



Business Communication (HS-218)

Week 7 (Recorded Lecture Part 1)

ASMARA SHAFQAT

Lecturer & PhD Scholar (Applied Linguistics)

Department of Humanities

NED University of Engg. & Tech. Karachi



Types of Business Communication

1. Positive Messages
2. Negative Messages
3. Persuasive Messages

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Positive Messages

- ❖ Messages communicating straightforward requests, replies, and goodwill.
- ❖ Routine Messages
- ❖ Using the 3-x-3 writing process:
 - Phase 1: Analysis, Anticipation, and Adaptation
 - Phase 2: Research, Organization, and Composition
 - Phase 3: Revision, Proofreading, and Evaluation

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Phase I - Analysis, Anticipation, and Adaptation

Do I really need to write this e-mail, memo, or letter? A phone call or a quick visit to a nearby coworker might solve the problem—and save the time and expense of a written message. On the other hand, some written messages are needed to provide a permanent record or to show a well-conceived plan.

Why am I writing? Know why you are writing and what you hope to achieve. This will help you recognize what the important points are and where to place them.

How will the reader react? Visualize the reader and the effect your message will have. Understand your reader's needs. Consider ways to shape the message to benefit the reader. Also remember that with e-mails, your message may very well be forwarded to someone else.

What channel should I use? It's tempting to use e-mail for much of your correspondence. However, a phone call or face-to-face visit is a better channel choice if you need to (a) convey enthusiasm, warmth, or another emotion; (b) supply a context; or (c) smooth over disagreements.

A business letter is better when the matter requires (a) a permanent record, (b) confidentiality, or (c) formality.

How can I save my reader's time? Think of ways that you can make your message easier to comprehend at a glance. Use bullets, asterisks, lists, headings, and white space to improve readability.

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Phase II - Research, Organization, and Composition

- ❖ Gather documentation to prepare your message. Make an outline of the points you wish to cover.
- ❖ For short messages jot down notes on the document you are answering or make a scratch list at your computer.
- ❖ For longer documents that require formal research, use a cluster diagram or the outlining techniques.
- ❖ As you compose your message, avoid amassing huge blocks of text. No one wants to read endless lines of type. Instead, group related information into paragraphs, preferably short ones.
- ❖ **Paragraphs separated by white space look inviting.** Be sure that each paragraph includes a topic sentence backed up by details and evidence.
- ❖ If you bury your **main point** in the middle of a paragraph, the reader may miss it.

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Phase III - Revision, Proofreading, and Evaluation

- ❖ Revising, involves putting the final touches on your message. Careful and caring writers ask themselves the following questions:
 - **Is the message clear?** Viewed from the receiver's perspective, are the ideas clear? Did you use plain English? If the message is passed on to others, will they need further explanation? Consider having a colleague critique your message if it is an important one.
 - **Is the message correct?** Are the sentences complete and punctuated properly? Did you overlook any typos or misspelled words? Remember to use your spell checker and grammar checker to proofread your message before sending it.
 - **Did I plan for feedback?** How will you know whether this message is successful? You can improve feedback by asking questions (such as Are you comfortable with these suggestions? Or What do you think?). Remember to make it easy for the receiver to respond.
 - **Will this message achieve its purpose?** The last step in the 3-x-3 writing process is evaluating the product. Before any message leaves your desk always reread it and put herself in the shoes of the reader: "How would I feel if I were receiving it?"

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



BEN & JERRY'S

VERMONT'S FINEST • ICE CREAM & FROZEN YOGURT™



NED



January 18, 2012

Ms. Jennifer Ball
1401 Churchville Lane
Bel Air, MD 21014

Dear Jennifer:

Personalizes
reply and builds
goodwill with
reference to
writer's letter

We're delighted to hear of your Ben & Jerry's Club at Franklin Middle School and to send the items you requested.

