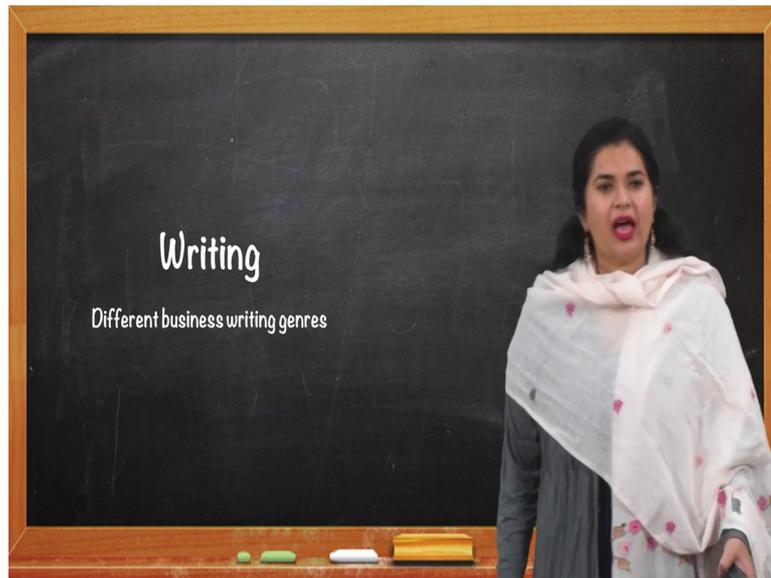


Business English Communication
Prof. Aysha Iqbal Viswamohan
Department of Humanities & Social Sciences
Indian Institute of Technology, Madras

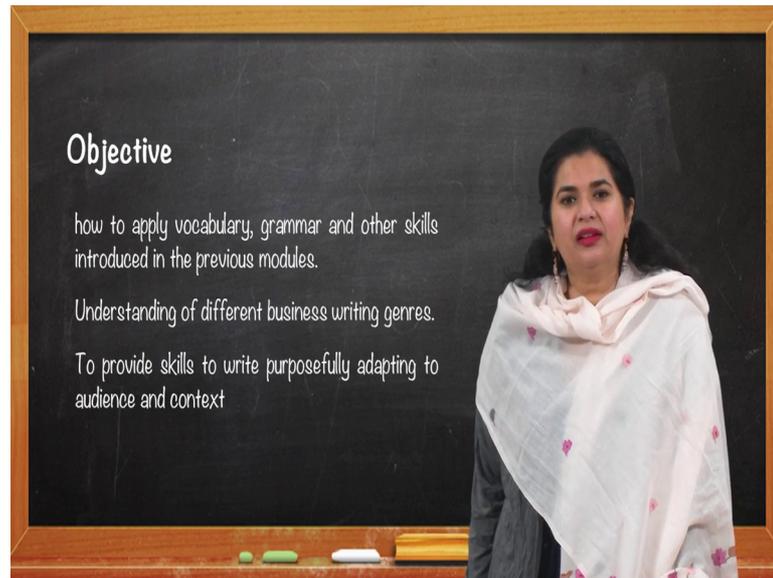
Lecture – 18
Writing (Different business writing genres)

(Refer Slide Time: 00:18)



Welcome back friends. I am trying to now recap whatever we have been doing. So, far especially where writing is concerned. So, today's topic is different kinds of genres or different genres in business writing. So, that is what we are going to do we will look at couple of ah of course, I will recap recapitulate whatever we have been doing by way of good writing. No matter what we do and what we think writing is an important skill and what happens is when you neglect some of the important key points that should be followed when we write especially in professional situations.

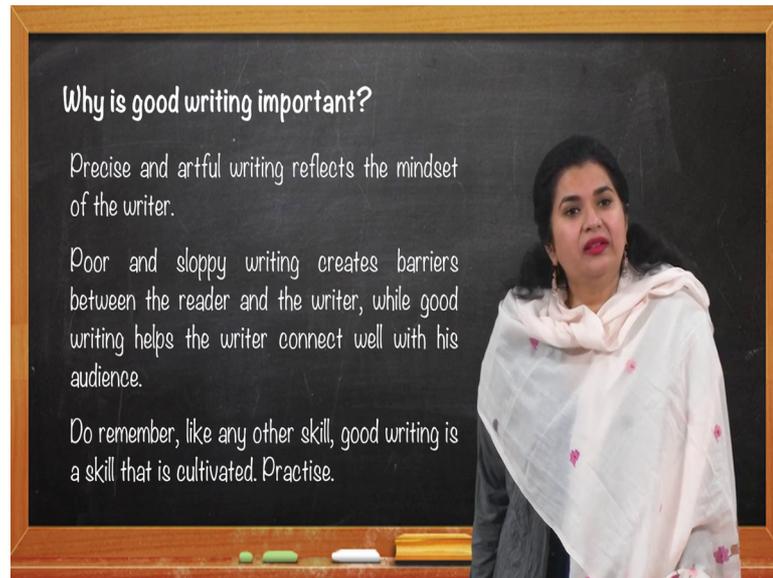
(Refer Slide Time: 01:06)



So, welcome back again and this is these are the objectives here after today's class, how to apply vocabulary grammar and other skills which we have been doing in the previous modules, we have to understand different kinds of business writing and also to provide skills to write meaningfully, purposefully, adapting to audience and context. This is the key feature of business writing that you have to understand your audience.

Remember again this is not a casual and informal way of writing we are not addressing our friends and relatives, we are we are in we are trying to establish contact and business relationship with people who we do not know at all or may not know very well, professionalism is the key word in business writing.

(Refer Slide Time: 02:03)



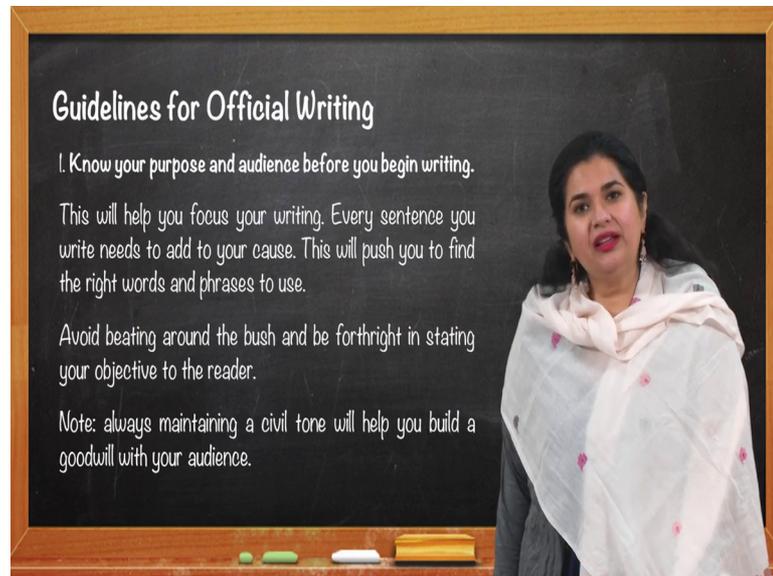
Remember why is good writing important we have been doing this for quite a while, but remember that precise and a good way of writing an artful way of writing is an indicator it illustrates the mindset of the writer, when you ramble on and on it shows that you do not have your wits about you do not know what you are trying to say.

So, as I have been stressing upon in one of our previous classes many of our previous classes that be up front you should know, but we always polite if necessary be firm, but or stand you may take a stand, but be always polite and form poor and sloppy writing creates barriers between the reader and the writer most often in business situations. Now we have already seen a couple of examples earlier how poor and sloppy inappropriate kind of a writing creates hurdles between the writer and the writer the [FL] or you have to understand the situation [FL].

Please remember like any other skill good writing is a skill that is cultivated you speak in a way because that is the way you have been speaking if you speak if you use too much of slang and vernacular idiom then that will become fossilized in language there is a word called fossilization, if bad language aggressive language aggressive behavior has become a part of your nature body language then it will remain forever it will remain. So, forever good language good writing is a skill that is cultivated over the years practice read a lot and keep as I have been telling you earlier also make notes somewhere. In your

mobile phones, in your computer, in your notebook make notes and always go back to anything interesting that you have come across practice.

