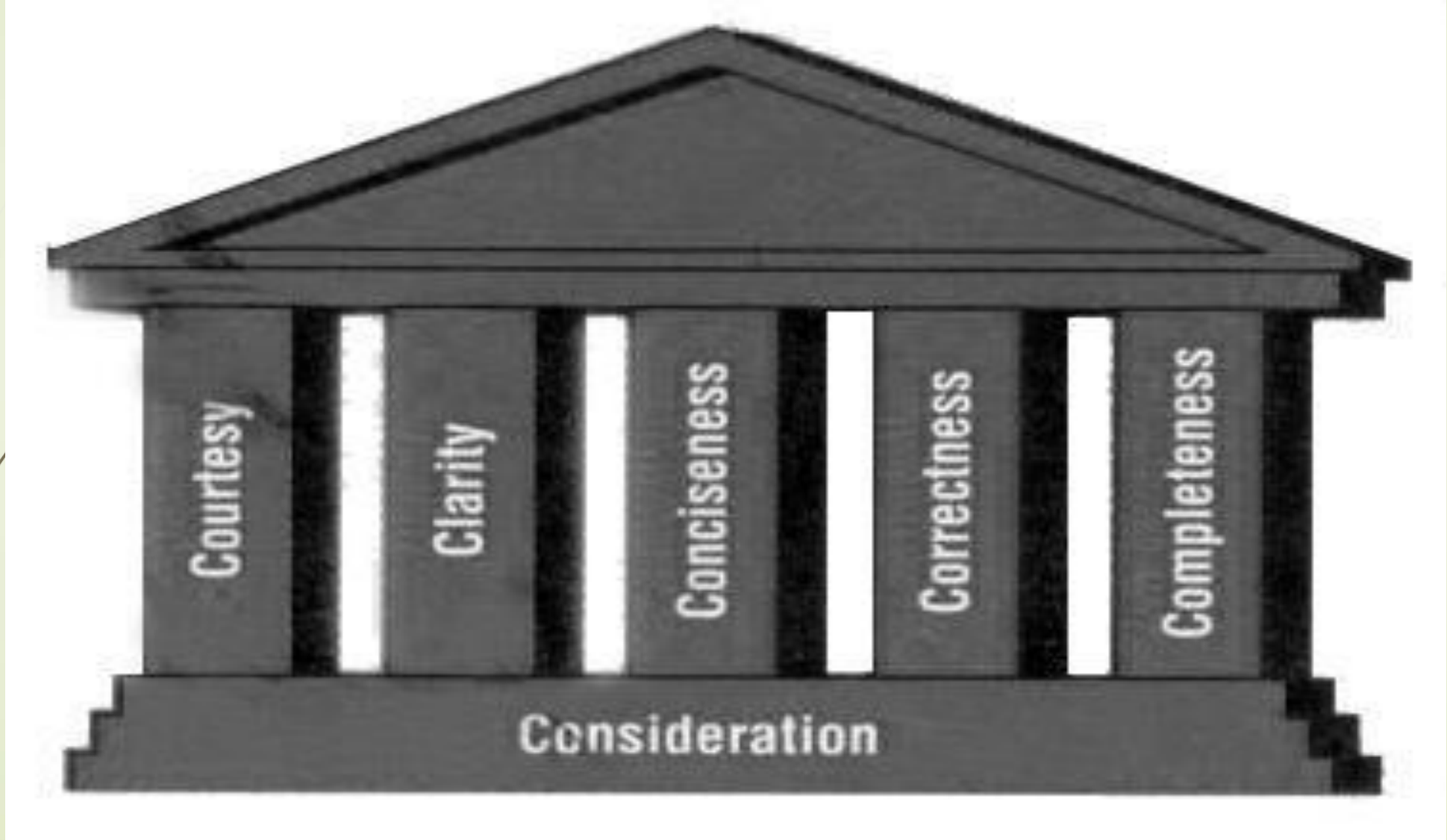


# PRINCIPLES OF COMMUNICATIVE WRITING

## WHAT IS WRONG HERE?


- *“You failed to pay your account on time.”*
- *“Training Associates wishes to announce its newest product.”*
- *“Send in the enclosed card without delay.”*
- *“Once again, you’ve managed to bring down the website through your incompetent programming.”*
- *“You have been sitting in our order for two weeks, and we need it now!”*

## **WHAT DO GOOD COMMUNICATORS DO?**



## **1.COURTESY:**

- **Dr., Mr., Miss., Ms., or Mrs.**
- **“Dear Mr. Bharath” is far more courteous than “Dear Bharath”.**
- **Sorry, please, thank you....**



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Courtesy is expected even when you are in a position to give order.

