**Principles of Business and Finance Name: \_\_\_\_\_\_\_\_\_\_\_\_**

1.03 Write internal and external business correspondence to convey and obtain information effectively

**Formats/Types of business communications**

* *Verbal* - communication methods may include \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Verbal communication may be the \_\_\_\_\_\_\_\_\_\_\_ communication method because it allows people to assess the verbal or nonverbal inferences by individuals giving a message.

* *Written* -communication includes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and other various written communication forms. Individuals may choose to use written communication if they need to reach \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* *Electronic* -Business communication methods include \_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Electronic communication allows companies to send \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to several individuals \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and at a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Types of Written Communication in Business**

* *Negative Communication -* In business, not every piece of written material provides positive information. Writing about a negative subject is a \_\_\_\_\_\_\_\_\_\_, but often inevitable, task for most business writers. In this type of communication, the writer should use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* *Results-Oriented Communication*

One aspect of business writing focuses on\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ results. Results-oriented business writing is marked by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

This style of writing should end with a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the reader to follow. This type of communication typically occurs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

* *Informational Communication* Some documents simply \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to employees, whether it is an email about a change in employee benefits or a help manual for the office copy machine. These pieces should simple and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* *Persuasive Communication-* Some business writing has a persuasive tone. In this type of communication, writers use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, focusing on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ "you" voice, writers can talk about how the reader will be positively impacted by doing business with their organization.

**Characteristics of effective written communication**

* *What's your business writing objective*? Whatever you need to write, always \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Don't be afraid to daydream either because the mind often comes up with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* *Let your thoughts rest awhile*: Get away from your writing for a while. It's hard, but often, coming back to it \_\_\_\_\_\_\_\_\_\_\_\_ you'll add additional insights.
* *Getting started* - this is often the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of business writing.
* *Rewriting* - Effective business writing is about writing something \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Know when to say 'enough', then hit the Print button.
* *Proofreading* - always \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Even for email, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ because mistakes slip through easily.

* *Good writing counts* - Even in business writing, it's easy to get lazy in this age of text-speak and informality. While there's a place for more casual writing it probably isn't in a serious email or on your department's intranet page.
* *Headlines and subheads* -Headlines and subsidiary headings help your readers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the content of your document.
* *Don't try to be too 'clever* -Sensible formatting and use of styles in word-processing software can often enhance your business writing. But remember that, ultimately, it's the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of your message rather than your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that will persuade your reader. For effective business writing, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, so put most of your effort into a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ rather than \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* *AIDA, Six W's and an 'H' and FABS* - the copywriter's friends IDA model (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_), and the Six W's and an 'H': \_\_\_\_\_? \_\_\_\_\_\_\_\_\_? \_\_\_\_\_\_\_\_\_\_\_? \_\_\_\_\_\_\_\_\_? \_\_\_\_\_\_\_\_\_\_\_\_? \_\_\_\_\_\_\_\_\_\_? and \_\_\_\_\_\_\_\_?. Also, Features and Benefits (FABs) Whatever your business writing is selling, always 'sell the sizzle not the sausage'.
* *The end effect* - Make use of the \_\_\_\_\_\_\_\_\_\_\_\_\_; set yourself a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Types of written business communications**

* *Business Letters* - It must have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The content of the letter should be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The letter must be divided into \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. It must have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ written and should be enclosed in an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* *Memoranda-* \_\_\_\_\_\_\_\_\_\_\_\_\_are generally \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ within an organization. They are used to convey specific information to the people \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_an organization.
* *Reports* -is prepared after a lot of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Whatever observations are made, an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* *Agenda*-Is an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about all the contents of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Five C’s of business writing**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: Make sure your purpose and intent is clear to the reader. Understand your audience.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: Make sure are not too wordy. Keep all communication concise and to the point
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: Address the reader politely. Use expressions such as: “please and thank you”.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: Include all the information the reader needs to have.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: Edit and proofread so that it has no grammar, spelling and punctuation error.