

PC512

# Technical Writing & Communication Skills

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# Business Writing

- **Information Sharing within the Organization**
  - Notices
  - Memos
  - Emails
  - Internal Reports
  - Meeting Call
  - Meeting Minutes
  - Social Media
- **Information Sharing outside the Organization**
  - Business letters
  - Emails
  - General Reports
  - Proposals
  - Social Media

# Business Writing

- Info sharing
  - What info
  - Who are the recipients/readers
  - Why

# Goals of Business Writing

- Convey Information
- Call for Action
- Explain or Justify an Action

# Business Writing Tips

- To the Point, Clear, Not Wordy, Seven C's
- Short sentences, Active Voice
- Short paragraphs
- Simple Words
- Use the words "Please" and "Thanks"
- Proofread thoroughly
- Revise well before circulation

# Example of An Office Memo

Hi everyone,

Our monthly safety meeting will be held today at 11 AM in the break room. Please bring your safety manuals, and remember to sign the attendance sheet as you enter. It should take around thirty minutes.

If you have any questions, feel free to call me at 919-555-3210.

Thanks,  
Lyla

# Written Business Letters

- Block format
  - Your address if not using letterhead
  - Date
  - Salutation – Dear Mr. X:/ Dear Ms. Y: ...
  - Body
  - Closing – Sincerely, or Yours truly, ...
  - Signature
  - Enclosures (if any)

# Business E-Mails

1. A clear, simple subject line.
2. Use standard font.
3. Address your recipient formally, if outside.
4. Structure your message clearly.
5. Provide a call to action at the end.
6. A professional closing.
7. Proofread
8. Use carbon copy and blind carbon copy appropriately.



1  
Subject line

2  
Salutation

3  
Body

4  
Closing

5  
Signature

Subject Line: UX Research Contract Opportunity

Hello Amal,

I hope this message finds you well. I'm reaching out today because I'm managing an application redesign project here at ABC Company and seeking a skilled UX research contractor to help analyze several sets of usability testing data.

This is a three-month project beginning February 1st, and we estimate it will take roughly 15 hours per week. All work can be completed remotely, but you're welcome to use our workspace.

Please let me know if you're interested in this project and we can set up some time to discuss the details further. I look forward to hearing from you.

Sincerely,  
Alan Goto  
User Experience Director  
ABC Company, Inc.

Send

Identify your goal

Consider your audience

Keep it concise

Proofread your email

Use proper etiquette

Remember to follow up

indeed  
career guide

# Tips for Business E-mails

- Polite and Formal
- Avoid personal e-mails from company Id
- Use “reply all” carefully
- New Email threads for new topics
- No Emojis
- Consider the Culture of the recipient
- Use virus-free and machine-independent attachments

# Business Reports

- Front Matter
  - Executive Summary (1 page)
- Background
- Facts, Data and Key Findings (Formal, Objective, Based on Research)[ MRD]
- Conclusion
- Recommendations
- References
- Appendix

# Meeting Agenda/ Call for a Meeting

- Title
- Meeting Type or Name
- Date and Time
- Venue
- Who should Attend
- Action items to be discussed/presented
- Preparation for the meeting (Attachments to read, to bring)

# Minutes of Meetings

- Title
- Meeting Type or Name
- Date and Time
- Venue
- Attendees present (Quorum)
- Start time
- Action items discussed/presented/motions
- Decisions taken
- Time the meeting ended
- Signatures

# Business Proposals

- Report with extras
  - Some (new or novel) work to be done
  - Benefits of the work
  - Deliverables
  - Time line (Gantt Chart)
  - Budget Estimate



# Corporate Internal Communication

- Necessary for managerial/leadership posts
- Efficient flow of communication
- Connect with all over online platform
- Improves the employee experience
- Increases inter-departmental cooperation
- Encourages Innovation

# Corporate Internal Communication

- Many formats
  - Emails
  - Social Media (Facebook, LinkedIn, ...)
  - Memos
  - Seminar/ Presentation
  - Report
  - Meetings
    - Board room
    - Video
  - Podcast/Video



# Follow 7C for Internal Communications

- Clear
- Concise
- Concrete
- Correct
- Coherent
- Complete
- Courteous

# Personal Social Media and your Company

- May mention your company in your page but do not give an impression that you represent the company
- Do not post anything that reflects a negative image about your company
- Do not use company's name as part of your ID

# Personal Social Media and your Company

- Do not use Company's logo or banner in your social media or personal communication
- Do not put anything confidential or proprietary of the Company. Protect all IPR.
- Think before you post. If in doubt take permission.
- Remain responsible for words, pictures, plagiarism, ...
- Your online conduct ← Code of conduct, cybersecurity policy of the Company

# Summary

- Business Communications
  - Business writing
    - Memos
    - Emails
    - Reports
    - Meeting Agenda
    - Letters
    - Proposals
  - Person-person Communication
  - Your social media and your company