***Discourteous:*** "Send a cheque today to bring your account up to date."

***Courteous:*** "Please send a cheque today to bring your account up to date."

## Bad example:

**Hi Drew,**

**I really do not appreciate how your IT team ignores the requests of my team alone. My team is an important function in this organization too and we have our own IT requirement. Can you ensure that your team responds promptly to my team's requests hereon?**

**Regards,**

**Stanley**

## Good example:

Hi Drew,

I **understand** that the IT team is swamped with work and gets **requests** from every department in the organization. My team **however** is working on a **high-priority project** and I would **greatly appreciate** if you could ask your team members to respond to my team's queries promptly and **help us complete this project on time. Please do let me know if you need anything from me.**

Regards,

Stanley



***Discourteous:*** "We received your complaint of January 16".

***Courteous:*** "We received your letter of January 16 in which you express **concern** about the performance of your new washing machine."

▮ ***Discourteous:*** *"Your claim that the installation manual was not included with your computer **is not true.**"*

- ▮ **Courteous:** *"Enclosed is a manual that will help you quickly and easily install your computer."*
- ▮ **Courteous:** *"Your request for an installation manual was received today. Please check with your dealer for a replacement".*

## 2. CLARITY -

## **Bad example:**

**Dear James,**

**I would like to talk to you about the new client's project which the engineering team had discussed yesterday. I might need the help of John from your team.**

**Regards,**

**Kevin**

## Good example:

Dear James,

As you may know we have signed up **XYZ as our new client**. I had a meeting with the engineering team yesterday and had discussed **the campaign requirements for this project**. John Redden from your team had done a **pretty good job** last time doing the social media campaign for ABC and so I would like him to work on the XYZ campaign too. Would you be available sometime tomorrow to discuss this further?

Regards,

Kevin

Clarity may also require visuals, such as **tables, graphs, pie charts, or other illustrations**. Visuals aid understanding by clarifying meaning and allowing quick understanding of concepts.

### 3. CONCISENESS -

**Effective messages use the fewest number of words possible.**



## Bad example:

**Hi Suzanne,**

**I think we need to talk about the CSR campaign, I mean the one which we need to do as a quarterly exercise. I think it is a great way of enhancing our brand image. Basically, it would just be a visit to an orphanage but we can sort of do other things too. For instance, we could take the kids out for a short trip to a nearby park or zoo. Let us sit and talk tomorrow.**

**Regards,**

**Jennifer**

## Good example:

**Hi Suzanne,**

**I need to discuss the quarterly CSR campaign with you. Let us take the kids out this time to a nearby park or zoo instead of just visiting them. This will help enhance our brand image. We'll talk in detail tomorrow.**

**Regards,**

**Jennifer**

**Wordy:** *"The protracted appendage of the self-acting stimulus-response apparatus is immobilized, thus arresting its facility to move into an upraised state the automobile assembly components."*

**Concise:** *"The robot's arm is stuck and won't pick up the car parts."*

## **CORRECTNESS :**

**Wrong information may cause confusion or lead to bad decisions.**

## **Bad example:**

**Dear David,**

**Further to our conservation today, I am attaching the plan for the first stage of the project. Hope the one weak deadline is okay with you and your team.**

**Regards,**

**Sally**

## COMPLETENESS:

**“Please send me information about your resort and your cabins for rent. In addition, it would be appreciated if you would reserve a cabin for the next school vacation. Please include pictures. Thank you for sending this information as soon as possible.”**

***Is this message complete?***

## Bad example:

**Hi All,  
Let us meet tomorrow to discuss the product launch  
event. Please be there on time.  
Thanks.  
Regards,  
Chris**

## Good example:

**Hi All,**

**Let us meet tomorrow at 11a.m. at Conference room 3 to discuss the product launch event. We will have to decide the keynote speakers and complete the event invite draft tomorrow. Please be there on time.**

**Thanks.**

**Chris**



# CONSIDERATION

**Abraham Lincoln expressed the importance of consideration best:**

**“Whatever men do, they do in response to motives. Discover the motives that cause their act, and you can make them do your bidding.”**

As stated earlier, people who are reading or listening to your message want an answer to the question: **"What is in it for me?"**

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