

Reflection paper - III

submitted to :

Avijit Malik  
Assistant professor  
IBA, DU

Submitted by :

Mahin Faisal  
BSSE-1816  
IIT, DU

## Writing Business Messages:

When we are going to write business messages, our messages must be livelier, easier to read, more concise and more interesting than ever before as audience is exposed to an increasing number of business messages. There are three simple steps of writing process: Planning, writing and completing. In the terms of planning we have to define our purpose, select appropriate channel and try to establish a good relationship with audience. For establishing relationship we have to establish our credibility, using bias-free language, being polite etc. In the terms of writing we have to define our main idea, limit the scope etc. And we have to try to simplify writing by selecting short and familiar words, use technical words and acronyms, don't discriminate. For example we may use 'Do' instead of 'Accomplish'. And we have to prefer the concrete to the abstract, and active to the passive. Have to use strong verb like 'clarify' instead of "make a clarification". In the respect of discrimination, we have to use neutral expression like 'he/she', 'you', etc.

To realize the necessity of the above procedure, according to Thomas Jefferson, "why use two words, when one will do."

And we can write short sentence in two ways, by limiting contents, by using words economically.

## 5th. Selecting writing Approach:

When ever you are writing a message, if the <sup>reader's</sup> reaction is negative, indirect order is your likely choice, and if the reaction is positive/neutral then you probably will want directness. For the indirect pattern we must follow in such order **Buffer** → **Reasons** → **Bad News** → **close**. Buffer indicates a neutral/positive opening whereas 'Reasons' means the explanation. For refusing request, our goals are → **to say no** which is easy and → **to maintain goodwill** which requires tact. In the terms of 'Bad News' we must use passive voice and try to suggest an alternative. And closing the messages offering good wishes and compliments. For the direct pattern, we must begin with the objective, explain in the body part, be specific and courteous in the closing.

For a claim letter **begin directly**, explain the facts, end **positively**. For order letters - use order language to identify the message, list items vertically, tell the procedure of payment. For the letter of recommendation, **name** the candidate and **position sought**, describe applicants performance, if supportive, summarize candidates best points.

At last, for an order acknowledgement, Give the status of order, include a **"Thank you"**, close with adapted and friendly words.



## G. Positive Message:

From the Eisenhower Decision Matrix we have learned that the important and urgent task, 'Do' it now, important but not urgent - schedule a time to do it, not important but urgent - delegate that, not neither important nor urgent, eliminate that.

Routine requests being asking a question or propose with a polite command, include necessary information, set an end date, avoid cliché endings.

## Inquiries about people:

They are a special form of routine inquiry.

They involve two differences. Like

→ Need to respect human rights.

→ Need to structure around the one job.

And at the end, we can say that for every negative message we must follow the indirect pattern to refuse and for the positive or neutral message we may follow the direct pattern.