

Midterm review



Midterm Review How to Write Business Messages Instructor: Le Dinh Minh Tri

Based on: Mary Ellen Guffey, Business Communication: Process and Product, 5e Guffey's 3-x-3 Writing Process BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 2 General things to remember - Identify the purpose of each message - Present ideas clearly and concisely. Please avoid a too-long letter - Write a letter from the readers' perspective, not the writers' perspective - Select the best channel - Profile the Audience — Primary and Secondary Audience - Use the right tone - Use Bias-Free Language - Avoid negative words or phrase BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 3 Creating Effective Sentences BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 4 Creating Effective Sentences - Recognize phrases and clauses. - Use short sentences. - Emphasize important ideas. - Use the active voice for most sentences. - Use the passive voice to deemphasize the performer and/or to be tactful. - Avoid dangling and misplaced modifiers. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 5 Recognizing Phrases and Clauses - Clauses have subjects and verbs; phrases do not. - Independent clauses are complete; dependent clauses are not. - Phrases and dependent clauses cannot function as sentences. - - Dependent Clause: that they want to return for a refund - BC - Spring 2012 Independent Clause: They were eating cold pizza. Phrase: to return for a refund Mary Ellen Guffey, Business Communication: Process and Product, 5e 6 Using Short Sentences Sentence Length Comprehension Rate 8 words 100% 15 words 90% 19 words 80% 28 words 50% Source: American Press Institute BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 7 Emphasizing <https://assignbuster.com/midterm-review/>

Important Ideas - Position the most important idea at the beginning of the sentence. - Make sure the most important idea is the subject of the sentence. - Place the main idea in a short sentence. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 8 Use the Active Voice for Most Sentences - Active voice: We lost money. - Active voice: I sent the e-mail message yesterday. (The subject is the performer.) BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 9 Use the Passive Voice To Deemphasize the Performer and/or To Be Tactful - Passive voice: Money was lost (by us). - Passive voice: The e-mail message was sent yesterday (by me). (Passive voice test: Ask " By whom? " If you can fill in the performer, the verb is probably in the passive voice.) BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 10 Avoid Dangling Modifiers - Dangling modifier: To be hired, an application must be completed. Revision: To be hired, you must complete an application. Revision: To be hired, fill out an application. (In the last example, you is understood to be the subject of fill.) BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 11 Avoid Misplaced Modifiers - Misplaced modifier: The patient was referred to a psychiatrist with a severe emotional problem. Revision: The patient with a severe emotional problem was referred to a psychiatrist. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 12 Effective Paragraphs BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 13 Effective Paragraphs - Drafting effective paragraphs - Discuss only one topic in each paragraph. - Arrange sentences in a strategic plan. - Link ideas to build coherence. - Use transitional expressions for coherence. - Compose short paragraphs for

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effective business messages. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 14 Effective Paragraphs - Discussing only one topic in each paragraph - Group similar ideas together. - Start a new paragraph for each new topic. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 15 Effective Paragraphs - Direct paragraph to define, classify, illustrate or describe — 1st: main sentence — 2nd: Limiting sentence — 3rd: supporting sentences - Pivoting paragraph to compare and contrast — 1st: limiting sentence — 2nd: main sentence — 3rd: supporting sentences - Indirect paragraph to explain and persuade — 1st: supporting sentence — 2nd: main sentence BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 16 Effective Paragraphs - Linking ideas to build coherence - Sustain the key idea by repeating or rephrasing it. - Use a pronoun (. . . to fulfill three goals. They are . . .). - Dovetail sentences. Connect the beginning of each new sentence with a word from the end of the previous sentence (. . . to hire new employees. These employees . . .). BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 17 Effective Paragraphs - Using transitional expressions for coherence - Recommended expressions: - additionally - also - as a result - for example - in other words - therefore BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 18 Revising for Clarity, Conciseness, and Readability BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 19 Revising for Clarity, Conciseness, and Readability - Keep it simple. - Keep it conversational. - Remove opening fillers. - Eliminate redundancies. - Reduce compound prepositions. - Purge empty words. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 20 Revising

