

How would you
characterize writing in
your field do you
believe it has a
persuasiv...

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Business Management Business management and administration field is related to variety of different tasks, but all the tasks revolve around business planning, coordinating and directing the functioning of the company.

Although the job description may vary from company to company but typically a business manager is responsible for drafting development policies and managing the daily and general operations of the business. At times the business manager may also be held accountable for drafting financial reports with precision and accuracy. A business manager may need good writing skills in order to do his work professionally. Business manager is responsible for marketing, finance, development and research, needs exceptional writing skills to convey his ideas and concepts. During the average day the managers may need to answer emails sent by bosses, notify the authorities on the progress in their new business venture - all these messages must be self-explanatory and concise; after all, a well written piece saves time and makes communication coherent removing the chances of misunderstandings.

Writing in social sciences should be critical, as the subject is more often event-related and concerns different issues. The four basic writing styles used in social sciences are reporting, narration, exposition and argumentative. Usually the writing in social sciences is expected to be focused on the event which requires comparing and contrasting them back and forth. The writing style demands the writers to have a view point, give logical arguments backed up by empirical or anecdotal data. In short it is critical thinking.

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Writing, for example, in advertising field holds a prime importance, as the tag line should grab consumer's attention. Likewise, brochures must also be written in a persuasive manner which is capable of seeking consumer's attention and creating a desire to purchase that product. On the other hand, a human resources manager may also need good writing style to attract, select and hire the right kind of person who is fit for the job, thus, he should also know how to state specific qualifications in the advertisement. If we closely observe, writing in social sciences demands critical thinking, comparing and contrasting abilities, good narration and persuasive arguments, if not all of the aforementioned then some zest for writing in social sciences is needed, it is quite important for a person, who is a marketing head or a human resources manager, to be proficient in the field of business management and administration.

Ability to express oneself on paper is crucial. People who can express themselves well in writing may as well be able to secure a job as the first encounter a person has with a prospective employer is through resume and cover letter; if that is well drafted, probably, a person is a half way through; it is often said the first impression is the last impression. The writing style speaks for the person himself, for example, presentation, clarity and professionalism may help distinguish a prospective employee from others. If a business management professional uses a good writing style, the one that is found in social sciences, they may be able to explain themselves better, be clear in directing the employees, coherent in giving new ideas, making

reports both financial and academic. As writing is a great tool through which one can express himself, thus, its importance lies in all fields.