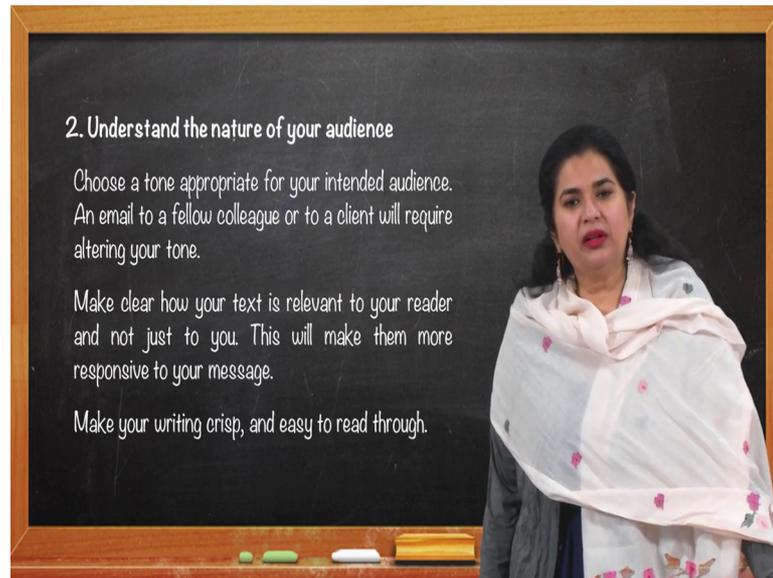
(Refer Slide Time: 05:25)



Some of the guidelines that we would stress for official writing would be that you should know your purpose and audience before you begin writing know your audience [FL] remember when you write a mail to the director of your institute you cannot be writing it in a way that you would write to your friend or to any elder member of your or older member of your family. We are not going to be extremely pally and chatty with people who are above in hierarchy in the institutional hierarchy. Remember that this kind when knowledge of your purpose and audience is there then you will help it will help you focus better on your writing.

The way you write will add to your cause always avoid beating around the bush do not write do not overwrite and be forthright in stating the purpose your objective to the reader to the intended reader and always remember to maintain a civil and polite tone it may come where this with difficulty to some people to maintain civil and polite tone; however, in this if in business situations it is of great help.

(Refer Slide Time: 07:19)



2. Understand the nature of your audience

Choose a tone appropriate for your intended audience. An email to a fellow colleague or to a client will require altering your tone.

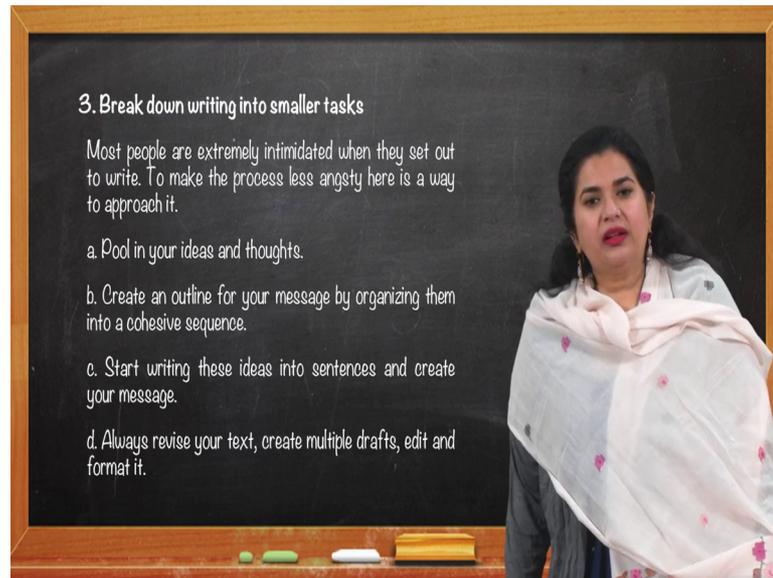
Make clear how your text is relevant to your reader and not just to you. This will make them more responsive to your message.

Make your writing crisp, and easy to read through.

We should also remember to understand the nature of your audience. So, as I have been saying remember the tone, an email to a fellow colleague or to a client will require altering your tone [FL] that is your colleagues, you may use more or rather a friendlier a chatty kind of a tone, but not to a client not with a client.

Make clear how your text is relevant to your reader and not just to you this will make them more responsive to your message and always use a blend of sentences, you have been doing simple compound and complex sentences, look at the various coordinators, look at the various clauses revise them see if you can practice them right just an informal letter to one of your friends using those kinds of sentences you will find that it helps a lot [FL].

(Refer Slide Time: 08:49)



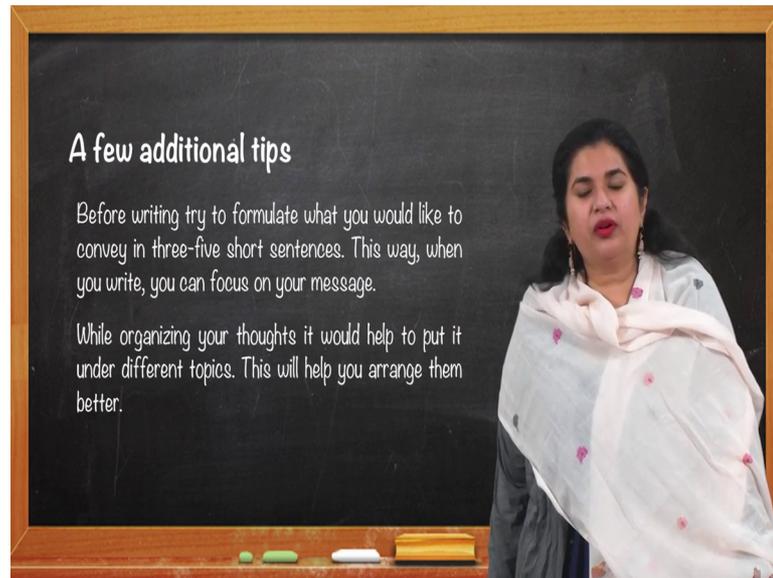
Always a remember to break down your writing into smaller tasks remember people are overwhelmed they get intimidated when they then set out to write many a time in exam situations particularly, when you are asked to write 500 words an essay or report in 500 words in 1 hour people get extremely daunting yeah they get daunted rather. To make the process less miserable less difficult you should know how to pull in your ideas and thoughts.

For example, I whenever I appear for and for writing something that you know it is the time bound exercise I make nodes whether on a notebook in a notebook or in my computer, but I always make notes. So, pull in your ideas and thoughts [FL], but it is important to pull make notes off create an outline.

And this is very important [FL] and that is important for organizing your ideas your thoughts your messages into a cohesive sequence start writing these ideas into sentences and create your own message revise this is very important, you have to revise, you have to write multiple drafts in exams yes again you may have 2 minutes, but make keep those 2 minutes aside to revise your drafts I have noticed the best of a students because they get overwhelmed by the time constraints they do not they end up making very silly mistakes.

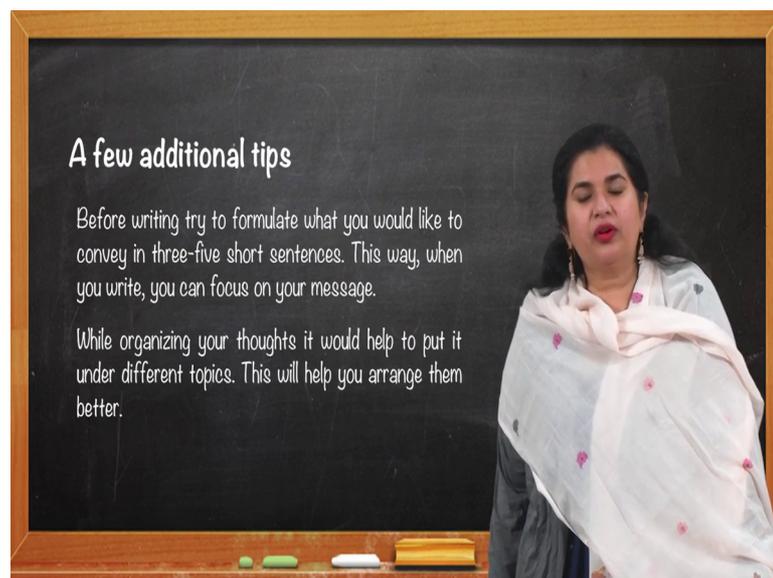
So, they avoid that be your own editor.