Opens directly
with response
to customer's
request

Your club sounds as though it resembles its parent in many ways. We, too, can't seem to control our growth; and we, too, get a little out of control on Friday afternoons. Moreover, the simplicity of your club rules mirrors the philosophy of our cofounder, who says, "If it's not fun, why do it?"

Enclosed are the following items:

- A list of all flavors available in pints. If you can't find these flavors at your grocer's, I'm sending you some "ballots" for your club's use in encouraging your grocer to stock your favorites.
- The latest issue of Ben & Jerry's "Chunk Mail." We're also putting you on our mailing list so that your club will receive our Chunk Mail newsletter regularly.

Itemizes and
explains
enclosures
requested
by customer

Uses receiver's
name to make
letter sound
conversational
and personal

We hope, Jennifer, that you'll soon tour our plant here in Vermont. Then, you can be on an equal footing with your prez and sport one of our tour buttons. This seems only appropriate for the consensus-building, decision-making model you are pioneering in your Ben & Jerry's Club!

Ties in cordial
closing with
more references
to customer's
letter

Sincerely,

Alice Blanchly
Consumer Affairs

Enc: Flavor list, ballots, Chunk Mail

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



1 Prewriting

Analyze: The purpose of this letter is to build goodwill and promote Ben & Jerry's products.

Anticipate: The reader is young, enthusiastic, and eager to hear from Ben & Jerry's. She will appreciate personalized comments.

Adapt: Use short sentences, cheerful thoughts, and plenty of references to the reader, her club, her school, and her request.

2 Writing

Research: Reread the customer's letter. Decide on items to enclose and locate them.

Organize: Open directly with a positive response. Explain the enclosed items. Find ways to make the reader feel a special connection with Ben & Jerry's.

Compose: Write the first draft quickly. Realize that revision will improve it.

3 Revising

Revise: Revise the message striving for a warm tone. Use the receiver's name. Edit long paragraphs and add bulleted items.

Proofread: Check the address of the receiver. Decide whether to hyphenate *cofounder* and how to punctuate quotations.

Evaluate: Consider how you would feel if you received this letter.

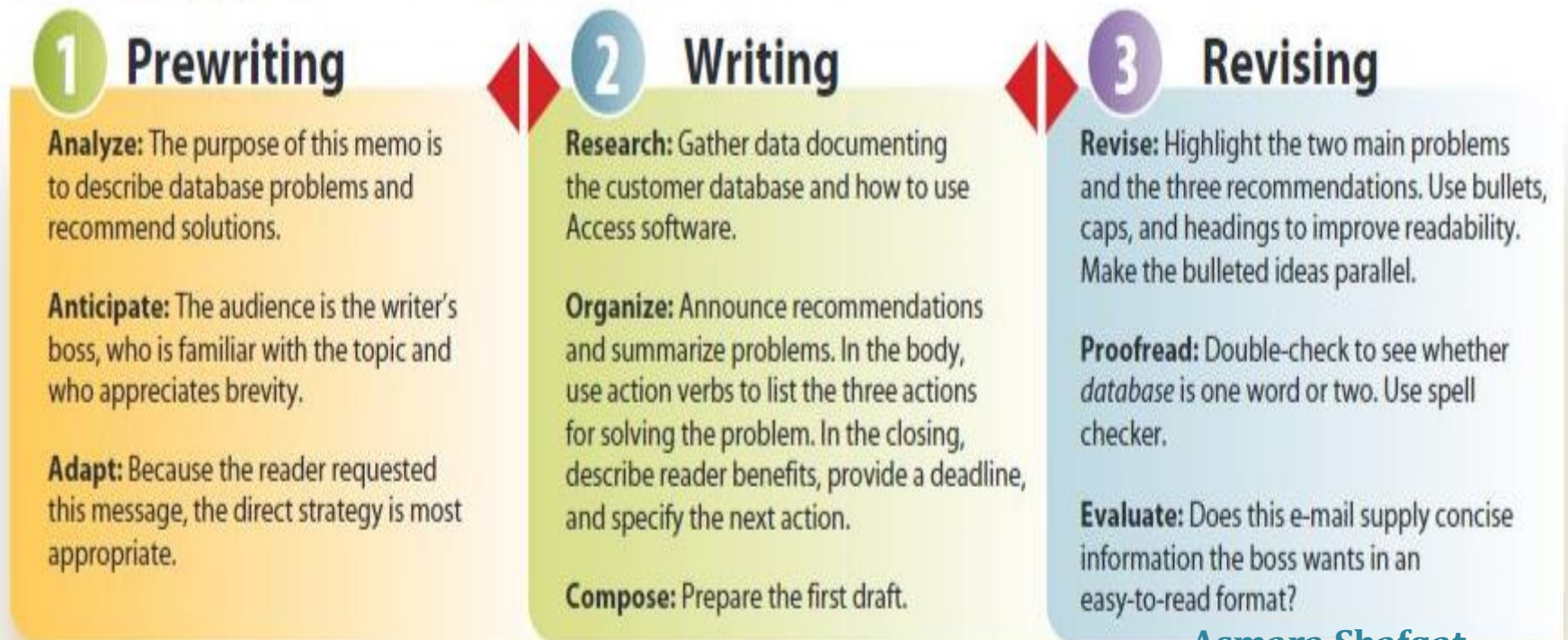
Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Positive Messages: E-Mails, Memos

