

English language - business writing (memmo and informal reports)



**ASSIGN
BUSTER**

MEMO March 15, 2009 Charlie Shi The use of weblogs for research purposes

Weblogs called blogs for short provide “ a way of publishing to the web one idea at a time” (Typepad. com). It is this simplified process that allows authors to easily create posts and link to related ideas elsewhere on the web at the same time. Updating blogs are a breeze and this is why it has become a very popular method of communication. It represents “ an important new outlet for expression and communication” (ibid).

The range of information is wide ranging including information valuable for research. Weblogs are characterized by featuring news and opinion and being updated frequently.

For research purposes therefore, weblogs are a rich source of information. Unlike print media, weblogs contain hyperlinks “ which allow readers to validate where the information stems from as well as to provide readers with the ability to personally investigate information” (Bolt, 2007).

In the workplace, weblogs can allow the company to gain a deeper understanding of what “ clients actually want, need and will pay money for” (Innovation Creators, 2007). This article on ‘ How to use Blogs in the Workplace’ states the opportunity for personal motivation and focused business communication amongst the uses for weblogs besides public relations and marketing. When used to facilitate focused business communication, weblogs can be effectively used “ as a platform to help people withing your company communicate about what they are doing for work” (ibid).

E-MAIL

To: Simon Dawkins

Subject: Convincing Your Boss to Blog

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Dear Simon Dawkins

Not many CEO's use blogging mainly for reasons of time and the fact that it is more likely to be under scrutiny by employees (Jeremiah, 2007). However, if used carefully, it is quite simply an easy and powerful means of communicating. In fact, weblogs are a mass communications channel for company information, public relations as well as internal communications. And, the medium of technology makes the whole process of blogging easier. Through the Internet it is easy to reach a huge global audience not limited to the company or immediate market. Debbie Weil author of The Corporate Blogging Book says that, " an effective blog enables you to have a two-way conversation with customers and employees".

Also, weblogs can make effective use of a combination of images, audio and video content too besides text. The sheer quantity of weblogs is very large but Internet search tools are powerful in finding the precise information required. Weblogs also help to build connected businesses. Hyperlinks make it possible to link with related information from other writers.

I strongly urge to consider the option of blogging to supplement your existing communication methods to reach out to your audience more effectively. It is a popular trend and you should not miss out on it. I recommend Debbie Weil's book as a good starting point for further information on corporate blogging.

Your sincerely,

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