(Refer Slide Time: 10:41)



Also remember for good writing try to formulate what you would like to convey in 3 to 5 short sentences what is the gist it is called [FL]. So, that should be always there in your mind while organizing your thoughts it would help to put it under different con topics not I am not suggesting that you should make subheadings or headings in your writing and many a time examiners do not want that. So, always know what is expected in a particular kind of a situation other subheadings or bullet points valley writing [FL], but I always organize your thoughts in paragraphs.

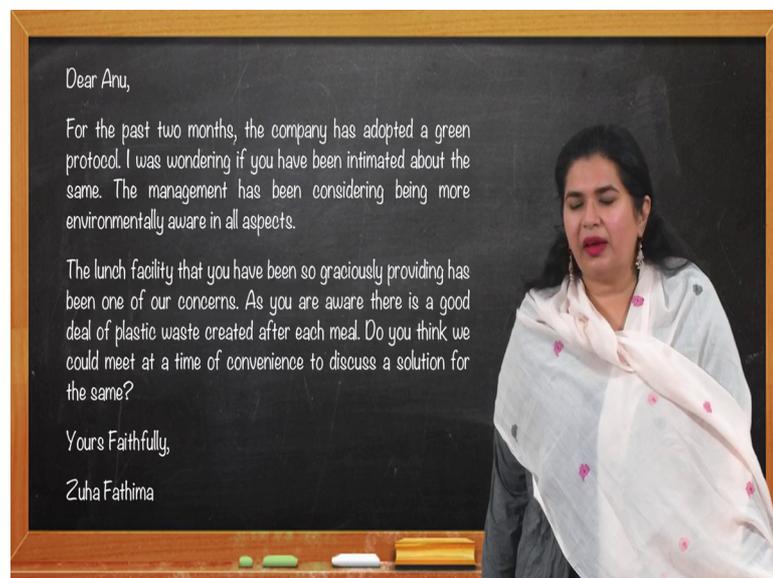
(Refer Slide Time: 11:38)



Look at this premise we are still talking about guidelines for official writing business writing.

Now, here is a premise you have been trying to implement a green protocol in your office green protocol is to be more environmentally friendly, you are good friends with the catering vendor who provides office lunch to their staff, but there is a great deal of plastic waste created after each meal, you think that the green protocol needs to be implemented in this area, as well you need to write a letter to the vendor based on the following premise here your purpose is to gather information about the length system and your tone should be friendly.

(Refer Slide Time: 12:32)



Here is the sample Dear Anu and this is the response to the premise that we have set in the earlier slide for the past 2 months the company has adopted a green protocol I was wondering, if you have been intimated about the same the management has been considering being more environmentally aware in all aspects. So, look and the introduction itself at the upfront you are telling the vendor that the company has adopted a green protocol and that is what you want.

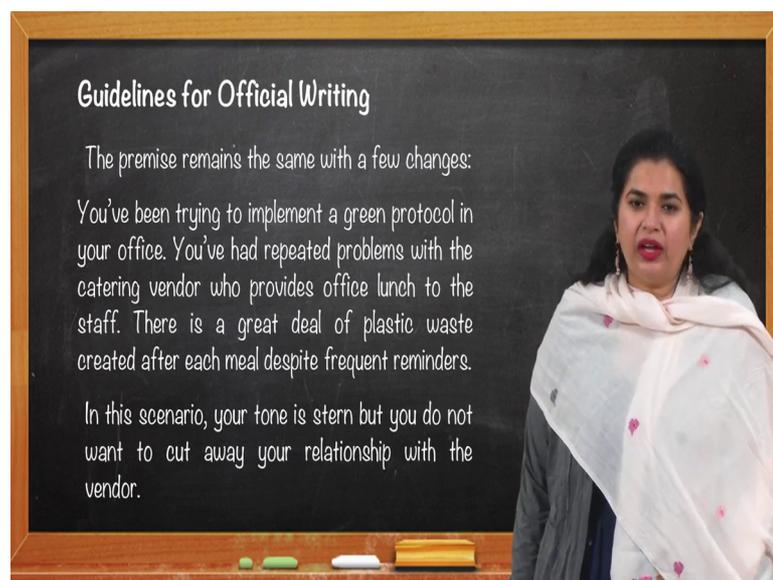
So, we continue the lunch facility that you have been. So, graciously providing has been one of our concerns as you are aware there is a good deal of plastic waste created after each meal, do you think we could meet at a time of convenience to discuss a solution to the same yours faithfully etcetera.

Remember that what we are trying to do here is to provide a it is I am also I would also like to draw your attention to the name here you know Dear Anu, we are not saying dear sir or madam that reflects that there is some kind of a familiarity between the sender and the receiver.

So, therefore, the last line fits do you think we could meet if you are sending a mail to someone who is institutionally your superior or superior in the hierarchy then it is very important that we do not end with a question like this.

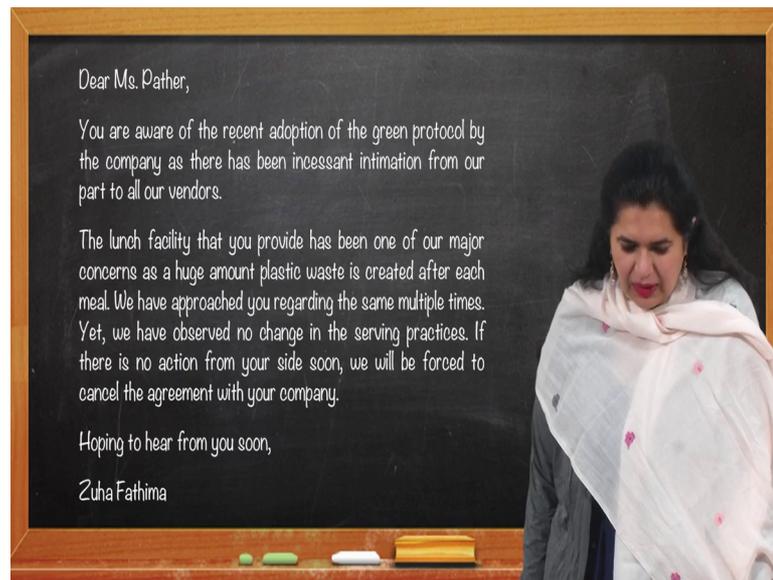
Here it would go here it would here it fits, because you are not writing to the head of the department to the vice chancellor to a company head, but here it fits it shows also reflects a certain kind of a familiarity or friend friendliness not friendship between the writer and the receiver do you think we could meet otherwise it would have become more formal this is a rather semi-formal style of writing.

(Refer Slide Time: 14:47)



You have been trying to implement a green protocol in your office, you have had repeated problems in the catering vendor, who provides office lunch to get stuff and in this scenario your tone is stern, but you do not want to cut away your relationship or you do not want to and your relationship with the vendor. So, it is the difference of tone and look let us look at.

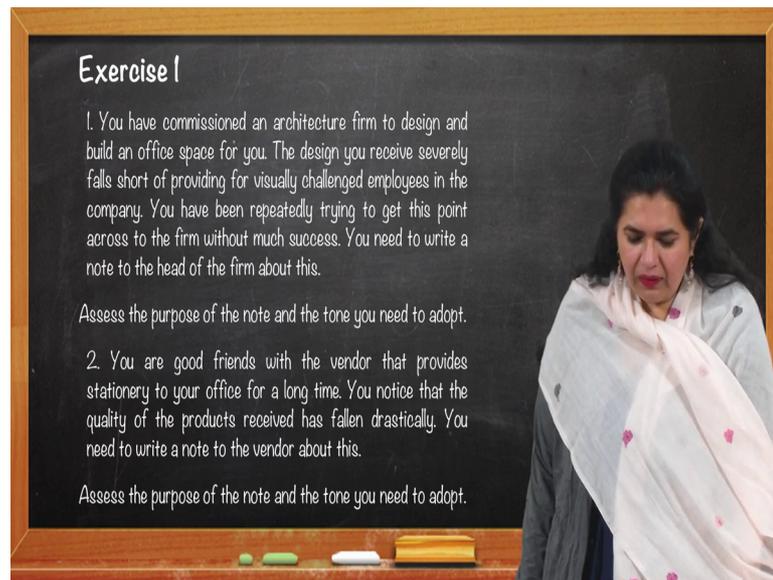
(Refer Slide Time: 15:11)



This Dear Miss and x your name persons the receivers name and look at the way it is addressed now. So, tone is different now we are not trying to establish any kind of friendliness, you are aware of the recent adoption of the green protocol by the company as there has been incessant intimation from our part to all our vendors the lunch facility that, you provide has been one of our major concerns as a huge amount of plastic waste please insert of is created after each meal we have approached you regarding the same multiple times. Now look at the sternness of tone, but still polite. Yet we have observed no chain in the saving practice serving practices if there is no action from your side soon we will be forced to cancel the agreement with your company hoping to hear from you soon.

