



Chapter 4

Principles of Business Communication

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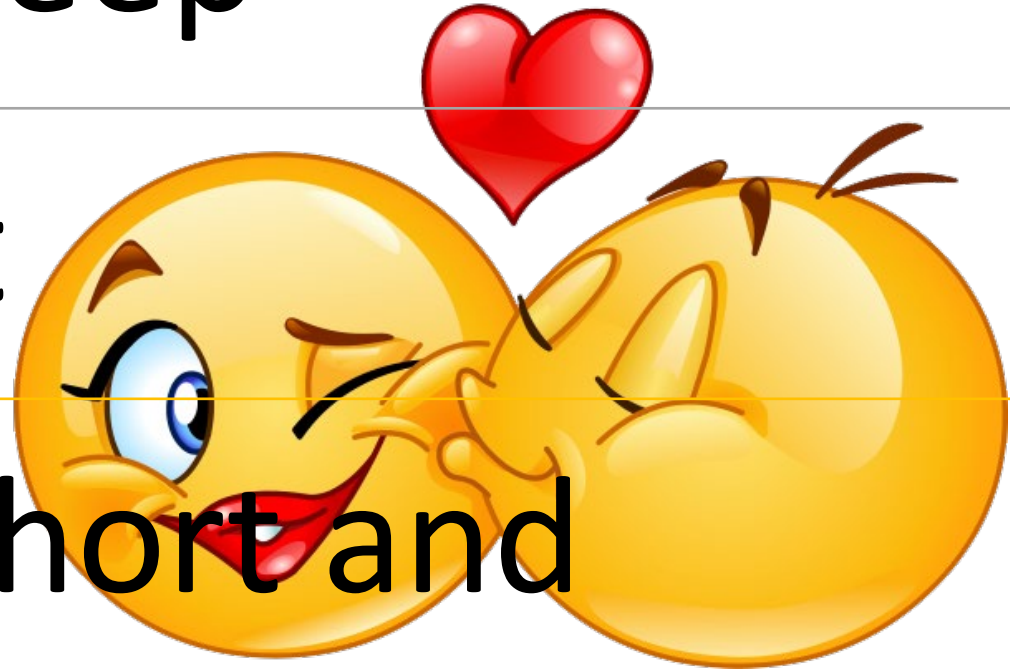
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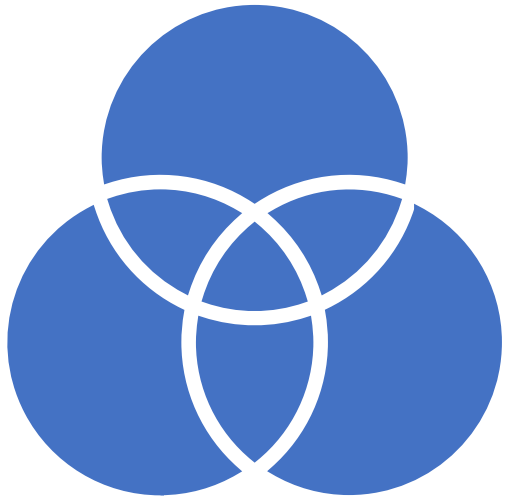
Simple





Composing Effective Messages

- Word choice
- Sentence construction
- Paragraph development



Choosing Words

- Use effective words that your receiver will understand and that will get the response you want.
- Use a dictionary and thesaurus.
- Follow the 6 principles of choosing words.



Six Principles of Choosing Words

- Choose understandable words.
- Use specific, precise words.
- Choose strong words.
- Emphasize positive words.
- Avoid overused words.
- Avoid obsolete words.

Choose Understandable Words

- Analyze your receiver's knowledge, interests, opinions and emotional reactions.
- Use words that are in your receiver's vocabulary.
- Technical words relate to a specific field; use them only with an audience from that field.



Use Specific, Precise Words

- Use specific words with clear and precise meanings.
- Avoid vague or abstract words such as “many” and “several”, which mean different things to different people.



Choose Strong Words

- A strong word creates a vivid image in the receiver's mind.
- A power word has a distinct meaning and creates a visual image.



