirt collection is now at 40% OFF.

Discover shirts made of 100% cotton, handmade by Indian craftsmen.

Click on the link below to explore our new collection.

**32.Choose a piece of business writing and evaluate it according to the qualities of good writing presented in this section. Do you think the writing qualifies as “good”? Why or why not? Discuss your opinion.**

-> One common concern is to simply address the question, what is good writing? As we progress through our study of written business communication we'll try to answer it. But recognize that while the question may be simple, the answer is complex. Edward P. Bailey offers several key points to remember.

Good business writing

- follows the rules,
- is easy to read, and
- attracts the reader.

Let's examine these qualities in more depth.

Bailey's first point is one that generates a fair amount of debate. What are the rules? Do "the rules" depend on audience expectations or industry standards, what your English teacher taught you, or are they reflected in the amazing writing of authors you might point to as positive examples? The answer is "all of the above," with a point of clarification. You may find it necessary to balance audience expectations with industry standards for a document, and may

need to find a balance or compromise. Bailey points to common sense as one basic criterion of good writing, but common sense is a product of experience. When searching for balance, reader understanding is the deciding factor. The correct use of a semicolon may not be what is needed to make a sentence work. Your reading audience should carry extra attention in everything you write because, without them, you won't have many more writing assignments.

When we say that good writing follows the rules, we don't mean that a writer cannot be creative. Just as an art student needs to know how to draw a scene in correct perspective before he can "break the rules" by "bending" perspective, so a writer needs to know the rules of language. Being well versed in how to use words correctly, form sentences with proper grammar, and build logical paragraphs are skills the writer can use no matter what the assignment. Even though some business settings may call for conservative writing, there are other areas where creativity is not only allowed but mandated. Imagine working for an advertising agency or a software development firm; in such situations success comes from expressing new, untried ideas. By following the rules of language and correct writing, a writer can express those creative ideas in a form that comes through clearly and promotes understanding.

Similarly, writing that is easy to read is not the same as "dumbed down" or simplistic writing. What is easy to read? For a young audience, you may need to use straightforward, simple terms, but to ignore their use of the language is to create an artificial and unnecessary barrier. An example referring to Miley Cyrus may work with one reading audience and fall flat with another. Profession-specific terms can serve a valuable purpose as we write about precise concepts. Not everyone will understand all the terms in a profession, but if your audience is largely literate in the terms of the field, using industry terms will help you establish a relationship with your readers.

The truly excellent writer is one who can explain complex ideas in a way that the reader can understand. Sometimes ease of reading can come from the writer's choice of a brilliant illustrative example to get a point across. In other situations, it can be the writer's incorporation of definitions into the text so that the meaning of unfamiliar words is clear. It may also be a matter of choosing dynamic, specific verbs that make it clear what is happening and who is carrying out the action.

Bailey's third point concerns the interest of the reader. Will they want to read it? This question should guide much of what you write. We increasingly gain information from our environment



through visual, auditory, and multimedia channels, from YouTube to streaming audio, and to watching the news online. Some argue that this has led to a decreased attention span for reading, meaning that writers need to appeal to readers with short, punchy sentences and catchy phrases. However, there are still plenty of people who love to immerse themselves in reading an interesting article, proposal, or marketing piece.

Perhaps the most universally useful strategy in capturing your reader's attention is to state how your writing can meet the reader's needs. If your document provides information to answer a question, solve a problem, or explain how to increase profits or cut costs, you may want to state this in the beginning. By opening with a "what's in it for me" strategy, you give your audience a reason to be interested in what you've written.

## **More Qualities of Good Writing**

To the above list from Bailey, let's add some additional qualities that define good writing. Good writing

- meets the reader's expectations,
- is clear and concise,
- is efficient and effective.

To meet the reader's expectations, the writer needs to understand who the intended reader is. In some business situations, you are writing just to one person: your boss, a coworker in another department, or an individual customer or vendor. If you know the person well, it may be as easy for you to write to him or her as it is to write a note to your parent or roommate. If you don't know the person, you can at least make some reasonable assumptions about his or her expectations, based on the position he or she holds and its relation to your job.

