

WRITTEN COMMUNICATION – BUSINESS COMMUNICATION

Introduction to Written Business Communication

- Written communication is key in professional settings.
- Memos, emails, cover letters, and resumes are common formats.
- Each serves specific purposes and follows distinct conventions.

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Memos – Purpose and Structure

- Memos convey internal, formal messages within an organization.
- Purpose: Announcements, instructions, requests, or reports.
- Structure: Heading (To, From, Date, Subject), Body (concise and focused), Closing (optional).
- Example: A memo announcing a policy change.

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Writing Effective Memos

- Use clear, direct language.
- Keep it brief and to the point.
- Use bullet points or numbered lists for clarity.
- Maintain a formal tone but avoid unnecessary jargon.

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Emails – Professional Etiquette and Format

- Emails are versatile for both internal and external communication.
- Key components: Subject line, greeting, body, closing, signature.
- Use polite, concise language; avoid slang and emoticons in formal emails.
- Example: Requesting a meeting or responding to inquiries.

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Tips for Writing Professional Emails

- Write a clear, specific subject line.
- Use proper greetings and closings.
- Organize content with short paragraphs.
- Proofread before sending to avoid errors.

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Cover Letters – Purpose and Structure

- Cover letters introduce the applicant and highlight qualifications.
- Purpose: To persuade the employer to read the resume.
- Structure: Introduction, body (skills and experiences), closing (call to action).
- Tailor each letter to the specific job and company.

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Writing an Effective Cover Letter

- Start with a strong opening that grabs attention.
- Match your skills to the job requirements.
- Provide examples of achievements.
- End with a confident closing expressing interest in an interview.

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Resume Writing Basics

- A resume summarizes education, experience, skills, and achievements.
- Keep it concise, typically one to two pages.
- Use clear headings: Objective, Education, Work Experience, Skills, References.
- Tailor your resume to the job description.

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Tips for a Strong Resume

- Use action verbs (e.g., managed, developed, improved).
- Quantify achievements where possible (e.g., increased sales by 20%).
- Keep formatting clean and consistent.
- Avoid personal details unrelated to the job.

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Summary and Best Practices

- Memos and emails serve different internal and external communication needs.
- Cover letters and resumes are critical tools for job applications.
- Clear, concise, and audience-focused writing enhances professionalism and effectiveness.
- Always proofread and customize your documents for each context.