So, here is a very good example.

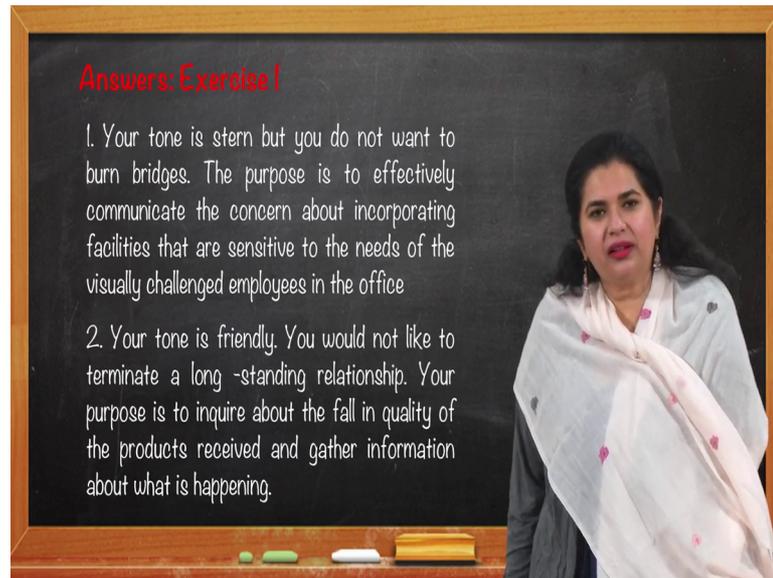
(Refer Slide Time: 16:13)



Now next exercise you have commissioned an architecture firm to design and build an office space for you. The design you receive falls short of providing for visually challenged employees in the company. You have been receiving and you have been repeatedly trying to get this point across to the firm without much success, now here we are talking about being sensitive to people with the special needs, colleagues and friends with the special needs.

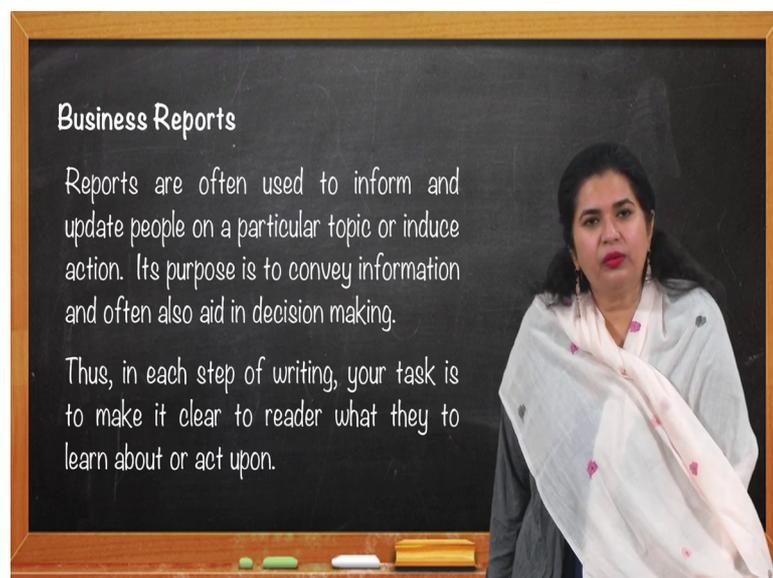
So, what are we supposed to do here you need to write a note to the head of the firm about this assess the purpose of the note and the tone you need to adopt, you are good friends with the vendor that provides stationery to your office for a long time, that is the second one you notice that the quality of the products received, you need to write a letter or note to the vendor about this. So, 2 kinds of letters; one is to design the office space for people with special needs and then complaining about the quality of stationery. Think take a moment or 2 and you have been reading so many business letter so far what you should do how you should write them.

(Refer Slide Time: 17:39)



So, for answer your tone is a stern, but you do not want to end relationship you do not want to burn bridges, to burn bridges means to end all kinds of contexts the purpose is to effectively communicate the concern about incorporating facilities that are sensitive to the needs of the visually challenged employees in the office. Secondly, in the second one where you are talking about vendor and stationery your tone is friendly you would not like to terminate a longstanding friendship, your purpose is to inquire about the fall in quality decline in quality of the products received and sort of get information about what is going on and if things can be improved.

(Refer Slide Time: 18:31)



So, far we have been doing letter writing in official setups official communication now let us move on to talk about business reports. Reports what are reports most of you who are at a tertiary level who are already students at some place or the other, you know that report writing forms an important part of your syllabus.

Those who are already working they know that you have to write reports on a weekly basis on a monthly basis about your projects, remember reports are used to inform and update people on a particular project or topic. Everyone offers need to who people who are in professional situations we need to write reports people who are into let us say businesses they need to sometimes, hire people to write reports for them and where environmental protection is concerned.

So, report writing is an integral part of our business and efficient existence. Its purpose a reports purpose is to convey information and sometimes, it may help us in decision making certain decisions that whether this project is feasible or wasp is feasible or should continue or there should be a sequel to it all these things are based on how effective your report is. Remember in each step of report writing your task is to make it clear to your reader intended reader, what they need to learn about or what they need to act upon.

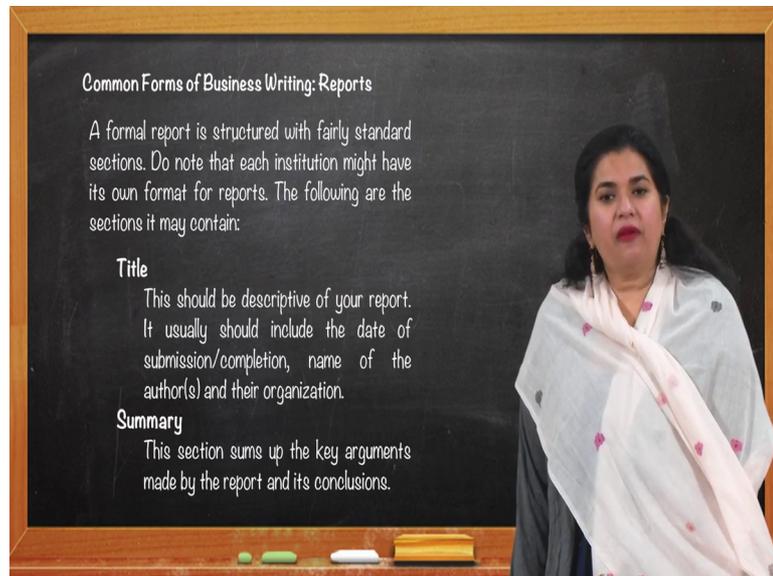
(Refer Slide Time: 20:20)



A formal report could be could have several passages and it could be of could be several passages length and accuracy of facts is important language is important. Remember if

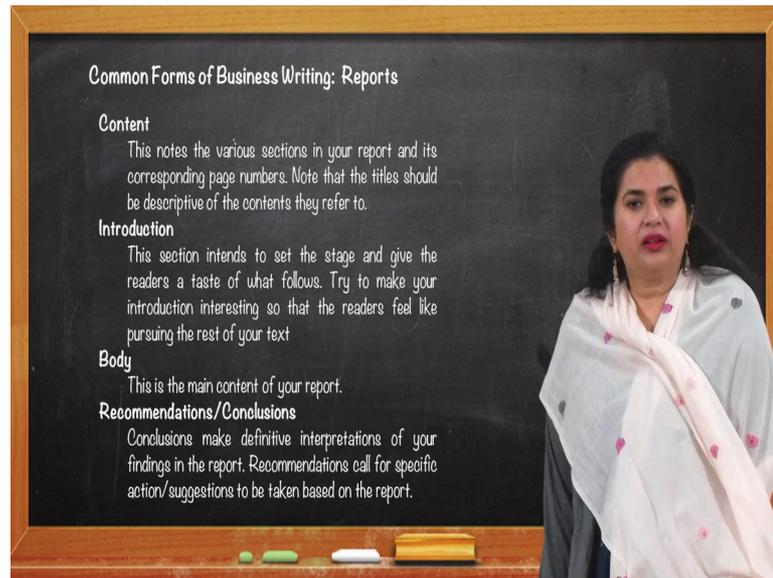
you look up reports on any of the websites and on the net there are number and of examples of excellently written reports you should look up look these up or those up.

