

Unit-1: Objectives of Business Communication

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1. Clarity

What	Why	How
Use of clear words and language (letters, emails, blogs, instant messages) and speak clearly	1. <i>Ideas, solutions</i> clear to the readers	1. Be specific
	2. Failed as communicator – your own credibility at stake	2. Answer the reporter's questions
	3. Wasted time and money (both)	3. Use easily understandable words
	4. Lose opportunities	
	5. Cause loss to customer/reader/company	

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III. Use easily understandable words

Two thumb rules:

- To write clearly – use words that can be easily understood – avoid obscure words
- Use *acronyms, abbreviations, and jargons* as per level of understanding of the reader/audience

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A. Avoid obscure words

Obscure: hard to understand or see

The objective of the writer should be to:

- Write to communicate – not confuse
- Write to express – not impress
- Write words that will make sense of your correspondence – not confuse the reader
- Try and write the way you speak – only if your language is clear and strong

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Obscure words	easy words
1. Aforementioned	already discussed
2. Initial	first
3. In lieu of	instead of
4. Accede	agree
5. As per your request	as you requested
6. Ascertain	find out
7. Cognizant	know, aware
9. Attached herewith	attached
10. Ameliorate	improve
11. Supersede	replace
12. Disclose	show

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Objective - 2: CONCISENESS

What	Why	How
complete explanation in brief text – to the point	Saves time - reader's and writer's	Limit paragraph length
	Keeps attention of the reader or improves readability – USA 22% of people read at lowest literacy level – if writing to college level you will eliminate 70 million people in USA – "power browse" – skim rather than deep read – college students in one year in USA – read 8 books, 2,300 web pages, 1,281 FB profiles viewed, 42 assignments written, 500 emails written.	Limit word and sentence length 1. Readability test 2. Meet clever method of revision 3. Avoid shun words 4. Avoid camouflaged words 5. Avoid the expletive pattern 6. Omit redundancies 7. Avoid wordy phrases 8. Use Active Vs. Passive
	Technology is impacting size of communication – Twitter, SMS, SOPs, Resume, E-mail messages, Online help screens, Power Point	

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A. Limit paragraph length

- Writer - best decision-maker on length of paragraph
- Why short paragraphs - invite reading - better understanding of the content
 - long paragraphs may lead to- Readers may **skip words** or sentences, might **miss key words** or concepts, Might **miss** what the paragraph is trying to **convey**,
- Paragraph in technical documents:
 - Should not be more than 4 to 6 lines
 - Or not more than 50 words

B. Limit word and sentence length

- (1) **Words per sentence** should be limited - thus, sentence length should be small
- (2) limited use of **long or big words**
- **Methods**
 - Readability index – Robert Gunning's Fog Index, Linsear Write Index, Lazy Word Index, Flesch-Kincaid Grade Level Score, etc.
 - Meat cleaver method of revision
 - Avoid shun words
 - Avoid camouflaged words
 - Avoid the expletive pattern
 - Omit redundancies
 - Avoid wordy or prepositional phrases
 - Use Active Vs passive voice

1. Readability test - The Fog Index

- Many – most used is Gunning Fog index
- Measures **number of words** per sentence and **number of long words** per sentence - Higher the rating – more difficult is the reading - score indicates the **number of years of education** a reader requires to understand a text.
- **Steps**
 - Find average words per sentence – no. of words/no. of sentences
 - Count the long words (with 3 or more syllables) in each sentences – e.g. 'Multisyllabic' will be 5 syllables – mul-ti-syl-lab-ic
 - Add the words per sentence with total number of multisyllabic words – multiply the result with 0.4 (fog factor)

2. Meat Cleaver Method Of Revision

- A method to reduce sentence lengths
- Cut each sentence into half or thirds
- Revise or change sequence (if required)

One sentence with 44 words

Before: To maintain proper stock balances of respirators and canister elements and to ensure the identification of physical limitations which may negate an individual's previous fit-test, gbc-16 respirator request and issue record will need to be submitted for each respirator requested for use.

