Business Writing

Guided Notes

This tool is designed to help you actively engage with course material before, during, and after class. They're not about taking perfect notes. They help you process information and remember so that you can later apply your knowledge and build on it.

Before Class: Use the 4R Method

- Read: Select a manageable section of your assigned reading. Depending on your personal preference, this could be one page, one set of Learn It pages, or one topic within the Study Plan.
- 2. **Recall**: Without referring to the reading, write key terms and concepts in your own words. It's ok to leave blank spaces.
- 3. **Review**: Return to your reading, compare your notes, and add any missing information.
- 4. **Repeat**: Continue the process for each subsequent section until you have read, digested, and taken notes on all your assigned reading.

During Class: Bring your notes to every class session

- Add insights from lectures and discussions
- Note connections to business examples
- Ask questions about concepts that need clarification

After Class: Revisit and Reflect

- Spend a few minutes reviewing your notes after class while it's still fresh.
- Summarize main takeaways in your own words to strengthen your understanding.



Strategic Messaging in Business Communication

Key Terms

Downward communication:			
Upward communication:			
- opmara commi	• Opward communication:		
 Horizontal com 	munication:		
Talking across Diff	ferent Levels		
Give an example of ea	ch type of communication:		
Туре	Example		
Downward communication			
Upward communication			
Horizontal communication			
Clear and Efficient	t Communication of every business communication is to deliver		
The primary purpose (or every business communication is to deliver		
To avoid the back-and-forth of communication you must ensure two things:			
1. The sender's idea is			

2. The communication provides _____

Positive, Negative, and Persuasive Messages

Describe each of the following types of messages and give an example:

Туре	Description	Example
Positive message		
Negative message		
Persuasive message		

Think About It

Consider a time	e when you	received a	persuasive	message that	at was	effective.	What	elements
made it persua	sive? How o	did the send	der address	your potenti	al con	cerns?		

Remaining	questions:
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Crafting Effective Messages

Writing for the Reader

You-view refers to:	-
You-view requires the communicator to do two things:	
1	



2				
Language as an Obstacle				
Define these common I	anguage challenges and	give an example of eac	ch:	
Language Challenge	Description	Exam	ple	
Clichés				
Jargon				
Jargon				
Euphemisms				
Doublespeak				
	on from your job, major, on from your job, major, on fill it in miliar with it? Why is it im	<u>=</u>	= = = = = = = = = = = = = = = = = = = =	
Bias-Free Writing				
A rule for bias-free writing is to consider whether				
Avoiding Gender Bi	as			
Given an example of ea	ach type of gendered wri	ting and a neutral alterr	native:	
Gendered nouns	•			
Example:				

• Gendered pronouns

o Alternative: ______

 Example 	e:
∘ ∘ Alterna	tive:
Avaiding Door on	d Ethnisity Disc
Avoiding Race an	-
A general rule to folic	w in a business environment is
Avoiding Disabilit	y Bias
As a general rule, try	to avoid using and use
expressions.	
Concise Writing	
Describe each type o	f sentence:
Туре	Description
Simple sentences	
Compound sentences	
Complex sentences	
Compound-compl ex sentences	
wordy. As you write a	complex sentences is great! However, be sure you are not being overly and edit, ask yourself whether you are using several words when there's ne that would be clear.
Active and Passiv	re Voice
Describe the differen	ce between active voice and passive voice:
Business writing is kr	nown for being direct and to the point in most situations, so you should
favor using	voice rather than voice.

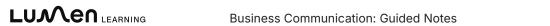


If you are trying	to avoid calling out a particular indi	vidual, one strategy is to de-emphasize the		
actor or subject in the sentence by using voice.				
Clarity Describe how each of the following can help you communicate with clarity.				
Language Choice	Description	Why It Matters		
Precision				
Plain words				
Lists				
Parallel Cons	truction			
The application easier to proces		e and readability, and it makes sentences		
Parallel construction refers to:				
How does parallelism help you avoid bias?				
Emphasis				
Give some exam	nples of ways to use emphasis in co	mmunication:		
1				
2				
3				
4				



Think About It

Identify a recent business email or message that was unclear to you. What specific issues made it difficult to understand? How could the sender have improved the message to better meet your needs as the reader?
Remaining questions:
The Writing Process
List the three steps of the writing process: 1
2. 3.
Remember to use you-view in planning!
Organizational Structure
All messages contain three or four blocks. Describe each one:
1. News:
2. Reasons:
3. Goodwill and Action:
4. Buffer:



		-
2		-
3		_
List the blocks in a nega	ative message:	
1		-
2		-
3		-
4		-
Persuasive Messag	es	
List and describe the sig	gnificance of AIDA in a pos	itive persuasive message:
Concept	Why It Matters	
Concept A	Why It Matters	
-	Why It Matters	
A	Why It Matters	
A	Why It Matters	
A I D A		ativo porquesivo mossago:
A I D A Describe the considerat	ions when delivering a neg	ative persuasive message:
A D A Describe the considerat • Context and under	ions when delivering a neg	
A I D A Describe the considerat	ions when delivering a neg erstanding:	
A D A Describe the considerat	cions when delivering a neg erstanding: xplanation:	
A D A Describe the considerat	ions when delivering a neg erstanding:	



List the blocks in a **positive** message:

Writing Skills

Describe the significance of each of the following elements:

Element	Description	Why It Matters
Subject line		
Constructing buffers		
Negative words and tone		
You-view		

The Art of Revising

Revisir	ıg ıs
	revising process, the writer does two things:
1.	
2.	
Two is:	sues to watch for in proofreading are:
1.	
2.	

Think About It

What is your typical revision process? How could you enhance it based on what you've learned in this section?



Formatting Business Messages

Common specifications of the basic letter, memo, or em	
•	
•	
•	
Business Letter Format	
The most common parts of a business letter in block for	mat include:
1	
2	
3	
4	
5	
6	
7	
Business Memo and Email Format	
Describe the significance of the following:	
Subject line:	
Bold paragraph headings:	
Style	

St

Describe each of the following style elements and explain their importance:



Element	Description	Why It Matters
White space		
Lists		
Headings		
Serif vs. sans serif font		
Think About	lt	
How does your changes might	typical formatting approach compare you make?	e to the guidelines presented? What
Remaining ques	stions:	
•	CEAWAYS three most important things you learn	ned in this module:
2		



3.	 	 	

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