In other situations, you may be writing a document to be read by a group or team, an entire department, or even a large number of total strangers. How can you anticipate their expectations and tailor your writing accordingly? Naturally you want to learn as much as you can about your likely audience. How much you can learn and what kinds of information will vary with the situation. If you are writing Web site content, for example, you may never meet the people who will visit the site, but you can predict why they would be drawn to the site and what they would expect to read there. Beyond learning about your audience, your clear understanding of the writing assignment and its purpose will help you to meet reader expectations.

Our addition of the fifth point concerning clear and concise writing reflects the increasing tendency in business writing to eliminate error. Errors can include those associated with production, from writing to editing, and reader response. Your twin goals of clear and concise writing point to a central goal across communication: fidelity. This concept involves our goal of accurately communicating all the intended information with a minimum of signal or message breakdown or misinterpretation. Designing your documents, including writing and presentation, to reduce message breakdown is an important part of effective business communication.

This leads our discussion to efficiency. There are only twenty-four hours in a day and we are increasingly asked to do more with less, with shorter deadlines almost guaranteed. As a writer, how do you meet ever-increasing expectations? Each writing assignment requires a clear understanding of the goals and desired results, and when either of these two aspects is unclear, the efficiency of your writing can be compromised. Rewrites

require time that you may not have, but will have to make if the assignment was not done correctly the first time.

As we have discussed previously, making a habit of reading similar documents prior to beginning your process of writing can help establish a mental template of your desired product. If you can see in your mind's eye what you want to write, and have the perspective of similar documents combined with audience's needs, you can write more efficiently. Your written documents are products and will be required on a schedule that impacts your coworkers and business. Your ability to produce effective documents efficiently is a skill set that will contribute to your success.

Our sixth point reinforces this idea with an emphasis on effectiveness. What is effective writing? It is writing that succeeds in accomplishing its purpose. Understanding the purpose, goals, and desired results of your writing assignment will help you achieve this success. Your employer may want an introductory sales letter to result in an increase in sales leads, or potential contacts for follow-up leading to sales. Your audience may not see the document from that perspective, but will instead read with the mindset of, "How does this help me solve X problem?" If you meet both goals, your writing is approaching effectiveness. Here, effectiveness is qualified with the word "approaching" to point out that writing is both a process and a product, and your writing will continually require effort and attention to revision and improvement.

**12. Write one message of at least three sentences with at least three descriptive terms and present it to at least three people. Record notes about how they understand the**

**message, and to what degree their interpretations are the same or different. Share and compare with classmates**

-> This section argues that to overcome barriers to communication, good writers pay attention to details, strive to understand the target meaning, consider nonverbal expressions, and make it a habit to review, reflect, and revise. After you read, try the exercises at the end of the section.

Learning Objective

1. Describe some common barriers to written communication and how to overcome them.

In almost any career or area of business, written communication is a key to success. Effective writing can prevent wasted time, wasted effort, aggravation, and frustration. The way we communicate with others both inside of our business and on the outside goes a long way toward shaping the organization's image. If people feel they are listened to and able to get answers from the firm and its representatives, their opinion will be favorable. Skillful writing and an understanding of how people respond to words are central to accomplishing this goal.

How do we display skillful writing and a good understanding of how people respond to words? Following are some suggestions.

Do Sweat the Small Stuff

Let us begin with a college student's e-mail to a professor:

"i am confused as to why they are not due until 11/10 i mean the calendar said that they were due then so that's i did them do i still get credit for them or do i need to do them over on one tape? please let me know thanks. also when are you grading the stuff that we have done?"

What's wrong with this e-mail? What do you observe that may act as a barrier to communication? Let's start with the lack of formality, including the fact that the student neglected to tell the professor his or her name, or which specific class the question referred to. Then there is the lack of adherence to basic vocabulary and syntax rules. And how about the lower case "i's" and the misspellings?

One significant barrier to effective written communication is failure to sweat the small stuff. Spelling errors and incorrect grammar may be considered details, but they reflect poorly on you and, in a business context, on your company. They imply either that you are not educated enough to know you've made mistakes or that you are too careless to bother correcting them. Making errors is human, but making a habit of producing error-filled written documents makes negative consequences far more likely to occur. When you write, you have a responsibility to self-edit and pay attention to detail. In the long run, correcting your mistakes before others see them will take less time and effort than trying to make up for mistakes after the fact.