(Refer Slide Time: 20:51)



Now, formal reports remember is a structured with standard sections people do not play around with the structuring of a report, because it is by and large an official piece of writing. Do note that each institution might have their own format or of reports of our reports, most standard practices include writing a title this should be descriptive of your report it usually should include the date of submission, completion, name of the authors people who were involved in that business and their organization. And then the body and summary section sums of the key arguments made by the report and it is conclusions.

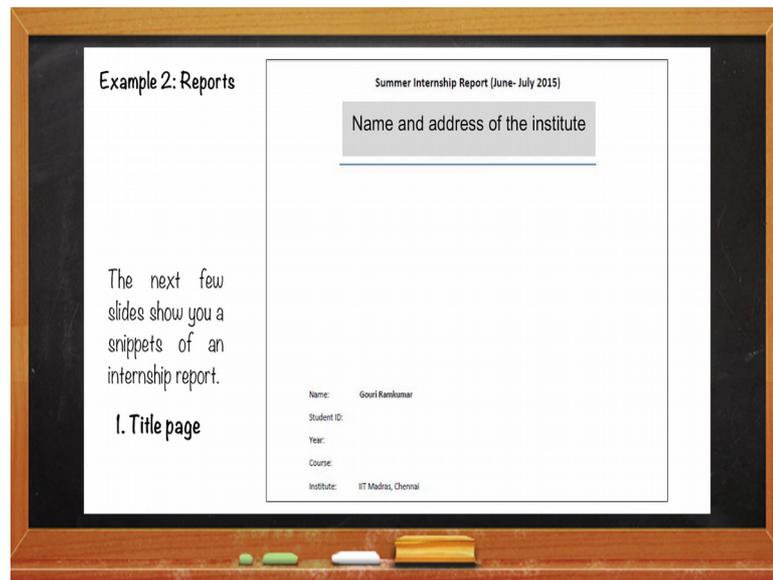
(Refer Slide Time: 21:40)



Content is important this includes the various sections in your report and then you it has to be paginated. So, the corresponding page numbers include water. So, on the title page you include the sections that what you are going to talk about and the corresponding page numbers.

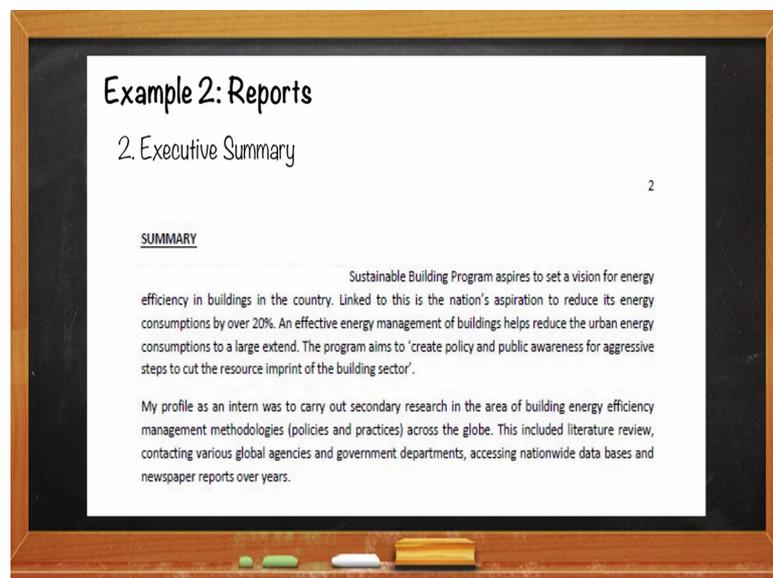
Remember the title should be descriptive of the content they refer to you have to write the introduction, here this section intends to set this stage you set the ball rolling and give the readers a taste of what follows try to make your introduction interesting. So, that the readers feel like parsing the rest your text, the body as you know it should include the main content of your report there should be recommendation, there should be conclusions and perhaps you know scope for further work in this area. Recommendations called for a specific action suggestion to be implemented.

(Refer Slide Time: 22:47)



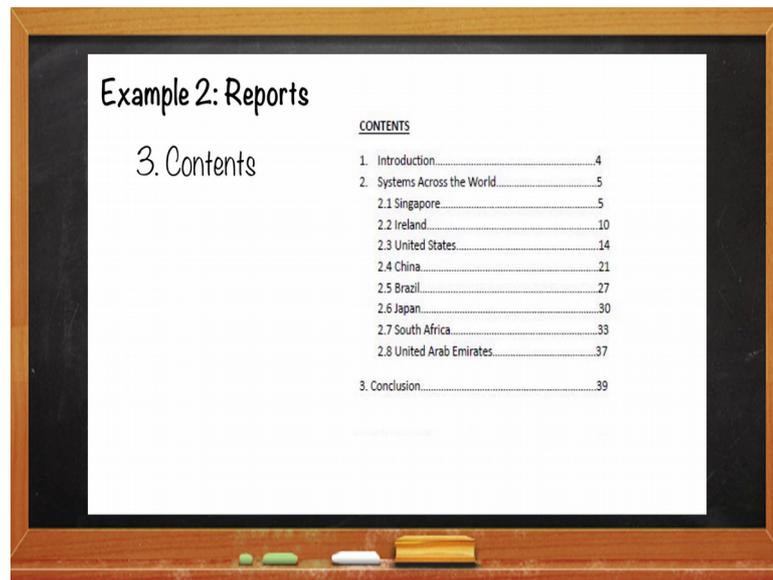
Here is a template an internship report it is an example of reports an executive summary. So, this is the summary.

(Refer Slide Time: 22:59)



And look at the last couple of lines my profile as an intern was to carry out secondary research in the area of building energy efficiency management methodologies; across the globe this included literature review contacting various global agencies and government departments, accessing, nationwide databases and newspaper reports over years.

(Refer Slide Time: 23:27)



Example 2: Reports

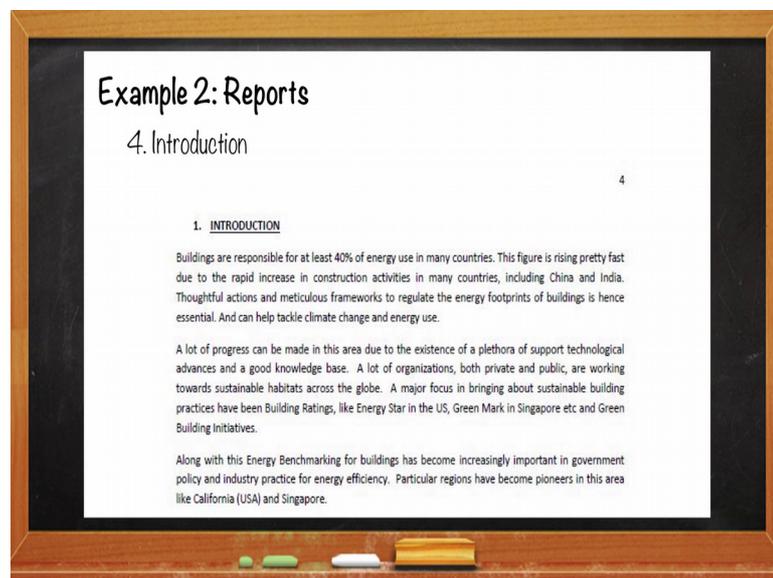
3. Contents

CONTENTS

| | |
|----------------------------------|----|
| 1. Introduction..... | 4 |
| 2. Systems Across the World..... | 5 |
| 2.1 Singapore..... | 5 |
| 2.2 Ireland..... | 10 |
| 2.3 United States..... | 14 |
| 2.4 China..... | 21 |
| 2.5 Brazil..... | 27 |
| 2.6 Japan..... | 30 |
| 2.7 South Africa..... | 33 |
| 2.8 United Arab Emirates..... | 37 |
| 3. Conclusion..... | 39 |

So, this is how you work on it, contents systems across the world and then a list look at the way page numbers are given opposite each country and then conclusion.

