

GLOSSARY

Business Writing Principles

With Judy Steiner-Williams

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
business writing	Effective writing for business, where messages should be clear and easy to read so readers can quickly get to the point.
the 10 c's	Model for improving the chances that your message will be read, understood the way you intended, or make a good impression on your reader. A reader has a right to expect every message to be complete and concise, clear, conversational, courteous, correct, coherent, considerate, concrete, and credible.
coherent writing	Writing that holds together. A message that flows well. All parts fit together, and all ideas connect.
concrete terms	Terms that refer to objects or events that are specific. They give exact information and don't require your reader to try to guess your meaning.
courtesy	One of the most complex business-writing concepts with much psychological impact. The two prongs of courteous writing are writing with a positive tone and writing from your reader's viewpoint.