Get the Target Meaning

How would you interpret this message?

"You must not let inventory build up. You must monitor carrying costs and keep them under control. Ship any job lots of more than 25 to us at once".

Bypassing involves the misunderstanding that occurs when the receiver completely misses the source's intended meaning. Words mean different things to different people in different contexts. All that difference allows for both source and receiver to completely miss one another's intended goal.

Did you understand the message in the example? Let's find out. Jerry Sullivan, in his article Bypassing in Managerial Communication, relates the story of Mr. Sato, a manager from Japan who is new to the United States. The message came from his superiors at Kumitomo America, a firm involved with printing machinery for the publishing business in Japan. Mr. Sato delegated the instructions (in English as shown above) to Ms. Brady, who quickly identified there were three lots in excess of twenty-five and arranged for prompt shipment.

Six weeks later Mr. Sato received a second message:

"Why didn't you do what we told you? Your quarterly inventory report indicates you are carrying 40 lots which you were supposed to ship to Japan. You must not violate our instructions".

What's the problem? As Sullivan relates, it is an example of one word, or set of words, having more than one meaning. According to Sullivan, in Japanese "more than x" includes the reference number twenty-five. In other words, Kumitomo wanted all lots with twenty-five

or more to be shipped to Japan. Forty lots fit that description. Ms. Brady interpreted the words as written, but the cultural context had a direct impact on the meaning and outcome.

You might want to defend Ms. Brady and understand the interpretation, but the lesson remains clear. Moreover, cultural expectations differ not only internationally, but also on many different dimensions from regional to interpersonal.

Someone raised in a rural environment in the Pacific Northwest may have a very different interpretation of meaning from someone from New York City. Take, for example, the word "downtown". To the rural resident, downtown refers to the center or urban area of any big city. To a New Yorker, however, downtown may be a direction, not a place. One can go uptown or downtown, but when asked, "Where are you from?" the answer may refer to a borough ("I grew up in Manhattan") or a neighborhood ("I'm from the East Village").

This example involves two individuals who differ by geography, but we can further subdivide between people raised in the same state from two regions, two people of the opposite sex, or two people from different generations. The combinations are endless, as are the possibilities for bypassing. While you might think you understand, requesting feedback and asking for confirmation and clarification can help ensure that you get the target meaning.

Sullivan also notes that in stressful situations we often think in terms of either/or relationships, failing to recognize the stress itself. This kind of thinking can contribute to source/receiver error. In business, he notes that managers often incorrectly assume communication is easier than it is, and fail to anticipate miscommunication.

As writers, we need to keep in mind that words are simply a means of communication, and that meanings are in people, not the words themselves. Knowing which words your audience understands and anticipating how they will interpret them will help you prevent bypassing.

### Consider the Nonverbal Aspects of Your Message

Let's return to the example at the beginning of this section of an e-mail from a student to an instructor. As we noted, the student neglected to identify himself or herself and tell the instructor which class the question referred to. Format is important, including headers, contact information, and an informative subject line.

This is just one example of how the nonverbal aspects of a message can get in the way of understanding. Other nonverbal expressions in your writing may include symbols, design, font, and the timing of delivering your message.

Suppose your supervisor has asked you to write to a group of clients announcing a new service or product that directly relates to a service or product that these clients have used over the years. What kind of communication will your document be? Will it be sent as an e-mail or will it be a formal letter printed on quality paper and sent by postal mail? Or will it be a tweet, or a targeted online ad that pops up when these particular clients access your company's Web site? Each of these choices involves an aspect of written communication that is nonverbal. While the words may communicate a formal tone, the font may not. The paper chosen to represent your company influences the perception of it. An e-mail may indicate that it is less than formal and be easily deleted.

