



BUSINESS COMMUNICATION BACHELOR OF COMPUTER APPLICATIONS (B.C.A) I Semester

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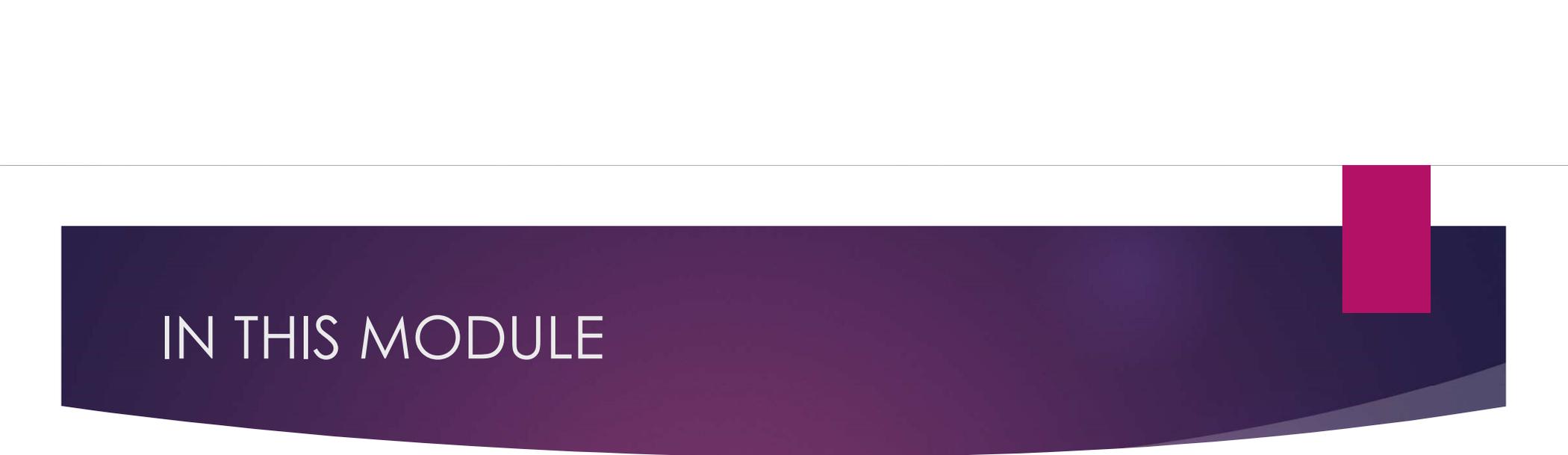
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UNIT - III

WRITTEN COMMUNICATION

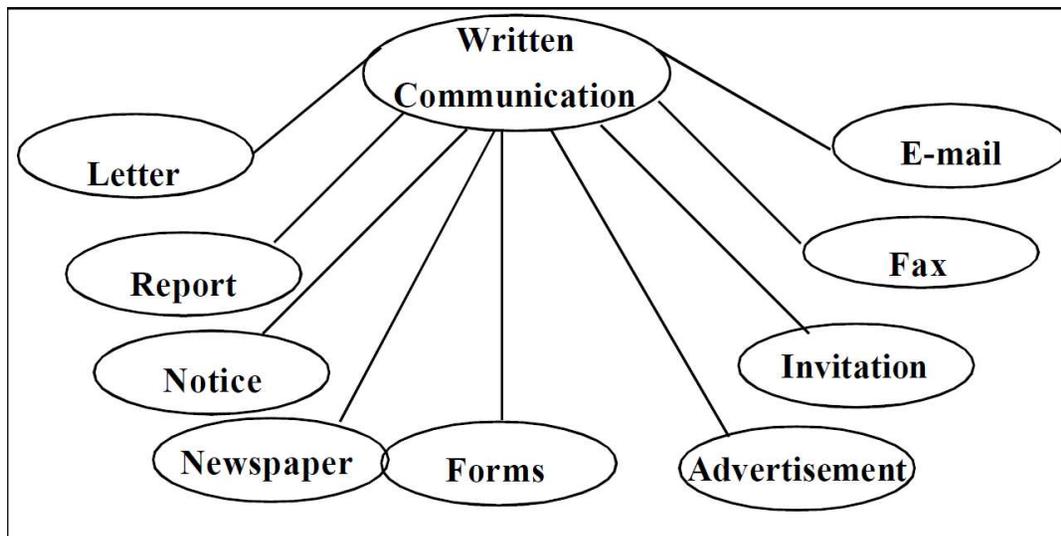


IN THIS MODULE

- ▶ What is Written Communication?
- ▶ Written Channels of Communication
- ▶ Purpose of Writing
- ▶ Clarity in Writing
- ▶ Principles of Effective Writing
- ▶ Guidelines for Effective Writing
- ▶ Techniques of Effective Writing
- ▶ Electronic Writing Process