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for Clarity, Conciseness, and Readability - Kick the noun habit. - Dump trite “business” phrases. - Develop parallelism (balanced construction). - Apply graphic highlighting. - Measure readability. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 21 Keep it simple. Avoid indirect, pompous language. - Poor: It would not be inadvisable for you to affix your signature at this point in time. - Improved: You may sign now. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 22 Keep it conversational. - Formal: Our Accounting Department takes this opportunity to inform you that we have credited your account for the aforementioned sum. - Conversational: We have credited your account for \$100. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 23 Remove opening fillers. - Wordy: There are four new menu items we must promote. - Improved: We must promote four new menu items. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 24 Eliminate redundancies. - collect together - contributing factor - personal opinion - perfectly clear Mary Ellen Guffey, Business Communication: Process and Product, 5e Ch. 7, Slide 25 Reduce compound prepositions. - at such time Reduce to when. - at which time Reduce to when. - due to the fact that Reduce to because. - inasmuch as Reduce to because. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 26 Purge empty words. - As for the area of athletic shoes, the degree of profits sagged. - This is to inform you that we have a toll-free service line. - Not all students who are registered will attend. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 27 Purge empty words. - As for the area of athletic shoes, the degree of profits sagged. - This is to inform you that we have a

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toll-free service line. - Not all students who are [registered] will attend. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 28 Purge empty words. - As for athletic shoes, profits sagged. - We have a toll-free service line. - Not all [registered] students will attend. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 29 Kick the noun habit. - Wordy: We must conduct an investigation of all parking violations before we can give consideration to your fine. - Improved: We must investigate all parking violations before we can consider your fine. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 30 Dump trite "business" phrases. - Trite: Pursuant to your request, enclosed please find a job application. - Improved: As requested, we have enclosed a job application. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 31 Develop parallelism (balanced construction). - Not parallel: We can collect information, store it, and later it can be updated. - Parallel: We can collect, store, and update information. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 32 Use Numbered Lists for "High Skim" Value Follow these steps to archive a document: 1. Select the document. 2. Select a folder. 3. Provide a file name. 4. Click "Save." BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 33 Use Bulleted Lists for "High Skim" Value Consumers expect the following information at product Websites: - Price - Quality - Performance - Availability BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 34 Add Headings for Visual Impact and Readability A number of topics must be discussed at our next meeting: Budget. Come prepared to discuss your expense requests. Schedule. Who will be taking

vacations or leaves? Hiring. Soon we must begin the hiring process to replace Matt. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 35 Formatting of different messages BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 36 Formatting of different Messages - Business Letters - Email Messages - Hard-Copy Memos BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 37 Formatting Business Letters Letterhead Cypress Associates, Inc. 5090 Katella Avenue Anaheim, CA 92642 WEB: cypress@grid. com PHONE: (310) 329-4330 FAX: (310) 329-4259 2 inches from top of page Dateline May 18, 2006 2 to 7 blank lines Inside Address Ms. LaTonja Williams Health Care Specialists 2608 Fairview Road Costa Mesa, CA 92627 1 blank line Salutation Dear Ms. Williams: 1 blank line Subject Line BC - Spring 2012 SUBJECT: FORMATTING BUSINESS LETTERS 1 blank line Mary Ellen Guffey, Business Communication: Process and Product, 5e 38 Formatting Business Letters At your request, this letter illustrates and explains business letter formatting in a nutshell. The most important points to remember are these: 1. Set margins between 1 and 1½ inches; most word processing programs automatically set margins at 1 inch. 2. Start the date 2 inches from the top edge of the paper or 1 blank line below the letterhead, whichever position is lower. 3. Allow about 5 lines after the date—more lines for shorter letters and fewer lines for longer ones. The two most popular letter styles are block and modified block. Block style, with all lines beginning at the left, causes BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 39 Formatting Business Letters the least trouble. In modified block style letters, the date and closing lines start at the center. For both styles the complimentary close is followed by 3 blank

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lines before the writer's signature. Reference initials and enclosure notations, if used, appear in the lower left corner, as shown below. So that you can see additional styles, I'm sending our office style guide. I certainly hope this material is helpful to you and your assistants, Ms. Williams.

