

WRITING POSITIVE AND NEGATIVE MESSAGES

GROUP 6

Abhishek Chauhan – A13558822008

Dikshay Chauhan – A1355882210

Rishabh Balhara – A13558822012

Dev Chhikara – A13558822029

WRITING POSITIVE AND NEGATIVE MESSAGES

What is a positive message?

- ▶ A communication that conveys good news, inspiration, or a successful outcome is seen as positive.
- ▶ It tries to uplift, please, or feel-good the recipient.
- ▶ Positive messages frequently include words of praise, congratulations, thanks, or support.
- ▶ A thank-you note for a present, an email of congratulations on a career advancement, or encouraging words to a friend are all examples of positive communications.

What is a negative message?

- ▶ Negative messages are those that deliver unpleasant news, disappointment, or an unfavorable outcome.
- ▶ It is employed when you need to honestly deliver information that might not be properly welcomed.
- ▶ Common negative signals include giving criticism, declining a request, or conveying unpleasant news.
- ▶ A breakup message in a relationship, an email rejecting an application for a job, or telling someone of a mistake or error that has to be corrected are all examples of negative communications.

WRITING POSITIVE AND NEGATIVE MESSAGES

Positive message

- ▶ We will only be able to sanction a new budget when the analysis is complete.
- ▶ The board will vote on the salary hikes in the next meeting.
- ▶ If you sign the form before 5 p.m., we will be able to finance your travel request.

Negative message

- ▶ We will not approve a new budget till the analysis is complete.
- ▶ The board has still not voted on the salary raises.
- ▶ If you don't sign the form before 5 p.m., we will not fund your travel request.

WRITING POSITIVE AND NEGATIVE MESSAGES

Writing a positive message

- ▶ ACE (Analyse, Compose, Evaluate)
- ▶ Analyse
 - First, you need to analyze the purpose of your message.
 - Why are you communicating?
 - Consider what information you want to convey.
 - Consider the medium you will use to deliver message
- ▶ Compose
 - Putting what you've learnt from the previous phase to use
 - Find out what will be the message's main focus and how you will structure it.
 - Finally, write your message and format it.
- ▶ Evaluate
 - Before communicating, review the message.
 - Think about how well your messaging communicates the information.
 - Message revision

WRITING POSITIVE AND NEGATIVE MESSAGES

Positive Message Example (Congratulations on Your Promotion)

Dear, Mr. Arun Chauhan

I'm pleased to let you know that you've been promoted to Senior Project Manager! This promotion is well-deserved because of your commitment, effort, and leadership abilities.

In addition to rewarding you for your accomplishments, this new position has more demanding duties and interesting challenges. I am certain that you will succeed in new role and remain a tremendous contributor to our company.

Once more, congrats on this important success! We anticipate your success in your new position and ongoing contributions from you.

Best Wishes,
Abhishek Chauhan

WRITING POSITIVE AND NEGATIVE MESSAGES

Writing a negative message

- ▶ Avoid waffling and instead be direct and concise.
- ▶ Give an explanation. Assist the receiver in comprehending the message.
- ▶ Offer substitutes. If at all feasible, recommend alternatives or fixes that might lessen the harm.
- ▶ Keep your voice polite and businesslike throughout the whole communication.
- ▶ Positively close. Finish the letter by expressing gratitude.
- ▶ Proofread. Before sending, check the message for tone, clarity, and accuracy.

WRITING POSITIVE AND NEGATIVE MESSAGES

Negative message Example (Rejecting a Job Application):

Dear, Mr. Arun Chauhan

We appreciate your interest in the ABC Company job XYZ. We regret to notify you that we have chosen another applicant for this position after giving it great thought.

Although your credentials and experience pleased us, we think that the talents of another applicant better suit our needs at this time.

We hope your job search goes well and we respect and appreciate the time and effort you put into the process of application filling. Please do not hesitate to contact us if you have any queries or would want comments on your application.

Once again, I want to thank you for considering employment with ABC Company.

Regards,
Abhishek Chauhan
Supervisor
ABC Company

WRITING POSITIVE AND NEGATIVE MESSAGES

Negative message outline

- ▶ Buffer: A buffer is the part of a negative message that is placed before bad news or criticism to mitigate its impact.
- ▶ Explanation: Justification provides a transparent and authentic explanation for the unfavorable information or feedback. It facilitates the recipient's comprehension of the critiques offered.
- ▶ Bad news + Redirect: Provide the negative information or critique here, then refocus the audience. After breaking the bad news, it's usually helpful to turn the conversation toward a solution or a positive aspect.
- ▶ Positive action closing: A call to action wraps up this segment of the message. It seeks to provide space for further dialogue.

WRITING POSITIVE AND NEGATIVE MESSAGES

Negative message outline Example

- ▶ Buffer: Thank you for your order. We are really grateful for your interest in our product and are confident you will love it.
- ▶ Explanation: The product you have ordered got popular unexpected with more than 10,000 orders on the same day you have ordered it.
- ▶ Bad news + Redirect: Bad news + Redirect: This unpredicted demand of the product resulted in the shortage of the stock. Even if there is a few-week delay, we will definitely finish your transaction exactly as it was received on October 9, 2023, at 11:57 p.m., and award you a \$5 discount on your next purchase.
- ▶ Positive action closing: We urge you to use the attached 5% coupon to save money on any item in our online shop while you wait for your order to arrive. We want you to know that your happiness is our first priority and that we appreciate your continued support.

References

libretexts, n.d. *10: Positive and Negative Messages*. [Online]

Available at:

https://human.libretexts.org/Courses/Harrisburg_Area_Community_College/Business_Writing_for_Everyday_Use/01%3A_New_Page/1.10%3A_Positive_and_Negative_Messages

[Accessed 8 October 2023].

londonschool, 2019. *The Power of Positive Communication*. [Online]

Available at: <https://www.londonschool.com/nordic/blogg/power-positive-communication/>

[Accessed 8 October 2023].

lumen, n.d. *The Right Message*. [Online]

Available at: <https://courses.lumenlearning.com/wm-businesscommunicationmgrs/chapter/the-right-message/#:~:text=Positive%20messages%20include%20messages%20where,credit%20requests%2C%20or%20credit%20approvals.>

[Accessed 8 October 2023].

Mahr, N., n.d. *Negative Messages in Business*. [Online]

Available at: <https://study.com/learn/lesson/negative-messages-workplace-overview.html#:~:text=Negative%20messages%20are%20verbal%20or,or%20reinforce%20a%20negative%20consequence.>

[Accessed 8 October 2023].

openlibrary, n.d. *8.3: NEGATIVE MESSAGES*. [Online]

Available at: <https://ecampusontario.pressbooks.pub/communicationatwork/chapter/8-3-negative-messages/>

[Accessed 8 October 2023].

Thank You