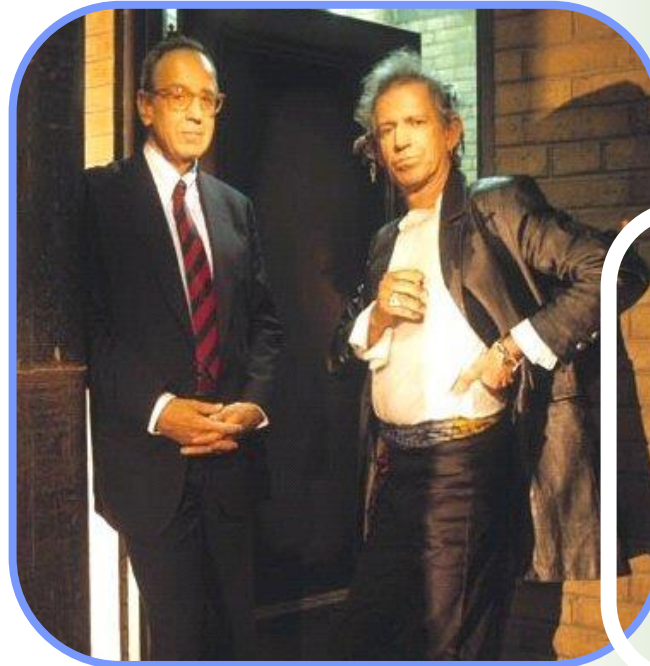


CHAPTER SIX

Choosing the Best Process and Form



Overview

- ▲ The Importance of Skillful Writing
- ▲ The Process of Writing
- ▲ Nature of Business Messages
 - ▲ Text messaging
 - ▲ Traditional letters
 - ▲ Memorandums
 - ▲ Email

The Process of Writing (1 of 6)

- ▲ Begins with planning
 - ▲ Determine the objective.
 - ▲ Predict your reader's reaction (negative, positive, indifferent).

The Process of Writing (2 of 6)

- ▶ Next comes gathering the information needed.
 - ▶ Find past correspondence.
 - ▶ Consult with others.
 - ▶ Obtain records, warranties, etc..

The Process of Writing (3 of 6)

- ▶ Then analyzing and organizing the information.
 - ▶ In the direct order if positive or neutral reaction expected
 - ▶ In the indirect order if negative reaction is anticipated

The Process of Writing (4 of 6)

▲ Writing the message

- ▲ Follow preceding chapters' clear writing instructions.
- ▲ Present in good format.

The Process of Writing (5 of 6)

▲ Rewriting

- ▲ Rewrite.
- ▲ And rewrite, and rewrite.
- ▲ Get input from others.

The Process of Writing (6 of 6)

- ▲ Finally, editing, polishing, and presenting
 - ▲ The rewrite process is useful while you're learning (as a student).
 - ▲ In your eventual work assignment, you first draft may be the finished product.

Traditional Letters

- ▲ The oldest form
- ▲ Their format (Appendix B)
- ▲ Their composition—discussed in the message content of this book

Memorandums Are Internal Messages (within a company)

- ▲ Email is fast taking over.
- ▲ Typically they have a distinctive form:
 - ▲ Date, To, From Subject
 - ▲ Sometimes Department, Territory, Store Number, Copies to

Memorandums Vary Widely in Formality

- ▲ Some are casual.
- ▲ Some are formal.
- ▲ Most are in between.

Techniques for Writing Memorandums

- ▲ Techniques are much like those for email.
- ▲ They differ from letters in two major ways:
 - ▲ More likely to be in the direct order
 - ▲ Less need for concern about effect

Email

- ▲ Explosive recent growth
- ▲ And the growth to continue

Advantages of Email

- ▲ Eliminates telephone tag
- ▲ Saves time
- ▲ Speeds up decision making
- ▲ May be ignored

Disadvantages of Email

- ▲ Not confidential
- ▲ No authoritative signature
- ▲ Doesn't show emotion
- ▲ May be ignored

Structure of Email (1 of 3)