FIGURE 8.2 Applying the Writing Process to an E-Mail



Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi





Memo Format:

Aligns all heading words with those following Subject

Leaves side margins of 1 to 1.25 inches

Uses headings, columns, bold text, and white space to highlight information

Omits a closing and signature

HOLLYWOOD AUDIENCE SERVICES

MEMORANDUM

Date: November 11, 2012
 To: Stephanie Sato, President
 From: Sundance Richardson, Special Events Manager
 Subject: Improving Web Site Information

In response to your request for ideas to improve our Web site, I am submitting the following suggestions. Because interest in our audience-member, seat-filler, and usher services is growing constantly, we must use our Web site more strategically. Here are three suggestions.

First, our Web site should explain our purpose. We specialize in providing customized and responsive audiences for studio productions and award shows. The Web site should distinguish between audience members and seat fillers. Audience members have a seat for the entire taping of a TV show. Seat fillers sit in the empty seats of celebrity presenters or performers so that the front section does not look empty to the home audience.

Second, I suggest that our Web designer include a listing such as the following so that readers recognize the events and services we provide:

Event	Audience Members Provided Last Year	Seat Fillers and Ushers Provided Last Year
Daytime Emmy Awards	53	15
Grammy Awards	34	17
Golden Globe Awards	29	22
Screen Actor's Guild Awards	33	16

Third, our Web site should provide answers to commonly asked questions such as the following:

- Do audience members or seat fillers have to pay to attend the event?
- How often do seat fillers have to move around?
- Will seat fillers be on television?

Our Web site can be more informative and boost our business if we implement some of these ideas. Are you free to talk about these suggestions at 10 a.m. on Tuesday, November 19?