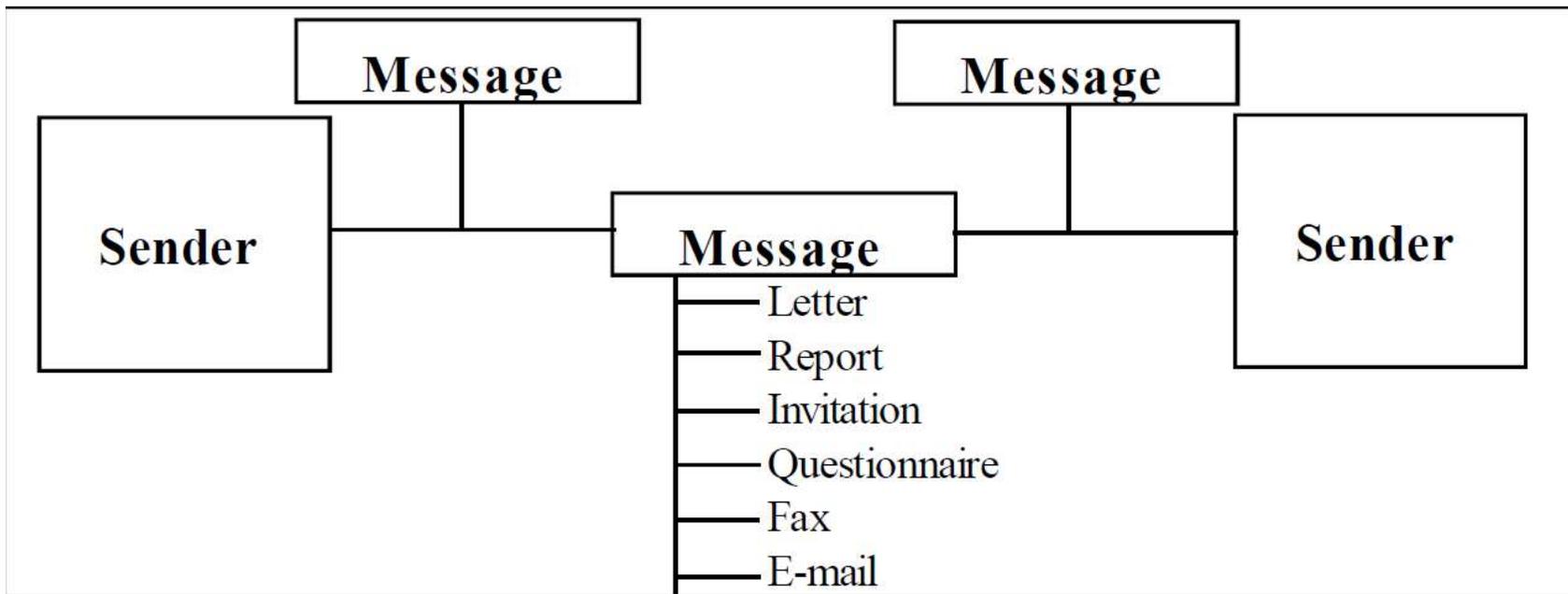
WHAT IS WRITTEN Communication ?

- ▶ Written communication is an effective way of communication. In written communication, sender passes his ideas, views, opinions and information in a written form. Written form of communication includes letters, reports, notices, pamphlets, fax, newspaper, brochures etc.



VARIOUS FORMS OF WRITTEN COMMUNICATION

WRITTEN CHANNELS OF COMMUNICATION



PURPOSE OF WRITING

- ▶ **1. To widen contact scope**- As already mentioned told, several parties are contacted in business and it is not possible to contact with all parties concerned. Thus, letters are the means that extend the scope of business activities to desired extent.
- ▶ **2. Building Goodwill** - Letters contribute large in building goodwill for business and making friendly relations with concerned parties if these are written in influence manner. These act as an advertisement for building goodwill of the business concerned.
- ▶ **3. Documentary Evidence** - Letters may be filed before court as written evidence in the form of business contract. Letters bear the signature of authorised person. Hence, letters act as evidence in course of deciding of liabilities.
- ▶ **4. Lasting Impression** - As the letters are retained by the readers, these have lasting impression on them. These are repeatedly read by readers unless response is given. They are also remembered by them or make a niche for them in their memory.
- ▶ **5. Provide information** - In business, several parties communicate one another on a number of topics or matters. Business letters with information written on them make such transactions of information very easy. Hence, letters are most important medium in view of providing information.
- ▶ **6. Reference and Record** - Everyone may agree that it is not possible to keep memory afresh every time in respect of the contracts executed, transaction made and the events taking place in course of running the business. Letters however can easily be used as record for future references. These can use as reference whenever such need is felt

