

Unit-2 Modern Business Communication.

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Q1 What are the five key rule of Good writing?

L9

① Come straight to the point:-

Business People always prefer letter that are straight to the point as they don't have much time to read long-winded documents. Coming to the straight point saves reader's time.

② Remember KISS Principle:

→ KISS refers to keep it short & simple.

It means we should use short & simple sentences in business document. Short and simple words & sentences makes writing effective & easy to understand for readers.

③ Use Active Voice:

- Active voice means that subject of the sentence does the action of sentence whereas passive voice means that the subject of the sentence receives the action. We should use active voice which makes document more alive, more focused, personal, interesting, clear & not lengthy sentences.

Teacher's Signature.....

② Use the right tone:

- Changing the tone of voice convey messages in different way. Tone of voice should be sound polite, friendly, firm. We shouldn't use rude tone in our sentences.

for example we should use "please take a seat" instead of using "sit down!"

in order to make document sound polite & friendly. people prefer polite words so we should use right tone in our document.

③ Ensure accuracy:

- We should use accurate figures, dates, numbers & prices. Also we should take care of spellings, punctuation, tenses in the sentences to maintain accuracy in good writing.