Emphasize Positive Words

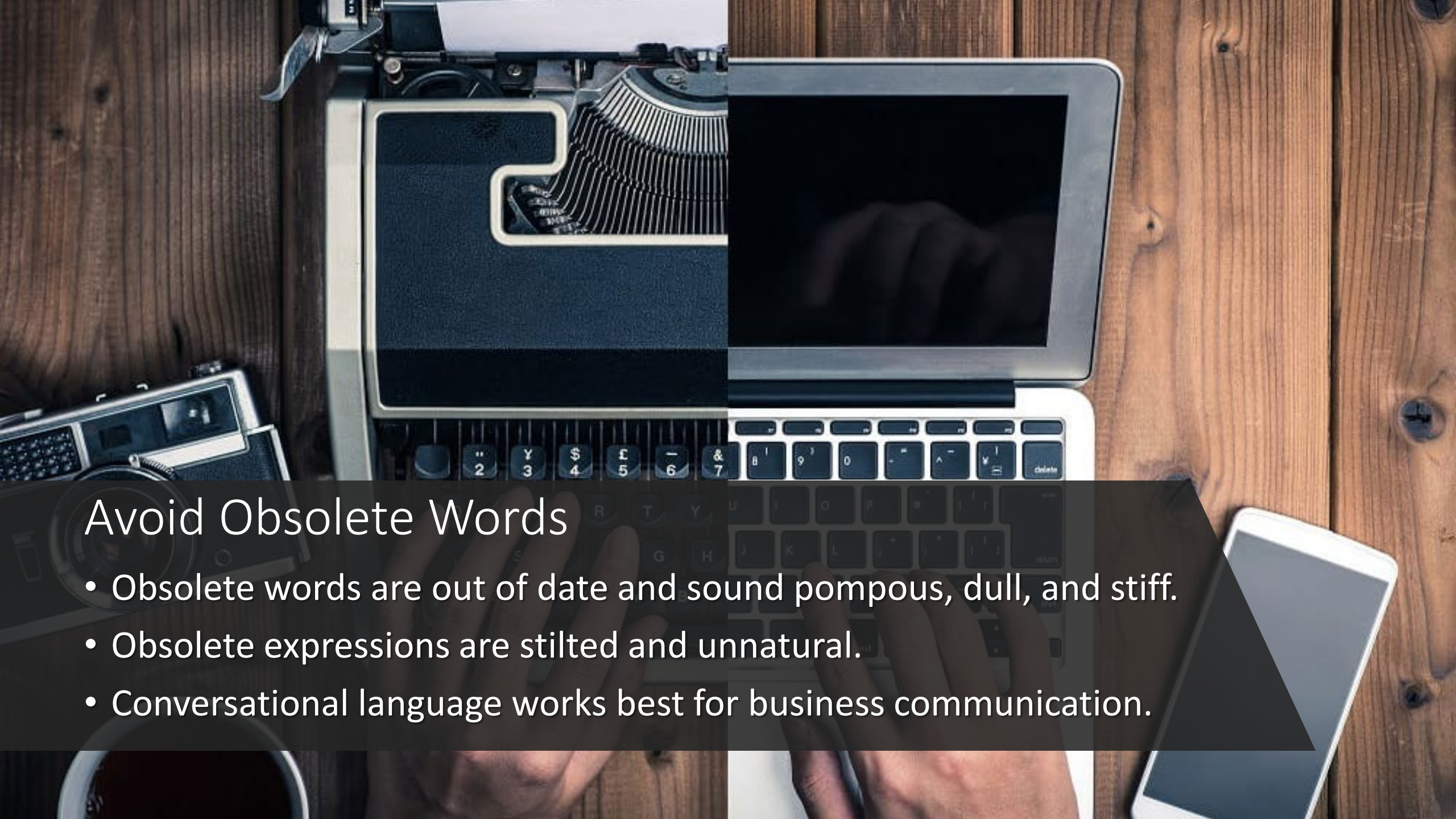
- Positive words convey optimism and confidence.
- Negative words trigger unpleasant emotions.





Avoid Overused Words

Overused words have lost effectiveness because they have been used too much in conversation or written messages.

A top-down view of a wooden desk with various objects. On the left is a vintage camera. In the center is a typewriter with a laptop screen placed over its carriage. To the right is a smartphone. The background is a rustic wooden surface.

Avoid Obsolete Words

- Obsolete words are out of date and sound pompous, dull, and stiff.
- Obsolete expressions are stilted and unnatural.
- Conversational language works best for business communication.

Developing Sentences

Compose

Compose clear sentences.

Use

Use short sentences.

Prefer

Prefer active voice in sentences.

Give

Give sentences appropriate emphasis.

/ˈemfəˌsɪs/

Compose Clear Sentences

- Use words that are precise and understandable.
- Give sentences unity.
- Keep related words together.
- Use correct grammar.

Use Short Sentences

- Short sentences are generally easier to understand.
- Short sentences have 15 to 20 words.
- Vary the length of your sentences for interest.
- Use complete sentences that have a subject, a verb, and express a complete thought.
- Omit unnecessary words and limit content in each sentence.





Prefer Active Voice

- Active voice – the subject does the acting
- Passive voice – the subject is acted upon

Give Sentences Appropriate Emphasis

- Emphasize important ideas.
- Use length.
- Use location.
- Use sentence structure.
- Repeat key words.
- Tell the receiver what is important.
- Be specific or general.
- Use format.
- Use mechanical means.