- ▲ Standardized elements

- ▲ To

- ▲ Cc

- ▲ Bcc

- ▲ Subject

- ▲ Message

- ▲ Attachments

Structure of Email (2 of 3)

- ▲ The beginning
 - ▲ Name of recipient (first name if acquainted)
 - ▲ Generic greeting sometimes used (“Greetings”)
 - ▲ Letter salutations rarely used
 - ▲ Purpose, company sometimes useful

Structure of Email (3 of 3)

▲ Message organization

- ▲ As a general rule, most important first, remaining in descending order.
- ▲ More complex messages organized by the plans to be studied.

Formality of Email Writing

- ▲ Range is from highly formal to highly informal.
- ▲ Three general writing styles:
 - ▲ Casual
 - ▲ Informal
 - ▲ Formal

Casual Writing—Acceptable Between Acquaintances

- ▲ Highly informal

Example: *“Hi ole buddy! Read your super proposal.
IMHO, it’s in the bank.”*

Informal Writing

- ▲ Retains some casual qualities (personal pronouns, contractions)
- ▲ Corresponds to proper conversation

Example: *"I've read your excellent proposal. I predict the administrators will approve it."*

Formal Writing

- ▲ Maintains distance between writer and reader.
- ▲ Avoids personal references and contractions.

Example: *“The proposal is excellent. The executives are likely to approve it.”*

General Email Writing Considerations (1 of 4)

1 Conciseness

- ▲ Make the sentences short—only the essentials.
- ▲ Use words economically.
- ▲ Paraphrase previous messages concisely.
- ▲ Quote selectively.

General Email Writing Considerations (2 of 4)

2 Clarity

- ▲ Practice clear writing techniques.
- ▲ Review from preceding chapters.

General Email Writing Considerations (3 of 4)

3 Etiquette

- ▲ Be courteous and fair.
- ▲ Avoid “flaming” (anger displays).
- ▲ Practice courtesy techniques (as presented in Chapter 4).

General Email Writing Considerations (4 of 4)

4 Correctness

- ▶ Email's fast pace often leads to incorrect writing.
- ▶ Avoid a sloppy writing tendency.
- ▶ Error-filled writing conveys ignorance.

Closing the Email Message

- ▲ Usually just the writer's name is sufficient.
- ▲ In more formal messages, closing statement may be appropriate (“*Thanks*,” “*Regards*”).
- ▲ Traditional letter closes (“*Sincerely*”) sometimes used in formal messages.

Emphasis Devices Sometimes Used in Email

- ▶ Some computer limitations make them desirable.
- ▶ The common devices are font variations, italics, bold type, color, asterisks, dashes, solid caps.
- ▶ But use them primarily in casual writing.

Use Initialisms with Caution.

▲ Some stand initialisms have developed

▲ For example:

▲ BTW

▲ FYI

▲ FAQ

▲ TTFN

▲ TIA

▲ LOL

Text Messaging

- ▲ The newest form of business communication
- ▲ Began as short message services (SMS)
 - ▲ By mobile phone users
 - ▲ Using handsets with text merging capability

Uses of Text Messaging

- ▲ Mostly non business
- ▲ But has some business use (promotions, brand awareness, customer relations, etc.)

Text Messaging in Email Programs

- ▶ Most carriers have websites where users can send text messages.
- ▶ Typically they limit to 160 characters.
 - ▶ The result—abbreviated writing (b4, plz, gr8)
 - ▶ Need to take care

Summary: The Writing of Text Messages

- ▲ Cover all critical information
- ▲ Keep it short
- ▲ Strive for clarity

Newer Media in Business Writing

▲ Instant Messaging (IM)

- ▲ Similar to phone conversation
- ▲ Follow conversational style

▲ Social Media

- ▲ Facebook
- ▲ Twitter
- ▲ WhatsApp
- ▲ LinkedIn

“Remember not only to say the right thing in the right place, but far more difficult still, to leave unsaid the wrong thing at the tempting moment.”

--Benjamin Franklin