CLARITY IN WRITING

- ▶ **1. Use Short Active Verbs**
Simple words get your point across more quickly than complex words, and using the active voice makes it obvious who did what to whom (or what). Additionally, simple words and the active voice make your text direct and concise, which means it will be easily understood.
- ▶ **2. Be Concise**
Unnecessary words dilute the meaning of your message, so read through your drafts in order to look for sentences or words that are redundant (needlessly repetitive) or otherwise not required.
- ▶ **3. Be Specific**
The more specific you are, the more likely people are to understand you. Example: *Senior vice president* says more than *top executive*.
- ▶ **4. Use Familiar Words**
Acronyms and jargon are communication shortcuts. But they aren't effective unless the majority of readers understand your references, so only use them if you think at least 95 percent of your audience will understand them.
- ▶ **5. Provide Context**
When you know a subject really well, it's easy to forget that most of your readers don't have access to the same information.

Principles Of Effective Writing

- ▶ Brevity: It is bad manners to waste [the reader's] time. Therefore brevity first, then, clarity.
- ▶ Clarity: It is bad manners to give [readers] needless trouble. Therefore clarity... . And how is clarity to be achieved? Mainly by taking trouble and by writing to serve people rather than to impress them.
- ▶ Communication: The social purpose of language is communication—to inform, misinform, or otherwise influence our fellows... . Communication [is] more difficult than we may think.
- ▶ Emphasis: Just as the art of war largely consists of deploying the strongest forces at the most important points, so the art of writing depends a good deal on putting the strongest words in the most important places... .
- ▶ Honesty: As the police put it, anything you say may be used as evidence against you. If handwriting reveals character, writing reveals it still more. You cannot fool all your judges all the time... .

Principles Of Effective Writing (Contd.)

- ▶ Passion and Control: This, indeed, is one of the eternal paradoxes of both life and literature—that without passion little gets done; yet, without control of that passion, its effects are largely ill or null.
- ▶ Reading: One learns to write by reading good books, as one learns to talk by hearing good talkers.
- ▶ Revision: Every author's fairy godmother should provide him not only with a pen but also with a blue pencil.
- ▶ Sophistication and Simplicity: My point is merely that the sophisticated (ready though they may be to suppose so) do not necessarily express themselves better than the simple—in fact, may often have much to learn from them.
- ▶ Sound and Rhythm: Apart from a few simple principles, the sound and rhythm of English prose seem to me matters where both writers and readers should trust not so much to rules as to their ears.

Guidelines For Effective Writing

- ▶ **1. Planning** : Written communication requires proper planning such as purpose of communication, who will be the receiver of the communication and the medi
- ▶ **2. First Draft** : After planning the process of putting words starts. Expressing thoughts in words, making sentences and paragraphs are part of efficient writing.um of communication
- ▶ **3. Revising** : After preparing the first draft it is read again and revised i.e. elimination of extra information and addition of facts which were omitted form the first draft. Purpose of communication, object and the words used in writing should be evaluated.

Techniques of Effective Writing

- ▶ Simile: This descriptive writing technique compares one subject to a different subject even though they are not normally related. An example of a simile is, "Linda looks as thin as a toothpick."
- ▶ Metaphor: These are similar to similes, but instead of comparing things they go as far as to say two objects are the same. For example, "Life is a rollercoaster."
- ▶ Rhetorical Question: Rhetorical questions are questions that do not require or expect an answer. They can be used to make the reader think about a point being made in the question. For example, "How am I supposed to live without you?" shows the story's love interest, as well as the reader, how strongly the speaker feels.
- ▶ Alliteration: Alliteration is a writing technique commonly used in poetry that links together at least two words by repeating the sound of the first word, which must be a consonant. An example would be, "The waves washed wistfully against the shores."

Techniques of Effective Writing (Contd.)

- ▶ Assonance: Another technique often seen in poetry, assonance is similar to alliteration but repeats vowel sounds instead of consonants. An example of assonance is “The man with the tan was the meanest in the land.”
- ▶ **Proofreading** is another key part of revision. After you use a spell checker, read over your work again and look for spelling and grammar errors the spell checker may have missed. Also take a moment to ensure the information you’re writing about is accurate and up to date. If you submit incorrect information or sloppy writing, you may not be taken seriously.

Electronic Writing Process

- ▶ **Computers**, and the electronic writing they have enabled, significantly alter traditional conceptions of writing. The effects of electronic writing on traditional text call for a re-examination of the prevailing print metaphor for online writing.
- ▶ Written expression differs from oral expression in that it is dependent entirely on the alphabetic word — and not on the visual and vocal elements that help people communicate in face-to-face speech. Writing requires a codifiable medium to convey meaning. Also, it uses a vocabulary, based on known conventions and rules of usage, to create new ideas.
- ▶ With the mechanization of writing, the characteristics of written language were refined and expanded. The invention of print led not only to the expansion of literacy, but to the gradual development of a number of factors with profound cognitive and expressive impacts.
- ▶ The computer, developed in the mid-twentieth century, is undeniably a product of a literate and technological society. Prominent scholars like Bolter (1996), Heim (1987), and Ong (1982) consider computers to be late developments of the print age. Yet to consider computers merely an extension of the printed page is to ignore their unique nature (Ferris & Montgomery, 1996; Langston, 1986). Electronic writing is a singular product of the computer age, and the electronic writing enabled by computers has affected traditional writing significantly.

