

# Research diary 5



Part I The important principles of business writing are to ensure that it is written to the correct person in a manner that defines clearly the purpose of letter. Moreover, it is important that the letter conveys the purpose in simple language that is easily understood. The non-rhetoric principles broadly define the purpose of the letter and communicate the same to the appropriate authority or person for whom it is intended. The business letters are important facilitators of communication and need to be cohesive and succinct in their message. This helps to ensure that important message or information is delivered to the designated person timely. I therefore, think that by correctly addressing the letter and using language that is non-offending and is able to send the desired message are important principles of writing business letters.

## Part II

Using rhetoric approach in business writing has emerged as critical issue because it exploits the tenets of human psychology to ensure that the basic purpose of writing business letter is accomplished with high success. Rhetoric enables individuals to use persuasive language that adds to the effectiveness of written discourse. According to Aristotle, the three appeals of rhetoric are ethos, pathos and logos (2011). Ethos conveys writer's credibility, pathos appeals emotionally and logos use rationalization to emphasize their points. The three paradigms of writing are therefore vital ingredients that significantly lend credibility to the writer and the written discourse. Consequently, business writing exploits rhetoric principles to communicate effectively one's intended message to persuade the reader and exhort desired response. These are essential benefits of rhetoric approach in business writing.

The various methods of persuasion become highly crucial imperatives as they tend to provide information and send appeal in manner that clearly rationalizes the issues so that reader is convinced. If the business letter lacks conviction and strong logical explanations, the reader is not able to understand the points raised and fails to respond appropriately or as desired. Thus, the very purpose of writing business letter fails and writer is not able to achieve his/her goal. As such, effective business writing becomes important for communicating the desired message in manner that requires least effort in understanding the core issue by the reader/ audience.

### Part III

The success of project completion relies heavily on effective teamwork and strong communication channels within team members. Reflecting back on our team performance, I was very happy that communication amongst ourselves was one of the key elements that helped to complete the project timely and efficient with high productive outcome. We used emails as important medium of communication and sms through mobiles were used in emergency. I had ensured that the diverse team members were familiar with cross-cultural values and shared common goals and objectives. This had helped to develop mutual respect and strengthened inter-personal relationship based on understanding and mutual respect. Most importantly, it considerably helped to overcome project-based misunderstanding or delays as members could share their anxieties and success with each other.

Projects are time bound work with specific goals and objectives whose success depends on the efficient and timely delivery of goals. The various stages of projects therefore need to be cohesively linked and executed timely. Thus, effective communication became key ingredient of success of

our projects. We were successful because I had ensured that team members were in constant communication such that achieving desired short-term goal was easy as obstacles were immediately identified and sorted out through collective efforts timely. (words: 573)

#### Reference

Aristotle. (2011). Rhetoric. L. Honeycutt, (Trans.). Retrieved from <http://rhetoric.eserver.org/aristotle/index.html> (Original work published 4th century BC).