Tips for Formatting Interoffice Memos

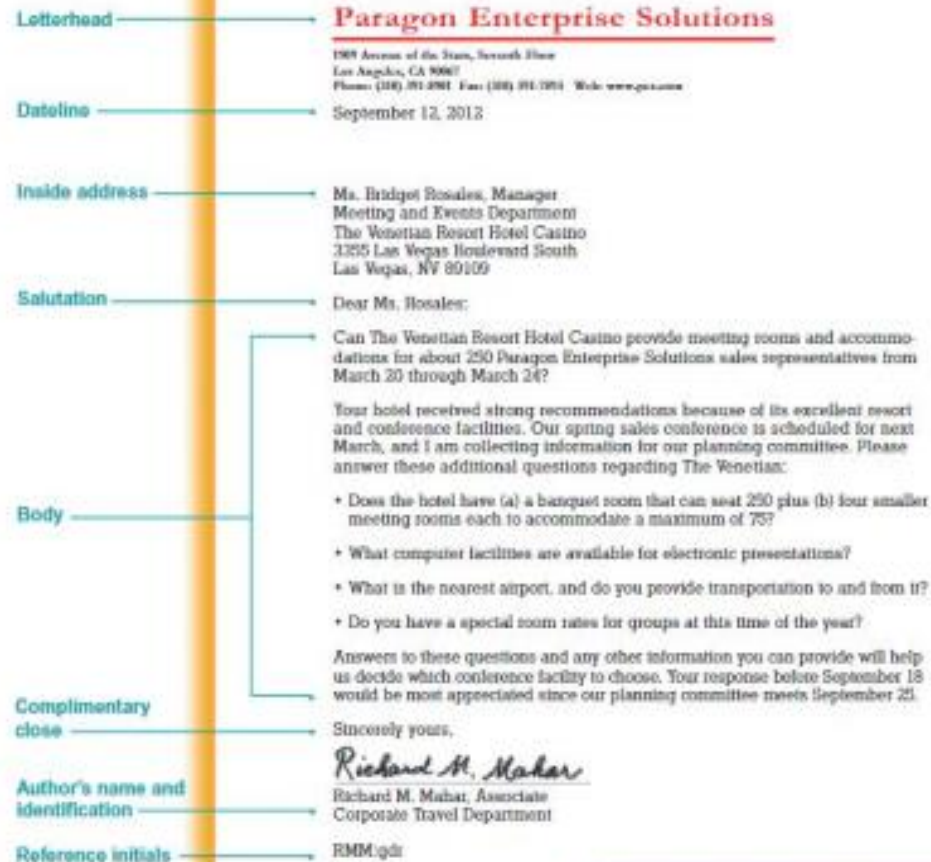
- On plain paper, set 1-inch top and bottom margins.
- Set left and right margins of 1 to 1.25 inches.
- Include an optional company name and the word MEMO or



FIGURE 8.4 Formatting a Direct Request Business Letter



Letter Format:



Tips for Formatting Letters

- Start the date 2 inches from the top or 1 blank line below the letterhead.
- For block style, begin all lines at the left margin.
- Leave side margins of 1 to 1.5 inches depending on the length of the letter and the font size.
- Single-space the body and double-space between paragraphs.
- Use left, not right, justification.

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi

FIGURE 8.5 Customer Response Letter

1 Prewriting

Analyze: The purpose of this letter is to provide helpful information and to promote company products.

Anticipate: The reader is the intelligent owner of a small business who needs help with personnel administration.

Adapt: Because the reader requested this data, he will be receptive to the letter. Use the direct strategy.

2 Writing

Research: Gather facts to answer the business owner's questions. Consult brochures and pamphlets.

Organize: Prepare a scratch outline. Plan for a fast, direct opening. Use numbered answers to the business owner's three questions.

Compose: Write the first draft on a computer. Strive for short sentences and paragraphs.

3 Revising

Revise: Eliminate jargon and wordiness. Look for ways to explain how the product fits the reader's needs. Revise for the "you" view.

Proofread: Double-check the form of numbers (*July 12, page 6, 8 to 5 PST*).

Evaluate: Does this letter answer the customer's questions and encourage an order?

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



**NED****LMS**

SONOMA SOFTWARE, INC.

530 Sonoma Parkway
 Petaluma, CA 94539
 (707) 764-2219
 www.sonomasoft.com

July 15, 2012

Mr. Jeffrey M. White
 Director, Human Resources
 White-Rather Enterprises
 1349 Century Boulevard
 Wichita Falls, TX 76308

Dear Mr. White:

Subject: Your July 12 Inquiry About WorkZone Software

Yes, we do offer personnel record-keeping software specially designed for small businesses like yours. Here are answers to your three questions about this software:

1. Our WorkZone software provides standard employee forms so that you are always in compliance with current government regulations.
2. You receive an interviewer's guide for structured employee interviews, as well as a scripted format for checking references by telephone.
3. Yes, you can update your employee's records easily without the need for additional software, hardware, or training.

