

TOPIC 3: Writing Strategies

BY MISS RAHA

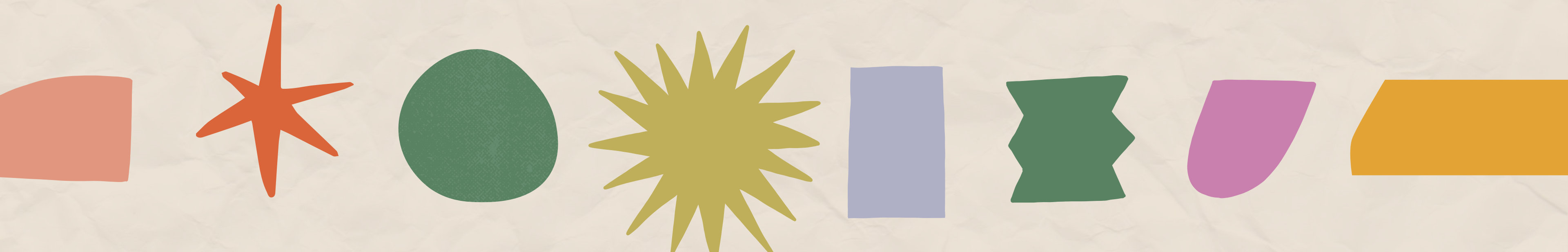




Doa starting class

رَبِّ زِدْنِي عِلْمًا وَارْزُقْنِي فَهْمًا

Oh Allah, increase me in knowledge and understanding



Understanding Business Writing

- Steps of writing process
- Active and passive voices



Learning outcomes



Students will be able to explain the 3 steps of writing process.



Students will be able to write sentences using active and passive voices.

Example business writing

1 Business letters

2 Emails

3 Memos

4 Report

5 Press releases

6 Handbooks

7 Meeting agendas

8 Executive summaries



Three step writing process



Plan



Write



Complete

Plan



Analyze the Situation

Define the reason or purpose for writing and develop an audience profile.



Gather Information

Determine the needs of the audience and gather the information required to satisfy those needs.



Select the Right Delivery Vehicle

Determine the best medium (delivery vehicle) for communicating the message.



Organize the Information

Define the main communication idea and select a direct or an indirect approach.

Outline the communication content.



Adapt to the Audience

Connect with your audience by being sensitive to their needs and using a “you” attitude.

Build a strong relationship with the audience by establishing credibility and projecting your company’s brand image. Use a conversational tone, plain English, and an appropriate voice to deliver the message.



Compose the Message

Choose strong words that create useful sentences and coherent paragraphs.

Complete



Revise the Message

Evaluate the content and review it for readability. If required, edit the content and rewrite it for conciseness and clarity.



Produce the Message

Use useful design elements for a clean and professional layout.



Proofread the Message



Review the communication piece for errors in the layout. Check the spelling and mechanics as well.

Distribute the Message

Deliver the message using the chosen communication vehicle.

Before writing...

Adapt to the audience

The audience for your communications refers to your readers, listeners, viewers, and/or users. Audience analysis is a critical step in **planning** your communication.

- 1 Sensitivity**
- 2 Relationships**
- 3 Style and tone**

Note: By understanding and adapting to your audience's needs, you can effectively communicate your message, build strong relationships, and achieve your business goals.

I. Sensitivity

- **Cultural Sensitivity :**

Be aware of cultural differences and avoid language or assumptions that could be offensive or misinterpreted.

- **Accessibility :**

Consider the needs of individuals with disabilities and ensure your writing is accessible.

2. Relationships

- **Empathy and Respect :**

Show empathy and respect for the audience's views and perspectives.

- **Positive Language :**

Use positive language and avoid negativity, especially when delivering bad news.

- **Clear and Concise :**

Ensure your message is clear, concise, and easy to understand.

3. Style and tone

- **Use a conversational tone :**
simple and easy to understand, avoid preaching or bragging,
avoid bombastic words use
- **Write in plain English :**
straightforward and easy to understand
- **Select active or passive voice :**
active voice - Subject + Verb + Object
passive voice - Object + Verb + Subject

Active Voice Subject + Verb + Object	Passive Voice Object + Verb + Subject
He receives a letter.	A letter is received by him.
She will deliver the letters.	The letters will be delivered.
Reporters write news report.	News reports are written by reporters

Must do!

Use clear and concise language, avoiding jargon and technical terms that your audience may not understand.

Choose a tone that is appropriate for the audience and situation. (formal, informal, friendly, professional)

Adapt your writing style to match the audience's preferences and expectations.

Break



Audience sensitivity

-  **1 Adapt 'you' attitude**
-  **2 Demonstrate business etiquette**
-  **3 Emphasize the positive**
-  **4 Use bias-free language**

I. The "You" Attitude

The “you” attitude is an audience-centered approach to communicating that involves understanding and respecting your audience and making every effort to get your message across in a meaningful way.

The “you” attitude contrasts messages in stark contrast to statements about “me.” The goal is to learn as much as possible about your audience. Learn things such as their biases, education, age, status, style, and personal and professional concerns. Using this information, you can satisfy their need through communication.