(Refer Slide Time: 23:43)



Example 2: Reports

4. Introduction

4

1. INTRODUCTION

Buildings are responsible for at least 40% of energy use in many countries. This figure is rising pretty fast due to the rapid increase in construction activities in many countries, including China and India. Thoughtful actions and meticulous frameworks to regulate the energy footprints of buildings is hence essential. And can help tackle climate change and energy use.

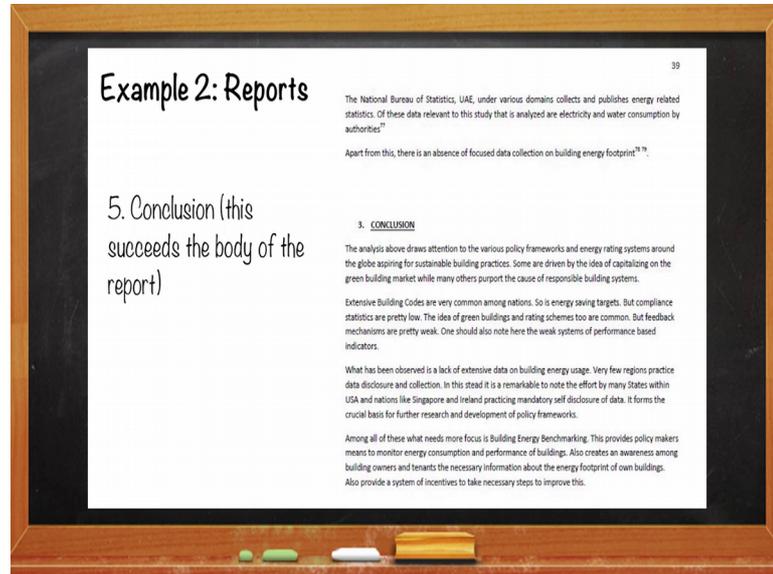
A lot of progress can be made in this area due to the existence of a plethora of support technological advances and a good knowledge base. A lot of organizations, both private and public, are working towards sustainable habitats across the globe. A major focus in bringing about sustainable building practices have been Building Ratings, like Energy Star in the US, Green Mark in Singapore etc and Green Building Initiatives.

Along with this Energy Benchmarking for buildings has become increasingly important in government policy and industry practice for energy efficiency. Particular regions have become pioneers in this area like California (USA) and Singapore.

Here is a sample introduction buildings are responsible for at least 40 percent of energy use in many countries, this figure is rising pretty fast due to the rapid increase in construction activities in many countries, including China in India thoughtful action and meticulous frameworks to regulate the energy footprints of buildings is hence essential

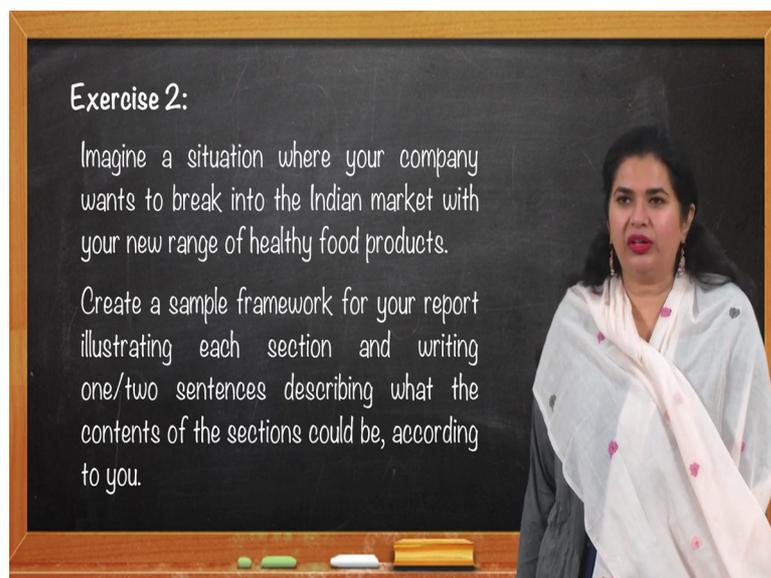
and can help tackle climate change and energy users look at the way this has been done we are introducing the topic upfront.

(Refer Slide Time: 24:16)



The conclusion it is a lengthy one please go through it very fast, but from here we move on to an exercise another exercise imagine a situation.

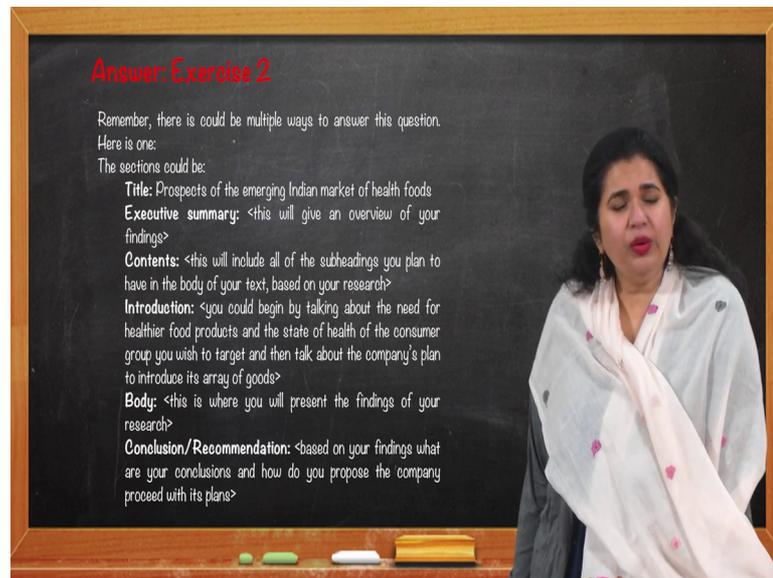
(Refer Slide Time: 24:32)



Where, your company wants to break into the Indian market with your new range of healthy food products. So, if you are assuming that you are an international brand and

you want to introduce your work or your products into the Indian market, create a sample framework for your report illustrating each section and writing one or 2 sentences describing what the contents of the section could be according to you.

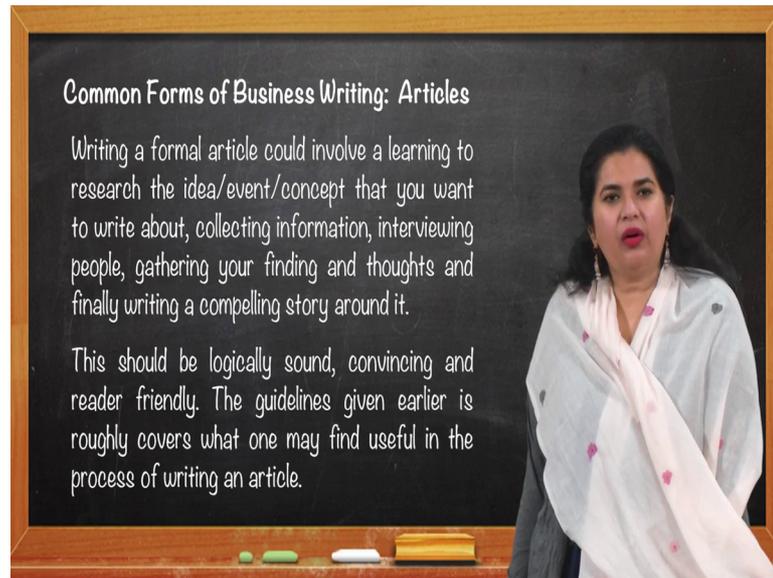
(Refer Slide Time: 25:00)



Remember you can do this in several different ways, but the section could be the title prospects of the emerging Indian market of health food or healthy foods, executive summary this will give an overview of your findings. Contents this will include all the subheadings you plan to have in the body of your text based on your research, you have in the introduction right, you could begin by talking about the need for healthier food products and the state of health of the consumer group, you wish to target and then talk about the companies plan to introduce the array of goods the body and then you can present all the ideas and the findings of your research conclusion and recommendation, these go through this very standard form it.

Again let me warn you formats differ from institute to institute company to company corporation one corporate sector to another; however, you should be familiar with your style the style that your institution follows. We can just give you some basic guidance and overview of how to do these things, but when you go down into the depth of your writing you should know, what is suggested what is your company policy.

(Refer Slide Time: 26:30)



Let me take you to now, how to write articles not many of us are in the business of writing business articles, but just to have an overview of this in case somebody is interested.