Excercises

- ▶ 1. What do you mean by written communication?
- ▶ 2. Write forms of written communication?
- ▶ 3. Explain the advantage and disadvantage of written communication.
- ▶ 4. Describe the mediums of written communication.
- ▶ 5. Give the guidelines of effective writing.
- ▶ 6. Explain the qualities of effective writing in business

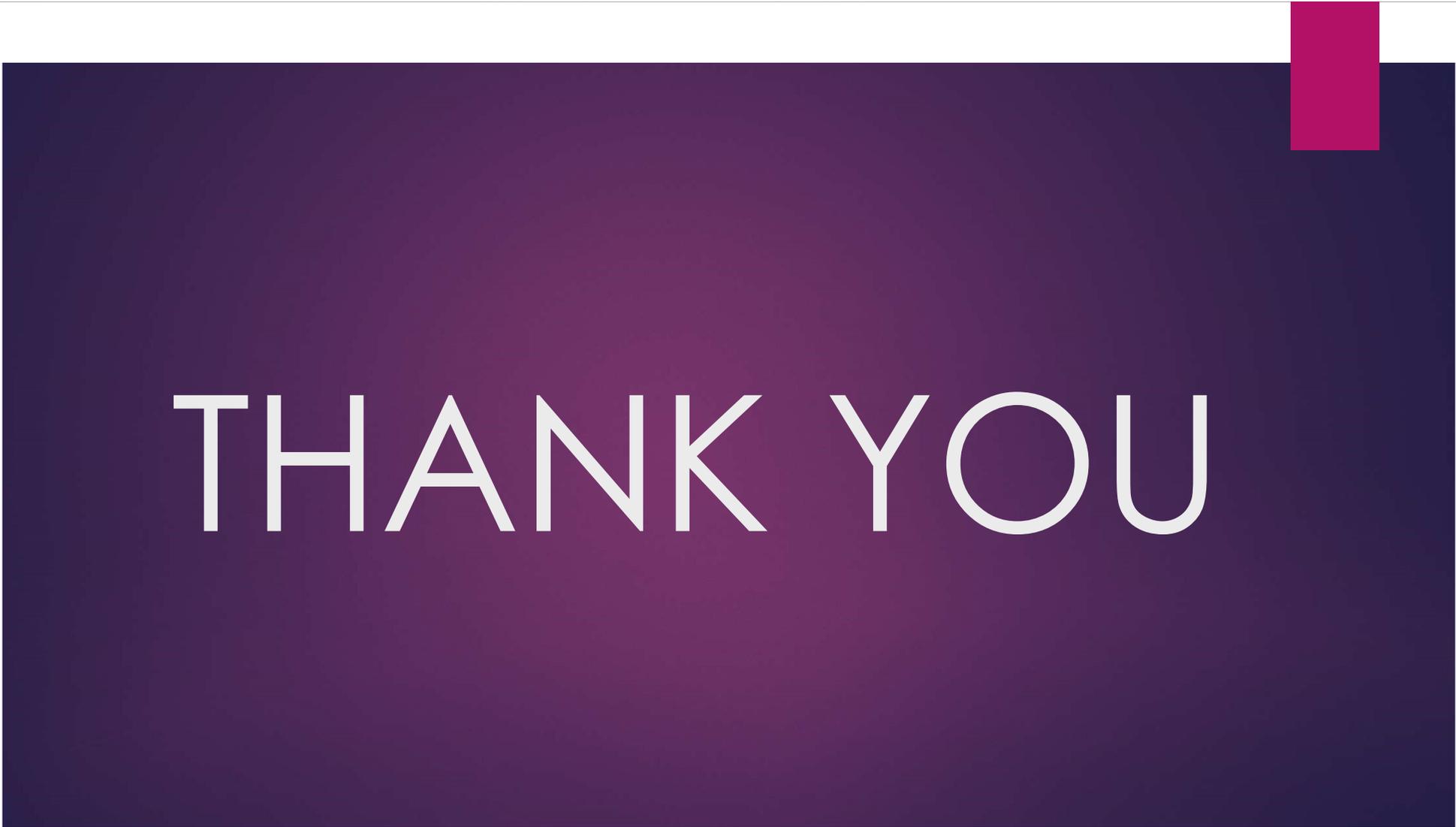
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THANK YOU