A pair of black-rimmed glasses with round lenses is resting on an open notebook. The notebook has a red ribbon bookmark. The background is blurred, showing a wooden surface and some papers.

Forming Paragraphs

- Use short paragraphs.
- Give paragraphs unity.
- Organize paragraphs logically.
- Give paragraphs appropriate emphasis.
- Provide paragraph coherence.



Use Short Paragraphs

Use

Use short paragraphs to make the message easier to read and understand.

Keep

Keep paragraphs in letters and memos to four to five lines each.

Compose

Compose business reports with paragraphs of six to seven lines.

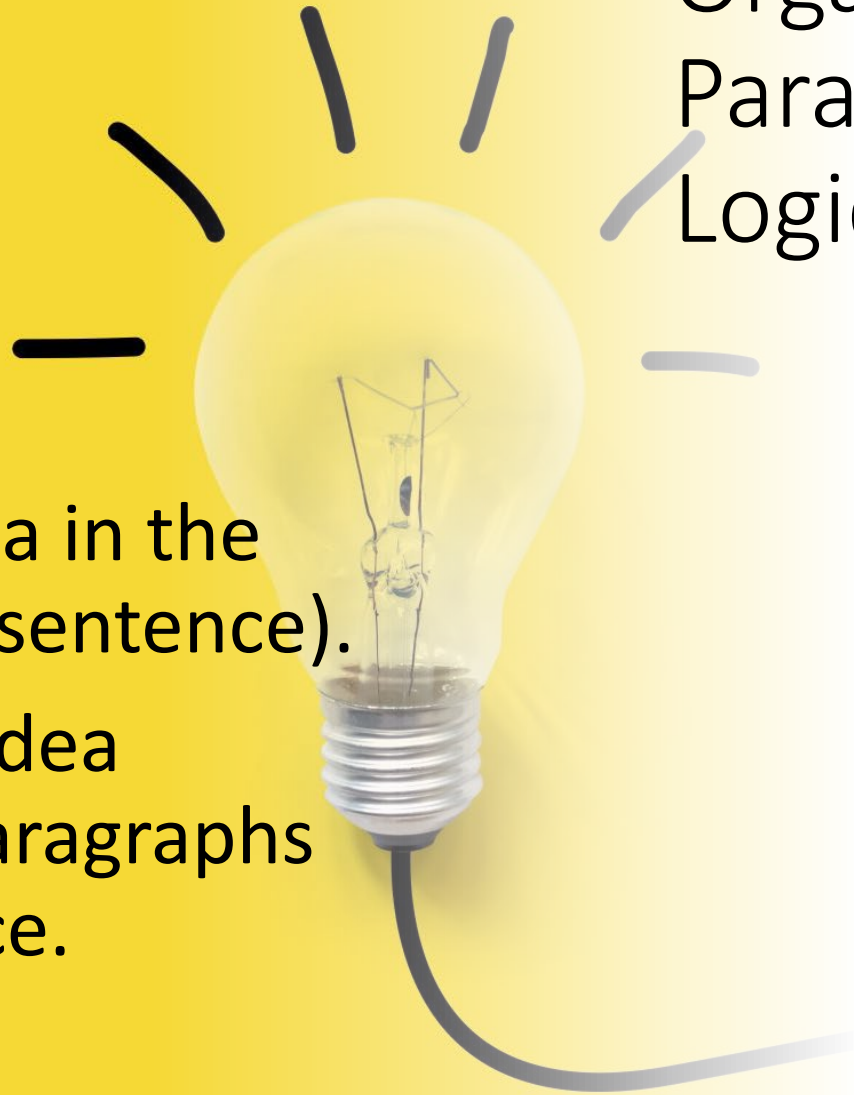
A pair of black-rimmed glasses is resting on a stack of books. A red bookmark is visible in the bottom book. The background is blurred, showing more books and a wooden surface.

Give Paragraphs Unity

All the sentences in a paragraph relate to one topic

Organize
Paragraphs
Logically

- Direct plan: main idea in the first sentence (topic-sentence).
- Indirect plan: main idea somewhere in the paragraphs or in the last sentence.



Give Paragraphs
Appropriate
Emphasis

- Length
- Location
- Repetition
/ˌrepəˈtɪʃn/
- Explicitness
/ɪkˈsplɪsɪtnəs/
- Format
- Mechanics

A 3D rendering of a red puzzle piece standing out among several white puzzle pieces. The red piece is in the center-left, slightly raised, and has a glossy finish. The white pieces are scattered around it, some partially visible. The background is a light gray surface.

Provide Paragraph Coherence

- Make a smooth transition from one sentence or paragraph to the next.
- Use transitional words.
- Use tie-in sentences.

Using Unbiased Language

- Avoid gender biased language.
- Avoid other-biased language.

Composing With Style

- Develop your own unique style.
- Be yourself and allow your personality to shine through.