Remember that writing a formal article could involve learning to research a lot. We have business India business times, financial times, fops these are the standard international some of the particularly, when I talk about fops then it is an international journal and international magazine. So, these are the and even in most standard newspapers there is always a business section for which they require experts to write their assessments of business situations.

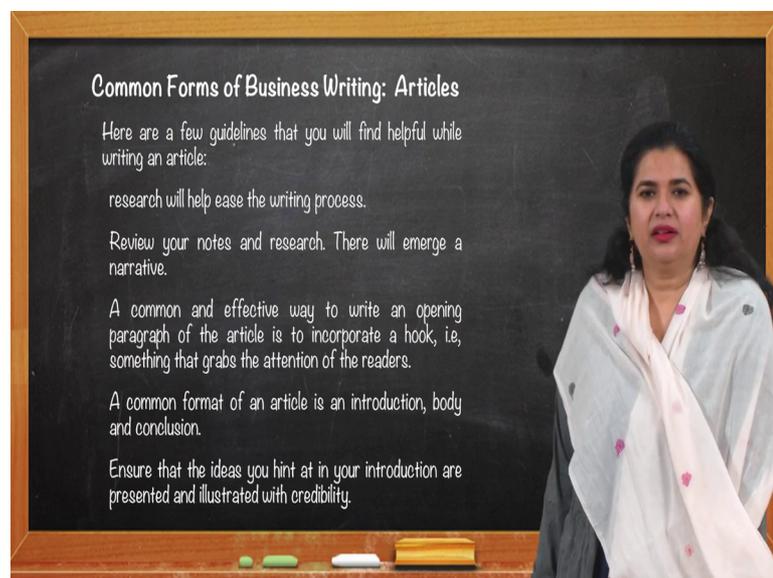
So, formal writing formal writing a formal article requires a great deal of research gathering data and information, it also include it may include interviewing people gathering your finding and thoughts and finally, writing a story around it.

So, we do not just sit and write emotionally business letters like all business communication does no they do not write on emotions. You have to collect data, you have to do your research this is not a trick and exercise in creative writing. So, just because you feel that such-and-such policy may hurt the underprivileged section of society do not set up a set yourself to start writing a business article based on it.

It has to be leave that to people who are experts in that kind of writing where if you call yourself a business analyst, then you have to write in a different way you have to interview people experts who talk about both aspects of the situation, you have to gather enough data and you have to do your research well.

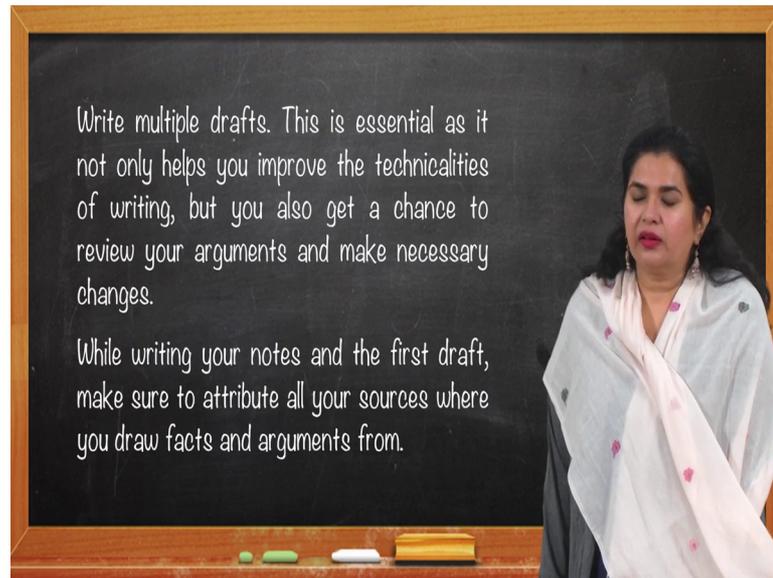
Again you have to always be very objective in business writing as in technical communication business and communication to depend on objectivity. You have to be logically sound, reasonable and right on rationality you have to convince your readers, but in a polite tone.

(Refer Slide Time: 29:08)



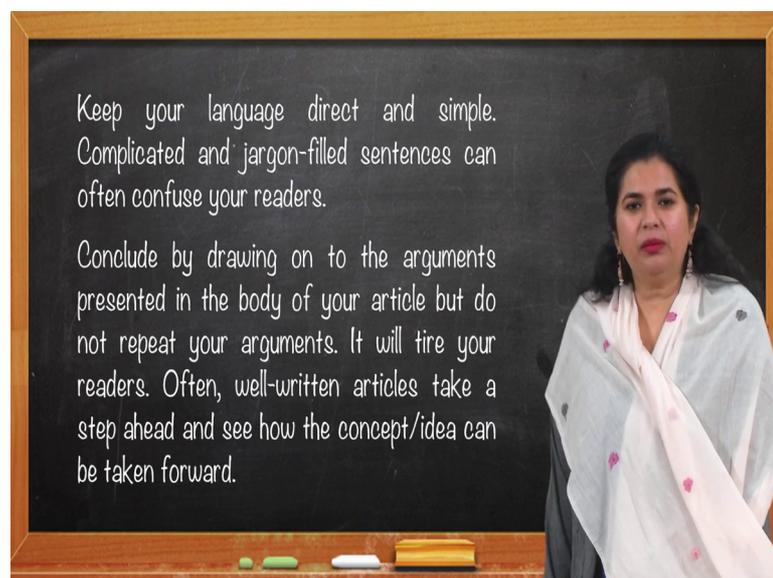
Here is a add a few tips to write effective business articles, research, review your notes and research, a good way is to write an opening paragraph of the article and always include incorporate a hook, something that grabs the attention of that readers remember what is the hook. A common format of an article is an introduction body and conclusion stick to that always remember that the ideas you hint at in your introductions are presented in your conclusion also you cannot introduce a new idea in your conclusion.

(Refer Slide Time: 30:00)



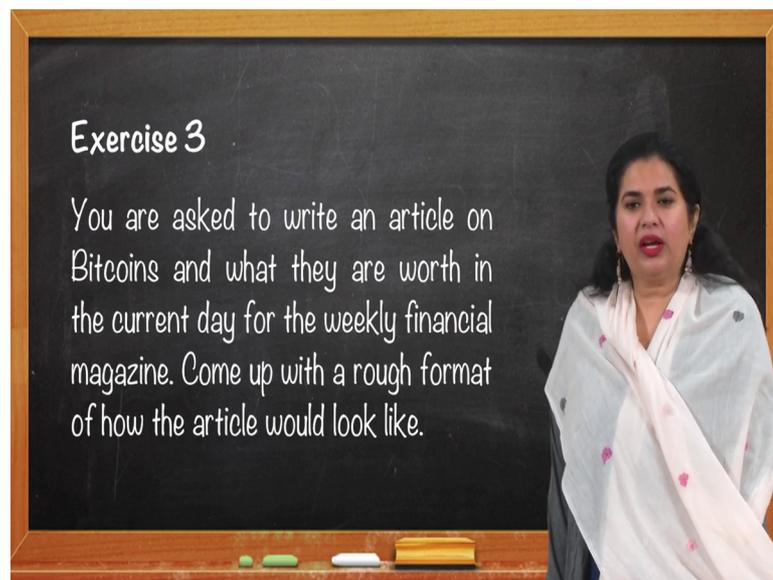
I advise you to write multiple drafts. This is essential as it not only helps you improve the technicality of the right of your writing, but also help you get a chance to review your own arguments and make necessary changes, while writing your notes and the first draft make sure to attribute all your sources, where you draw facts and arguments from many a time writers interview people who do not want to be named, but it still want to give information, well that is investigative writing in business writing you have to be able to support your ideas with the names and at n sources. So, you should be able to name your sources.

