IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

# EFFECTIVE WRITING

## Lecture 11: Business Writing and its Functions

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# What is Business Writing?

- It is concerned with business activities.
- It is characterized by certain formal elements.
- It requires impartiality & objectivity.
- It involves certain complex writing techniques.

# Internal Functions

- To issue and clarify policies and procedures
- To inform management of progress
- To persuade employees or management to make changes
- To co-ordinate members
- To evaluate and reward employees

# External Functions

- Answer queries about products or services
- Persuade customers to buy
- Clarify supplier specification
- Issue credit
- Collect bills
- Respond to government agencies
- Promote a positive image

# Writing Tasks

- Letters
- Memos
- Resume
- Quotations and Tenders
- Proposal
- Reports

# Components of Business Writing

Same as other effective writings

- Clarity
- Accuracy
- Simplicity
- Style/ Tone

# Planning

- Research
- Organize
- Compose

# Planning Process

- The objective
- Audience
- Reader's reason
- Format
- Review Process
- The schedule

( Anne Janzer, *The Workplace Writer's Process*)

# Stages of Writing

- Pre-writing
- Writing
- Revising

# Pre-writing

- Analyze
- Anticipate
- Adapt

# Summing up

If you pretend to be good, the world takes you very seriously. If you pretend to be bad, it doesn't. Such is the astounding stupidity of optimism.

- Oscar Wilde