As another example, suppose you are a small business owner and have hired a new worker named Bryan. You need to provide written documentation of asking Bryan to fill out a set of forms that are required by law. Should you send an e-mail to Bryan's home the night before he starts work, welcoming him aboard and attaching links to IRS form W-4 and Homeland Security form I-9? Or should you wait until he has been at work for a couple of hours, then bring him the forms in hard copy along with a printed memo stating that he needs to fill them out? There are no right or wrong answers, but you will use your judgment, being aware that these nonverbal expressions are part of the message that gets communicated along with your words.

### Review, Reflect, and Revise

Do you review what you write? Do you reflect on whether it serves its purpose? Where does it miss the mark? If you can recognize it, then you have the opportunity to revise.

Writers are often under deadlines, and that can mean a rush job where not every last detail is reviewed. This means more mistakes, and there is always time to do it right the second time. Rather than go through the experience of seeing all the mistakes in your "final" product and rushing off to the next job, you may need to focus more on the task at hand and get it done correctly the first time. Go over each step in detail as you review.

A mental review of the task and your performance is often called reflection. Reflection is not procrastination. It involves looking at the available information and, as you review the key points in your mind, making sure each detail is present and perfect. Reflection also allows for another opportunity to consider the key elements and their relationship to each other.

When you revise your document, you change one word for another, make subtle changes, and improve it. Don't revise simply to change the good work you've completed, but instead look at it from the perspective of the reader - for example, how could this be clearer to them? What would make it visually attractive while continuing to communicate the

message? If you are limited to words only, then does each word serve the article or letter? No extras, but just about right.

### Key Takeaway

To overcome barriers to communication, pay attention to details; strive to understand the target meaning; consider your nonverbal expressions; and review, reflect, and revise.

**15. You've been assigned to a marketing team tasked to engage an audience just like you. Make a list of what services or products your target audience would find attractive. Pick one and develop a slogan that is sure to get attention. Share your results with the class.**

-> In this guide, we're going to provide steps and examples for 12 effective ways to promote a new service or product. They include:

1. Exclusive previews
2. Introductory offers
3. Google My Business promotions
4. Contests and giveaways
5. Email marketing
6. Blog posts
7. Events (virtual and in-person)
8. Upgrades
9. Trade-ins
10. Customer reviews
11. Social media posts
12. Facebook ads

**19. Design a market survey that asks your friends at least three questions that have to do with their attitudes, preferences, or choices. Prepare and present your results, noting the number of respondents, and any characteristics that you requested or can offer, like age or level of education, for example**

-> At some point, you may have answered your phone to find a stranger on the other end asking you to take part in a survey for a polling organization like Gallup, Pew, or Roper. You may have also received a consumer survey in the mail, with a paper form to fill out and return in a



postage-paid envelope. Online surveys are also becoming increasingly popular. For example, SurveyMonkey.com is an online survey tool that allows people to respond to a set of questions and provide responses. This type of reader feedback can be valuable, particularly if some of the questions are open-ended. Closed questions require a simple yes or no to respond, making them easier to tabulate 240 Business Communication for Success as “votes,” but open-ended questions give respondents complete freedom to write their thoughts. As such, they promote the expression of new and creative ideas and can lead to valuable insights for you, the writer. Surveys can take place in person, as we discussed in an interview format, and this format is common when taking a census. For example, the U.S. government employs people for a short time to go door to door for a census count of everyone. Your organization may lack comparable resources and may choose to mail out surveys on paper with postage-paid response envelopes or may reduce the cost and increase speed by asking respondents to complete the survey online.

Feedback may be indirect or direct, internal or external, and may be mediated electronically in many different ways

**23. Prepare a business proposal in no more than two pages. Do not include actual contact information. Just as the example has employees named after colors, your (imaginary) company should have contact information that does not directly link to real businesses or you as an individual. Do not respond to point 12**

## Business Proposal Template [Short]

<b>Problem Summary</b>	
<b>Proposed Solution</b>	
<b>Product/Service Feature</b>	<b>Benefit to the Client</b>
1.	1.
2.	2.
3.	3.
<b>Pricing Information</b>	
<b>Proposed Schedule</b>	
<b>Project Activity</b>	<b>Date of Completion</b>
1.	1.
2.	2.
3.	3.
4.	4.
<b>Conclusion</b>	
<b>Terms &amp; Conditions</b>	
<b>Signature:</b> _____	<b>Date:</b> _____