(Refer Slide Time: 30:51)



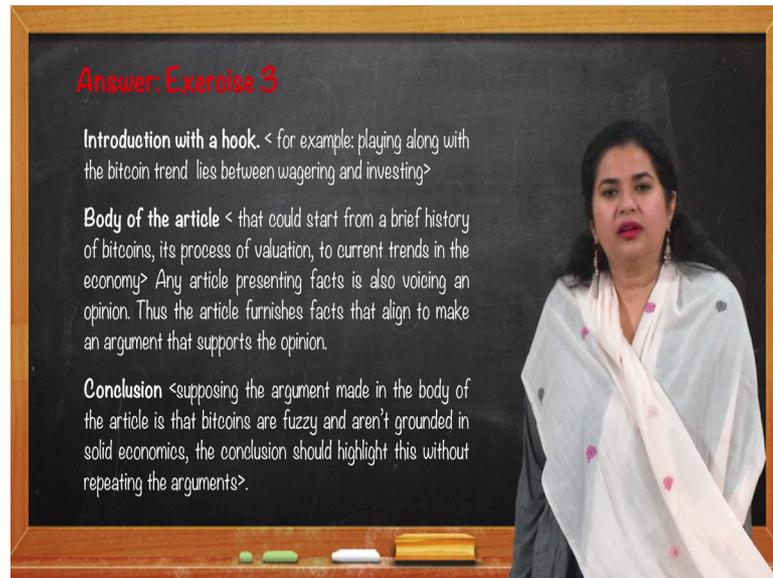
Keep your language direct and simple do not try to be extremely creative here and confuse your readers, know your target readers that is extremely important, conclude by drawing on the arguments presented in the body of your article, but do not repeat your arguments it will tire your readers. Also remember most newspaper and magazine articles they come with a specific format of word limit stick to that. Here is an exercise for you.

(Refer Slide Time: 31:37)



You are asked to write an article on Bitcoins and what they are worth in the current day or the weekly financial magazine. Let us assume that you are employed by a financial magazine or you are writing report for your own college magazine. So, come up with a rough format of how the article would look like.

(Refer Slide Time: 32:02)



Remember introduced with a hook for example, playing along with the bitcoin trend lies between aging and investing. So, that is a hook.

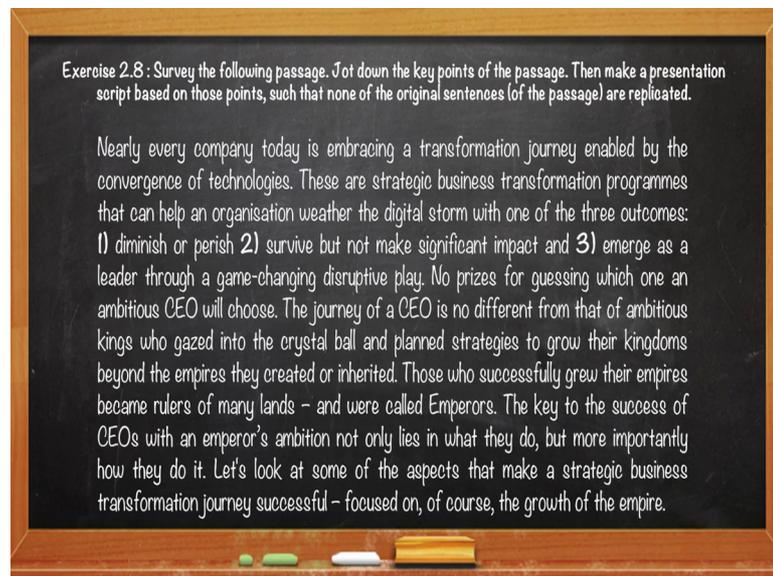
Now, you have hooked the readers on to something body of the article that should start from brief history of bitcoins the process of a value in of a valuation, it is the current trends in the economy, any article presenting facts is also like voicing an opinion you should know where you stand. And conclusion supporting the arguments made in the body of the articles is that bitcoins are fuzzy and aren't grounded in solid economics the conclusion should highlight this without repeating the arguments or whatever let us stand that you plan to take.

(Refer Slide Time: 32:57)



From here let me move on to revise what we have been doing yesterday, what we were you doing yesterday that is presentation scripts.

(Refer Slide Time: 33:07)

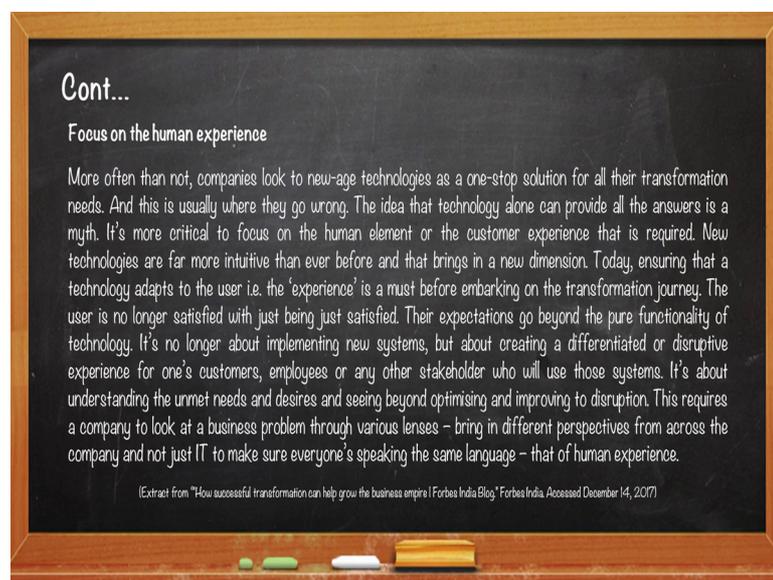


This is one example where I would like you to look at the passage and jot down the key points of the passage. Nearly every company today is embracing a transformation journey enabled by the convergence of technologies. These are strategic business transformation programs that can help an organization, whether the digital storm with one of the 3 outcomes diminish or perish survive, but not make significant impact and

emerge as a leader through a game changing disruptive play. No prizes for guessing which one an ambitious CEO; CEO will choose the journey of a CEO is no different from that of ambitious kings who gazed into the crystal ball and planned strategies to grow their kingdoms beyond, the empires the creator or inherited. Those who successfully grow their empires became rulers of many lands and were called emperors. The key to the success of CEOs with an emperor's ambition not only lies in what they do, but more importantly how they do it.

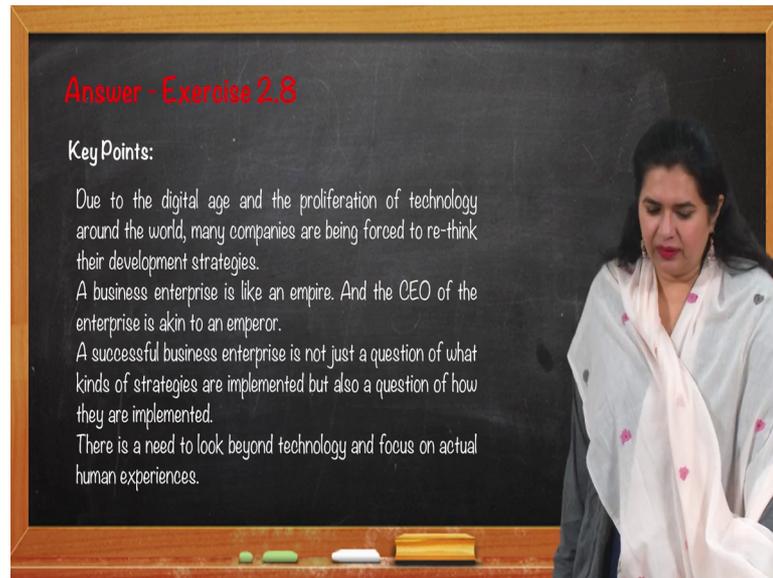
Let us look at some of the aspects that make a strategic business transformation journey successful focused on of course, the growth of the empire.

(Refer Slide Time: 34:28)



And here you have focused on the human experience please go through the passage I have already given you the source and here is an answer to.

(Refer Slide Time: 34:41)



The key points and this is important it is a lengthy passage, but look at the key points and when you make your own script out of this message or you want to make a power point presentation you should be able to mention the highlights. Remember when you make a PPT and this is something that I always tell or ask my students to do that do not have lines and lines of and paragraphs and paragraphs after in your PPT. PPT should have key points only or diagrams and charts and graphs only or perhaps a strong visual image it should not be filled with text.

So, key points here in this particular passage that we just did due to the digitalize and the proliferation of technology around the world many companies are being forced to rethink the development strategy, that is given up front a business enterprise like an empire and the CEO of the enterprise is akin to an emperor, a successful business enterprise is not just a question of what kinds of strategies are implemented, but also a question of how they are implemented.

So, that is another important point and lastly there is a need to look beyond technology and focus on actual human experience that is the key point of the second paragraph. So, please keep all these ideas in mind.

Thank you very much.