



# Assignment # 1

**Technical & Business Writing  
(HU – 212)**

**Submitted to:** Komal Malik

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By

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## Introduction

Whether one is a social media manager of a business or attributes to a high position in the political world, adhering to sets of rules of technical and business writing in almost all professional aspects of life becomes mandatory. Especially on the internet, where every little action or message is under direct scrutiny by the court of public opinions, one should recheck their tweets several times before making them go live.

This is exactly the reason why established organization have dedicated entire teams that process each social media post through a rigorous process so that the message may not be misinterpreted in the slightest. Despite this, there are always certain cases that go through which are contextually inappropriate or point towards terrible customer service.

Following are some of the tweets that I personally chose which I feel do not conform to the standards and the set of rules of technical and business writing.

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## Tweets

### Tweet # 1



NYPD 25th Precinct  
@NYPD25Pct



Follow

Sincere apologies 4 insensitive &  
unprofessional tweets. Not how I was  
raised, trained, have served. Will work 2  
restore trust/confidence.

Although the general tone of the tweet is polite and apologetic, the body and the contractions used are completely wrong in such a tweet. In a heartfelt apology, using '2' for 'two' and '4' for 'for'. A better and rewritten tweet of the same kind would be:

**"I sincerely apologize for my insensitive action and the unprofessional tweets. It is not who I am and was not what I was raised to be. I will put in the utmost effort to restore your confidence and trust in me."**

## Tweet # 2



**Donald J. Trump** ✓  
@realDonaldTrump

Follow



Amazon is doing great damage to tax paying retailers. Towns, cities and states throughout the U.S. are being hurt - many jobs being lost!

This tweet coming from the then president of the US is questionable at best. Firstly, the message being delivered is incomplete, it does not tell an average person that 'how' such damage is being done. Secondly, the general tone of this tweet is more of a rant than raising awareness to local store owners. A rephrased tweet of the same kind would be:

**"Amazon is doing a great deal of damage to small and medium retail businesses as they have completely limited the competition, consequently limiting job opportunities. The whole infrastructure of towns and cities in the U.S. is being negatively affected. "**

## Tweet # 3



**Louise Stewart** ✓  
@BBCLouise

Follow

Nick Clegg not executed on stage until 1320  
#libdem14

On 8<sup>th</sup> October 2014, BBC reporter Louise Stewart was covering the Liberal Democrat's conference when she tweeted this. Although, the tweet itself is informative in nature directed towards the audience, it just goes on to prove how important it is to recheck and reread whatever you write, especially in a professional environment. It also lacks a completeness, i.e. it does not really tell us for whatsoever reason the audience may not expect

**"The Liberal Democrat's party leader, Nick Clegg, is not to be expected on stage until 1320 due to unforeseen circumstances."**

#### Tweet # 4



Kmart   
@Kmart

...

Replying to @jennbrazen


Thank you for your utterly useless response. Needless to say, Kmart is staffing w/ teams & seasonal associates when possible, giving them opportunity to make extra money during holiday.

The former part of this tweet is completely unacceptable and can only be attributed to the person managing Kmart's twitter account having a bad day. A rephrased or rather, after removing the derogatory part of the tweet, the fixed version is:

**"Kmart is staffing w/ teams & seasonal associates when possible, giving them opportunity to make extra money during holiday."**

#### Tweet # 5



O2 in the UK   
@O2

...

Replying to @JRhodesPianist

Hi James, that's a lot of texts! Maybe next time you throw your old- phone to the ground before blaming our service. Thanks!

This customer service tweet is absurd and unhelpful in every way. After a bit further digging, I found out that their Twitter manager had went rogue and was later fired. Either way, the correct response would be to assist the customer:

**"Hi James, thanks for reaching out to us. Please DM us further details regarding your case so we can swiftly sort your problem out."**

## Tweet # 6



**Royal Mail**   
@RoyalMail

 Follow

@IHaveABirthmark Sorry to hear that, when exactly did your mum post them & what service was used?? ;-D

Such a sarcastic and corny joking reply is not only unprofessional, but bad for the company. Had the initial request been in an offensive tone, then the reply would be at least somewhat justified but it seems completely unnecessary here.:

**"Sorry to hear that, we at the Royal Mail try our utmost best to deliver customer's their products as quickly as possible. If you could file a complaint to our official email, <email>, to fill us up on the details, we'd be gladly able to help."**

## Tweet # 7



**Argos Helpers**   
@ArgosHelpers

 Follow

@BadManBugti Safe badman, we gettin sum more PS4 tings in wivin da next week y'get me. Soz bout da attitude, probz avin a bad day yo.

Although this tweet is very clearly mocking the original query and a bit exaggerated, it does not prove to be any helpful to the customer and does not solve their query in the least. It also portrays the company's image in a negative light whereas instead they could have given a simple response as follows:

**"Hello @BadManBugti, thank you for reaching out to us. We are expecting to stock up on PS4 in the coming week. If you would like to be notified as soon as it is in stock, you can sign up at *argos.co.uk* and fill up your wish list, for free!"**

## Tweet # 8



@KennethCole  
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

For any business where social media is an important element of their communications strategy, the temptation to jump on a trending hashtag to gain coverage will always be high. When handled appropriately, this approach could prove to be greatly beneficial, but before getting on this course it is important to understand the context around the topic that you plan to hijack and to incorporate your tactic into a broader media monitoring and communications strategy, to ensure that you maintain control of the conversation.

*“< Refer to something that is preferably unrelated to real life events, especially those that have a negative effect on human lives >. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC”*

## Tweet # 9



Donald J. Trump   
@realDonaldTrump



When will all the haters and fools out there realize that having a good relationship with Russia is a good thing, not a bad thing. There always playing politics - bad for our country. I want to solve North Korea, Syria, Ukraine, terrorism, and Russia can greatly help!

Calling your supporters and the people you govern “hates” and “fools” is bad as is, paired up with a typing error in the middle-most sentence where he used “there” instead of “they are”, makes it an inappropriate tweet. A better written tweet delivering the same message would be as follows:

**“Addressing the concerns about partnering and establishing good relations with Russia, I assure you as the President of the U.S. that it is ultimately better in resolving and putting an end to the war on terror.**

## Tweet # 10



Val Jones, MD  
@drval

...

I do not know where family doctors acquired illegibly  
perplexing handwriting nevertheless extraordinary  
pharmaceutical intellectuality counterbalancing  
indecipherability transcendentalizes  
intercommunication's incomprehensibleness.

Lastly, I came across this tweet and had to just poke and make fun of such complex tweets. Personally, it took me a whole ten minutes searching up meanings and connecting the dots to make any meaning out of it. It can be rewritten simply and directly as:

**"I don't know where family doctors got their terrible  
handwriting from but anyways, pharmacists sure understand  
it."**

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