

Rewriting sentences according to principles of business communication

1. Writing short sentences and paragraphs- choosing right words

- It has come to my attention that the second Thursday of the month is the best opportunity for development to meet the management to review the latest technology advances being made by our competitor and the ways our company is prepared to deal with this direct attack on our company vision of always being the first to introduce products that improve the lives of consumers and make it easier for them to use everyday business products like their computers, PDAs, scanners, faxes, and photo copiers.
- ✓ Starting from June 2017, the Product Management team will meet on the second Thursday of every month from 1 to 3 p.m. in room H-108. The topic of discussion for the June meeting will be the recent technological advances made by our competitor.

2. Avoid redundancies:- using too many words to express simple, unimportant or obvious ideas

Examples of avoiding redundancies:

- Kiran realized the ~~possible~~ potential that ~~foreign~~ imports had on her country's economy.
- Mohan also included a 25000 INR ~~expenditure~~ on the Humane Society Proposition.
- It is ~~absolutely~~ necessary for all the employees to refer ~~back~~ to our procurement manual when writing purchase orders.
- If ~~at all~~ possible, our ~~end-of-year~~ annual report needs to be mailed out by 15 June 2012.
- ~~Past~~ history has shown us that ~~advance~~ warning is necessary.
- It was ~~an-unexpected~~ surprise to find out that ~~true~~ facts were included in the article.
- Mr Edwards did not hesitate to give his ~~personal~~ opinion to the reporter.
- Because ~~of the degree~~ of classroom participation, the school will win the contest.

3. Opening fillers:- reduce wordiness by carefully constructing the beginning of the sentences

Examples of how wordy sentences can be transformed into concise ones/ redundancies removed:

- There are four different proposals I want to review before our next meeting.
- ✓ **Please review these four proposals before our next meeting**
- It is company policy that prevents us from contributing to political campaigns
- ✓ **Company policy prevents us from contributing to political campaigns**
- It is the responsibility of our Production Department to see that it meets the requirements of Sales Divisions requirements.

- ✓ **Our Production Department must meet the requirements of our Sales Division.**
- The collision had the effect of a destructive force on the duplicator.
- ✓ **The collision destroyed the duplicator**
- Three days ago you asked us to investigate the problem of discomfort among your office workers. . . We have conducted our study. Too low humidity is apparently the main cause of your problem. Your building is steam-heated; therefore, your solution is to . . .
- ✓ **Too low humidity is apparently the cause of your workers' discomfort. Since your building is steam-heated, your solution is to . . .**
- We have enclosed a pamphlet which shows further details of construction on page four.
- ✓ **Page four of the enclosed pamphlet shows further construction details.**

4. Removing nouns: - The message can become confused and lengthy when a wordy noun phrase is used instead of a verb.

Examples:

Give consideration to	consider
Make a discovery	discover
Perform an analysis of	analyse
Take action on	act
Create a reduction in	reduce
Engage in preparation	prepare

5. Avoid excessive, overwritten sentences

- The defendant is renowned as a person of intemperate habits. He is known to partake heavily intoxicating beverages. Further, he cultivates the company of others of the distaff side, and wholly, regularly, and consistently refuses and abstains from earnest endeavours to gain remuneration.
- ✓ **The defendant drinks, chases other women, and refuses to work.**
- The choice of exogenous variables in relation to multicollinearity is contingent upon the derivations of certain correlation coefficients.
- ✓ **Supply determines demand.**

6. Sentences should be polite:

- You neglected to take care of the requirements of form 123
- ✓ **To enjoy the full benefits, simply follow the procedures outlined on form 123**
- We want our cheque
- ✓ **To keep your account in the preferred customer class, send our cheque today.**

7. Sentences should focus on readers/ readers' need

- This cookware is guaranteed to withstand temperature changes.
- ✓ **Because this cookware can withstand extreme changes in heat and cold, you can safely move any piece from your freezer to your microwave.**
- We are happy to have your order. We shipped it this morning
- ✓ **You will receive your solid walnut desk by Tuesday, 23 October**

8. Sentences should show positive attitude

- It is hardly possible that our trigger could have misfired without some contributing cause; nevertheless to help out those who lack technical know-how, a company as responsible as Creative Guns can gladly replace the trigger you have.
- ✓ **To prevent your gun from misfiring again, we will gladly replace the trigger you have.**

9. Sentences must avoid sexist, racist and casteist language/ avoid emphasizing the physical/ psychological limitations

- The student having difficulty with math should ask **his** instructor for help.
- This is obviously **man's** work.
- Dear **Sir**, please accept my application for the position as human resource manager.
- A **Negro** was arrested for leaving the scene of accident
- The programme was organized for **weak students/ disable persons** (slow- learners, physically challenged)
- He saw his **mentally ill** uncle after many years (uncle with mental illness)

Wrong usage	Correct
Chairman	Chair, moderator, group leader
Policeman	Police officer
Salesman	Sales agent, sales associate, representative
Businessman	Executive, businessperson, manager
Executives and their wives	Executives and their wives
mankind	Humanity, people, human race
manned	staffed
Mail man	Mail carrier, letter carrier

10. Sentences must follow parallel structures

- The western high school football team need money to buy uniforms; provide travel expenses; and maintain the field.
- ✓ **The western high school team money to buy uniforms; **to** provide travel expenses; and **to** maintain the field.**

- The theatre has science exhibits, is offering classic plays and providing interactive experiences.
- ✓ **The theatre has science exhibits, offers classic plays, and provides interactive experiences.**
- Managing daily costs, planned new products and implementing annual plans are critical business functions.
- ✓ **Managing daily costs, planning new products and implementing annual plans are critical business functions-** (gerund “ing”-forms used as nouns)
- The company president asked the board members to approve a financial audit, notifying all employees to updating each account and had called an accountant to schedule the audit.
- ✓ **The company president asked the board members to approve a financial audit, notified all employees to update each account and called an accountant to schedule the audit-** (parallel structures- past tense verbs, plural indirect objects, prepositional phrases, and singular objects of the prepositions)