

Business writing

[Business](#)



24 April, In order to communicate effectively in an organization, business writing skills are essential especially to people responsible for disseminating information to different people in the company. As such, this paper seeks to critically evaluate the three step writing process that can be used for business communication. The paper will also outline the advantages and disadvantages of oral and written media. When writing for business, planning is the first step and this is the most important element of this process. The writer ought to carefully analyse the situation and try to come up with relevant information that can be disseminated to the people. The aspect of relevance of information is very important since it helps the writer to remain focused. Essentially, the main aim of business writing is to convey a message to the targeted audience and the writer should be in control of this information since he or she is aware of what they want to achieve from such communication. It is also important for the writer to organize the information so that it can be tailored into a meaningful message. In terms of oral media, the writer ought to choose the appropriate communication channel that can reach the targeted people. Basically, planning helps the writer to remain focused so that he or can she achieve the desired goal by avoiding irrelevant information that can confuse the targeted readers. The second step in business writing is related to designing the message. The writer must adapt to the audience and compose a message that is likely to achieve the desired goals. In designing the message, the writer should select only relevant and important information that can appeal to the interests of the targeted audience. The aspect of clarity is very important when writing for business. It is important for the writer to use clear and concise terms so that the readers of the document will easily understand its contents. The message should be

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designed in such a way that it would achieve the desired goals among the targeted readers. The writer should also be in a position to control the message so that it can fulfil his or her interests. Writing for business is specifically meant for a particular purpose and this is the reason why the subject ought to be clear and precise. The other important consideration when writing for business is that it should be short and to the point. The third step when writing for business is related to proofreading as well as distribution. It is important to proofread the document so as to ensure that there are no errors which may compromise the quality of the writing.

Revising the document also helps the writer to eliminate information that may be irrelevant. When the document has been edited for all mistakes, it is then distributed to the targeted audiences. There are different methods that can be used to distribute the document. For instance, it can be displayed on all notice boards if it is meant for everyone in the organization. It can also be distributed to specific departments concerned. In some cases, memos can be distributed to the individuals addressed. There are many advantages of oral media in business communication. People will be in a face to face communication situation and they are likely to mutually understand each other if they create a free and open environment. When people are communicating face to face, they can also use informal language that can help them to understand each other more. However, the major disadvantage of oral communication is that some people with seniority in the organization may tend to insubordinate junior employees in the organization. When this scenario happens, it can be noted that junior employees may feel uncomfortable to express themselves. This can hamper communication. On the other hand, it can also be seen that there are different advantages and <https://assignbuster.com/business-writing/>

disadvantages of using written media. The main advantage of written media is that it is authentic since it is official communication. This is the easiest way of disseminating vital information in the organization to the targeted people. It is easier to distribute written memos to the targeted people than to communicate with them verbally. This may be a tedious task to engage each employee in dialogue. The other advantage of written media is that it is clear and to the point. It is very easy to understand since it specifically deals with a particular subject. However, the only disadvantage of written media is that it is often short and this may result in omission of other important information. The readers may fail to grasp the contents of the document if it is very short and brief.