Our WorkZone software was specially designed to provide you with expert forms for interviewing, verifying references, recording attendance, evaluating performance, and tracking the status of your employees. We even provide you with step-by-step instructions and suggested procedures. You can treat your employees as if you had a professional human resources specialist on your staff.

On page 6 of the enclosed pamphlet, you can read about our WorkZone software. To receive a preview copy or to ask questions about its use, just call 1-800-354-5500. Our specialists are eager to help you weekdays from 8 to 5 PST. If you prefer, visit our Web site to receive more information or to place an order.

Sincerely,

Linda Delorme

Linda Delorme
 Senior Marketing Representative

Puts most important information first

Lists answers to sender's questions in order asked

Helps reader find information by citing pages

Identifies previous correspondence and subject

Emphasizes "you" view

Links sales promotion to reader benefits

Makes it easy to respond

Asmara Shafqat

PhD Scholar (Applied Linguistics)
 Lecturer, Department of Humanities,
 NED University Of Engineering &
 Technology, Karachi

Your Task

Analyze the following poorly written message. List at least five weaknesses.

To: Amsoft Manager List
From: Stella Soto <stella.soto@amsoft.com>
Subject: E-Mail Problems

Dear Managers,

As Amsoft vice president, I am troubled by a big problem. I am writing this note to ask for your help and advice to address an urgent problem— the problem of excessive e-mail. If you will do me the favor of answering the questions below, I'm sure your ideas will assist us in the development of a plan that should benefit your staff, yourself, and our organization will be improved. Your replies in writing to these questions (preferably by May 5) will help me prepare for our supervisory committee meeting on May 10.

Although e-mail is a great productivity tool, I'm afraid that its use is becoming extremely excessive. For our organization it is actually cutting into work time. Did you know that one study found that the average office worker is spending 3 hours a day on e-mail? In our organization we may be spending even more than this. It's exceedingly difficult to get any work done because of writing and answering an extraordinary number of e-mails coming in each and every day. Excessive e-mail is sapping the organization's strength and productivity.

I would like to have your answers to some questions before the above referenced dates to help us focus on the problem.

Stella Soto
Vice President, Operations

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Your Task

Analyze the following poorly written interoffice memo that reports information from a symposium.
List at least five weaknesses.

Date: March 4, 2012
To : Trevor Kurtz, CEO
From: Emily Lopez-Rush
Subject: Instant Messaging

Thanks for asking me to attend the Instant Messaging Symposium. It was sponsored by Pixel Link and took place March 2. Do you think you will want me to expand on what I learned at the next management council meeting? I believe that meeting is March 25.

Anyway, here's my report. Jason Howard, the symposium leader told us that over 80 million workers are already using instant messaging and that it was definitely here to stay. But do the risks outweigh the advantages? He talked about benefits, providers, costs involved, and risks. The top advantages of IM are speed, documentation, and it saves costs. The major problems are spam, security, control, and disruptive. He said that the principal IM providers for consumers were AOL Instant Messenger, Windows Live Messenger, and Yahoo Messenger. Misuse of IM can result in reductions in productivity. However, positive results can be achieved with appropriate use. Although some employees are using consumer IM services, for maximum security many organizations are investing in enterprise-level IM systems, and they are adopting guidelines for employees. These enterprise-level IM systems range in cost from \$30 to \$100 per user license. The cost depends on the amount of functionality.

This is just a summary of what I learned. If you want to hear more, please do not hesitate to call.

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Any Questions?



If you have any questions regarding this Part of Recorded Lecture, you can ask in the live session at your scheduled live session timings.

Asmara Shafqat

PhD Scholar (Applied Linguistics)
Lecturer, Department of Humanities,
NED University Of Engineering &
Technology, Karachi



Thank you

