



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 24

Principles of Business Writing

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Principles of Business Writing

- ✓ Clarity
- ✓ Courtesy
- ✓ Consideration
- ✓ Conciseness
- ✓ Cordiality



Aim of Business Writing

- ✓ The goal of business writing is to express and not to impress.
- ✓ A good writing is such that is clear, concise and plain.



Clarity

Unskilled writers create foggy messages because they've not learnt how to communicate clearly.

Foggy message:

Employees have not been made sufficiently aware of the potentially adverse consequences involved regarding these chemicals.

Clear: Warn your employees about these chemicals.

Contd.

➤ **Remove**

- ✓ Unclear words
- ✓ Unfamiliar with familiar

➤ **Exemplify**

➤ **Quantify meaningfully**



An advice

Don't use words too big for the subject. Don't say 'infinitely' when you mean 'very'; otherwise you'll have no word left when you talk about something really infinite.'

— T.S. Eliot



Contd.

- ☐ We grew hot and cold when the customers complained about the malfunctioning of the high priced ACs supplied by your firm.
- ☐ Will you let me know what should I do to recover my money for the ACs bought at an exorbitant price from one of your distributors notorious for supplying the branded ones? I may kindly be returned the amount incurred on buying your product.

Clarity

- | | |
|---|----------|
| ✓ A number of | many |
| ✓ At your earliest possible convenience | soon |
| ✓ Fullest possible extent | fully |
| ✓ It would be unreasonable to assume | I assume |

Courtesy

- You cannot meet the Director. Don't you know that he is out of station?
- Will you send me 125 geysers at the official rate?
- The Executive committee meeting is postponed.
- You must know that PAN can alone make online tax procedure easy.

Consideration

- ☐ Your project is being returned since there are no more funds this year. Send it next year.
- ☐ Please explain why you are not making adjustments for the cracks developed in the DVD players bought from your firm last month.

Conciseness

Messages without flabby phrases and redundant expressions are easier to comprehend and less time consuming.

Brevity is the soul of wit.

Wordy expression:

There are three things I want you to do.

Concise:

I want you to do three things.

Contd.

- ☐ Improper verification procedure in the Quality Control Division has brought a sea of complaints from our customers and hence, needs an investigation without any loss of time.
- ☐ You are not the only person to have problems as regards deadlines. You should not ignore the official instructions and should submit the report in no time.

Cordiality

Negative and lackadaisical attitude towards readers may cost us heavily.

- We fail to understand what ails the progress of this firm.
- As you are not a member, we can't entertain your demands.
- Your report doesn't sound satisfactory as it is silent on many aspects.

Optimism

“If you pretend to be good, the world takes you very seriously. If you pretend to be bad, it doesn't. Such is the astounding stupidity of optimism”.

— Oscar Wilde

