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Discussion 6

Business Writing Tips Article Reflection

In a fast-paced, globalized business market, good business writing is of extreme importance, as it can help an organization stand out in relation to others. Subpar communication can reflect poorly on an organization and prevent it from establishing useful connections throughout the market. This article mentions several suggestions for improving business writing in this context.

Several of the article’s suggestions fall into the broad category of being sensitive of the audience’s time and expectations. Before writing anything, it is important to take time to understand the purpose of the writing, and the perspective of the audience that will be reading it. Doing so allows the writer to decide exactly how to convey their message in the most effective manner possible. It is also relevant to maintain a conversational tone throughout the writing. Being too formal with bureaucratic language can force the reader to take extra time to unpack the message, decreasing the likelihood that they will receive it well. Language that does not contribute to the main point has a similar effect; a reader will internalize the main points of a concise, economical piece of writing much more easily than with a series of meandering tangents that do nothing to aid the writer’s purpose. Similarly, it is important not to weigh down the writing with technical language that is not necessary for conveying the main message. Technical terms should only be included when necessary, and they should be related into common language as much as possible. Writers can also include a clear, specific call to action to drive home their purpose. Giving the reader specific actions to take allows them to easily digest and remember the purpose of the writing.

Another category of suggestions provided by the article involves the information that is used to support a writer’s main message. Hyperbole should be used sparingly, if at all, when talking about an organization; in its place should be facts and supporting testimonials. Any organization can make baseless claims about their reputation that have no substance, so providing actual evidence goes a long way towards building credibility with the audience of a piece of writing. When speaking about the products and/or services that a company offers, they should be framed in terms of how they can benefit the reader. Again, any organization can boast about the quality of what they offer. It shows an extra level of dedication to give a detailed explanation of how these offerings specifically benefit an audience.

Finally, the article mentions some specific writing habits that can immensely improve the quality of one’s business writing. Using the passive voice in business communication projects a sense of indecisiveness and insecurity. Instead, it is preferable to use the active voice whenever possible. Writing in the active voice projects confidence and decisiveness, and aids in conveying a point clearly and concisely, since its sentences are easy to decipher and get to the point. There is an extra emphasis placed on proofreading in business writing. The article suggests printing out the document and reading it aloud to spot any small errors that are not obvious from a quick glance. When I am proofreading an important piece of writing, such as a cover letter, I take this one step further by printing it out and reading it backwards. When reading something regularly, the brain tends to correct typos and errors almost subconsciously, because the focus is on internalizing the meaning of the words. Reading it backwards puts the focus on the specific words on the page without consideration for the message that links them. Regardless, the absence of any typos, spelling mistakes, or grammatical errors projects a focus on details that can be highly sought after in business.