

Principles of Effective Communication (Lecture 3)

Prepared By: Amna Naeem

**YOU ATTITUDE WRITING STYLE**

Rhetorical aspects of any writing situation, such as purpose, stance, and audience, is an essential part of adapting the style of a message for any audience. Adopting a you-centered business style can help you achieve your purpose, choose a stance, and analyze your audience. A you-centered business style employs the you view and an audience-centered tone to choose particular words and adopt a targeted tone in a message.

The “you view” analyzes and emphasizes the reader’s interests and perspectives. Because the reader’s interest or benefit is stressed, the writer is more likely to help the reader understand information or act on a request. Adopting a you view often, but not always, involves using the words you or your rather than we, our, I, and mine.

Examples:

- *We have not received your signed invoice, so we cannot process your payment. (WE centered).*
- *We understand the importance of processing your payment and will process it as soon as we receive your signed invoice. (YOU centered).*
- *So, you can receive your payment promptly, please send your signed invoice. (YOU centered).*

**Q. Convert the following We-centered messages into You attitude writing style:**

1.“Due to an error made by our payroll company, all employees who never signed up for direct deposit will receive their paychecks late.”

---

---

2. We need your survey response by Friday.

---

---

3. I need to know what type of model you have before I can do anything.

---

---

4. All employees must immediately fill out the enclosed questionnaire so that we can allocate our education funds to employees.

---

---

5. We are very busy on Tuesday, so we cannot assist all the employees.

---

---

## Business Communication HS-218- WEEK:3

## EXAMPLES UNBIASED LANGUAGE:

**Gender pronouns:**

Avoid using masculine/feminine pronouns when the gender of the person is not known:

- Biased: Each consultant has to submit his project proposal before the next team meeting.
- Unbiased: Each consultant has to submit his or her project proposal before the next team meeting.
- Unbiased: All consultants have to submit their project proposals before the next team meeting.

## **Disabilities and Medical Conditions**

- Biased: Ray is mentally disabled.
- Unbiased: Ray has attention-deficit/hyperactivity disorder.

### Socioeconomic Status

- Biased: Poor families from low-income households qualify for assistance.
- Unbiased: Families with a household income below \$20,000 qualify for assistance.

**Q. State five examples each of bias language, include gender, disability, age, racial and ethnic bias:**

Example:

1. I always knew the person I hired, was the best man for the job.
2. Physically disable people will not be preferred.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.