After : Submit a GBC-16 respirator request and issue record for each requested respirator. We then can maintain proper respirator and canister element stock balances. We also can identify physical limitations which may negate an individual's previous fit-test.

3. Avoid Shun Words

- Shun words – the ones that end with *tion* or *sion* – *meditation, examination, revision* etc.
- To write concisely – avoid shun words
 - *Answer*
- *I came to the conclusion*
 - *I concluded* (3 words reduced)
- *With the exception of*
 - *except for*
- *Consider implementation*
 - *please implement*
- *Make revisions*
- *Investigation of the*
- *Utilization of*

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4. Camouflaged Words

- Camouflaged – hidden or blended with the surrounding
- Camouflaged words – key words buried in surrounding words
- E.G. *Please make an amendment to the document*
- You can write – *please amend the document*

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8. Use active voice versus passive voice

- **Active voice:** directs attention to the subject and then to the action initiated by the subject – **Passive voice** – attention on object
- E.g. of Active *The architect placed the blueprint on the table*
- Subject – *architect* - Action and thing acted on – *placed blueprint on the table*
- **Why use active voice:**
 - Involves less words in a sentences
 - There is clarity and easy to follow

7. Avoid Wordy/prepositional Phrases

- Some phrases have many words – such can be avoided
- E.G. - **In order to** purchase a scooter.....
- Revision - **to buy** a scooter
- E.G. – **Due to the fact** that....
- Revision – **because**
- E.G. **In the near future**.....
- Revision – **soon**

Proof reading tips

- Let someone else read it
- Let it sit
- Print it out
- Use technology
- Read it loud
- Scatter proofing
- Read in reverse

Objective 4: ORGANIZATION

- Effective communication - when readers follow the logic/concept/content of the document
- Organization - explains the train of thought of writer
- Way to organize text to make it easy and understandable.
- Method of organization to be used as per the requirement of the document

Objective - 5 - ETHICS

Ethics: a set of principles or study concerning right and wrong in how people should behave.

Legalities: you include language/information that does not deceive the customer – illegal or actionable under law – like warning on products, cautions, dangers etc.

Practicalities: not practical to do business when your customer does not buy the product again.

- **Ethicalities:**
- Ethical responsibility to write the truth
- Promote customer welfare and avoid deceiving the end user
- Responsibility as a member of the society and as a human being

Spatial	Chronological	Importance	Comparison/Contrast	Problem/solution
To be used in documents that would describe the space of a object, a building, placement of parts in a machine, etc.	Chronological organization to describe time or the steps in an instruction	Arranging of data/information as per importance	Arrange the text in manner to provide options/comparisons/contrasts	Proposals or letter of sale is organized in problem/solution type of organization
Text would help the reader visualize the object/part/building	E.G. Preparation description on a packet of food item.	Bring key information first – as readers will focus more on first few points	You compare the similarities of each option and contrast of differences between the options	If you are selling a product/concept/idea – there are existing problems - you are providing the solution
You can describe what you see as it appears in a space– from left to right, top to bottom, inside to outside etc.		Writer's decision	Example - sales brochure – alternative timetables, services, cost structures	E.G. If a sales letter promotes a new product (solution) – customer will purchase if current product is inferior (problem)
		Merit – to provide as many options to the client as possible to choose from - Important in today's time of competition		Proposal for a new procedure to improve work environment (solution) – current procedure needs improvement (problem).

E.G. Ethical guidelines

As per society for technical communications (STC)

1. **Legality** – laws of profession, terms of contract - consistency with global and local laws
2. **Honesty** – truthfull and accurate communication – concise, clear, credit to authorship, no work other than that of employer, correct advertisement
3. **Confidentiality** – clients, employers
4. **Quality** – negotiate achievable targets with clients and then achieve them
5. **Fairness** – respect cultural and demographic diversity
6. **Professionalism** – promote profession, help people of same profession, perform well as professional