Complimentary Closing 1 blank line Sincerely, Sharon Montoya Printed Name

3 blank lines Sharon Montoya 1 blank line Reference Initials BC - Spring 2012

SM: mef Mary Ellen Guffey, Business Communication: Process and Product,

5e 40 Formatting E-Mail Messages BC - Spring 2012 Mary Ellen Guffey,

Business Communication: Process and Product, 5e 41 Formatting Hard-Copy

Memos Leave side margins of about 1¼ inches. DATE: Current TO: Rob

Montaine FROM: Heidi Chan SUBJECT: FORMATTING AND STATIONERY FOR

MEMOS 1¼ inch margin Welcome to Multimedia, Rob! I'm pleased to be able

to answer your questions about formatting and stationery for memos in the

organization. 1¼ inch margin Please examine the enclosed samples and call

me if you have additional questions. Enclosures BC - Spring 2012 Mary Ellen

Guffey, Business Communication: Process and Product, 5e 42 Formatting

Hard-Copy Memos Line up all heading words with those following Subject.

DATE: Current TO: Rob Montaine FROM: Heidi Chan SUBJECT: FORMATTING

AND STATIONERY FOR MEMOS Welcome to Multimedia, Rob! I'm pleased to

be able to answer your questions about formatting and stationery for memos

in the organization. Please examine the enclosed samples and call me if you

have additional questions. Enclosures BC - Spring 2012 Mary Ellen Guffey,

Business Communication: Process and Product, 5e 43 Formatting Hard-Copy

Memos Indent lines following bulleted or enumerated lines. - Interoffice

memo stationery may be used by any employee. - Plain paper or letterhead

stationery may also be used for memos, so long as the headings TO, FROM,

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DATE, and SUBJECT are included. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 44 Different Types of Messages BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 45 Different Types of Messages - Inquiry Message - Persuasive Request BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 46 Inquiry Messages BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 47 Inquiry Message - Opening - Frontload with main idea. Tell immediately why you are writing. - Ask a question or issue a polite command (Will you please answer the following questions. . . ?). - Avoid long explanations that precede the main idea. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 48 Inquiry Message - Body - Explain your purpose and provide details. - Express questions in parallel form. Number them if appropriate. - To elicit the most information, use open-ended questions (What training programs do you recommend?) rather than yes-or-no questions (Are training programs available?). - Suggest reader benefits, if possible. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 49 Inquiry Message - Closing - State specifically, but courteously, the action you wish to be taken. - Set an end date, if one is significant, and explain why. - Avoid cliché endings (Thank you for your cooperation). Show appreciation but use a fresh expression. - Make it easy for the receiver to respond. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 50 Persuasive Requests BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 51 Gaining Attention - In requesting favors, begin with a compliment, unexpected fact, stimulating question, reader benefit, summary of the

problem, or candid plea for help. - For claims, consider opening with a review of action you have taken to resolve the problem. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 52 Building Interest - Prove the accuracy and merit of your request with facts, figures, expert opinion, examples, and details. - Avoid sounding high-pressured, angry, or emotional. - Suggest direct and indirect benefits for the receiver. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 53 Building Interest - Direct Benefit: If you accept our invitation to speak, you will have an audience of 50 potential customers for your products. - Indirect Benefit: Your appearance would prove your professionalism and make us grateful for your willingness to give something back to our field. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 54 Reducing Resistance - Identify possible obstacles; offer counter arguments. - Demonstrate your credibility by being knowledgeable. - In requesting favors or making recommendations, show how the receiver or others will benefit. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 55 Reducing Resistance - Example: Although your gift to the Neonatal Center is not tax deductible, it would help us purchase an Intensive Care Ventilator that would be put to use immediately in caring for critically ill and premature newborn infants. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 56 Motivating Action - Ask for specific action confidently. - Include an end date, if appropriate. - Repeat a key benefit. - Example: Please respond by May 1 so that we may add your photograph to our announcement. BC - Spring 2012 Mary Ellen Guffey, Business Communication: Process and Product, 5e 57