Using the 'You' attitude

- Focus on your audience
- Practice genuine empathy
- Be sensitive to situations
- Keep criticism professional

Example

Instead of this :

To help us process this order, we must ask for another copy of the requisition.

Use this :

So that your order can be filled promptly, please send another copy of the requisition.

Instead of this :

You should never use that type of paper in the copier.

Use this :

That type of paper doesn't work very well in the copier.

2. Business Etiquette

● Practice courtesy

- **Address the recipient appropriately:** Use titles like "Mr.," "Ms.," or "Dr." unless you know they prefer otherwise.
- **Acknowledge the recipient's time:** Express gratitude for their time and consideration.
- **Use respectful language:** Avoid overly casual or confrontational language. Use "please," "thank you," and other polite expressions.

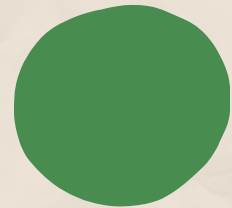
● Respond promptly

- **Respond within a reasonable timeframe:** Aim to respond within 24 hours, especially for urgent matters.
- **Be efficient:** Use clear and concise language to avoid unnecessary back-and-forth.
- **Follow up if needed:** If you haven't received a response within a reasonable timeframe, follow up politely.

● Be diplomatic

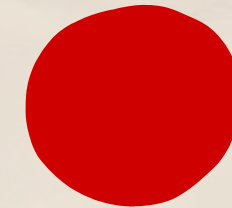
- **Be neutral and objective:** Avoid making personal attacks or expressing overly strong opinions.
- **Focus on solutions:** Frame your requests and responses in a way that emphasizes collaboration and finding mutually beneficial outcomes.
- **Use a constructive tone:** Frame negative feedback or criticisms in a positive and helpful way, focusing on improvement rather than blame.

3. Emphasize the positive



Instead of this:

- 1. Cheap merchandise**
- 2. Toilet paper**
- 3. Used cars**
- 4. High-calorie food**
- 5. Elderly person**
- 6. Pimples and zits**



Use this:

- 1. Bargain prices**
- 2. Bathroom tissue**
- 3. Resale cars**
- 4. High-energy food**
- 5. Senior citizen**
- 6. Complexion problems**

4. Bias free language

Bias-free language refers to words that do not perpetuate prejudiced beliefs or attitudes toward individuals or groups.

- 1 Age
- 2 Gender
- 3 Disability
- 4 Race or ethnicity

Example: instead of referring to a nurse as “she” and a doctor as “he,” use gender-neutral terms like “they” or “the healthcare professional.”

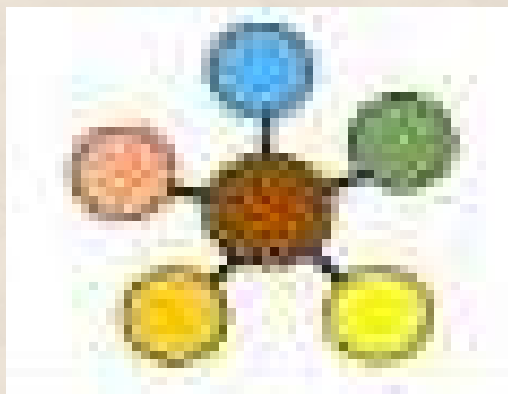
Paragraph development

1

Illustration

Use example to demonstrate an idea

adjectives, characteristics, examples

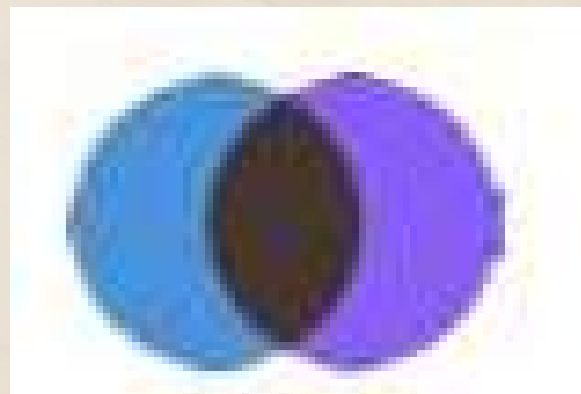


2

Comparison and contrast

Use similarities and differences

likenesses and differences, also, both, in contrast

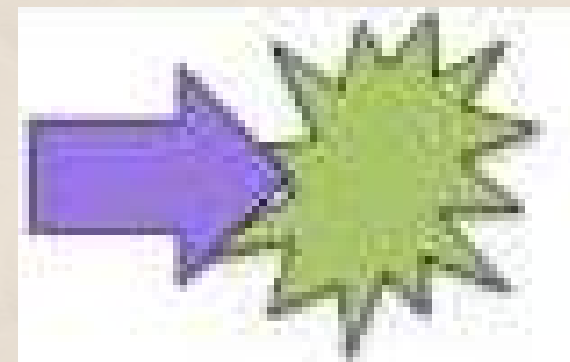


3

Cause and effect

Focus on the reason for something

cause, because, effect, as a result of, due to, reason

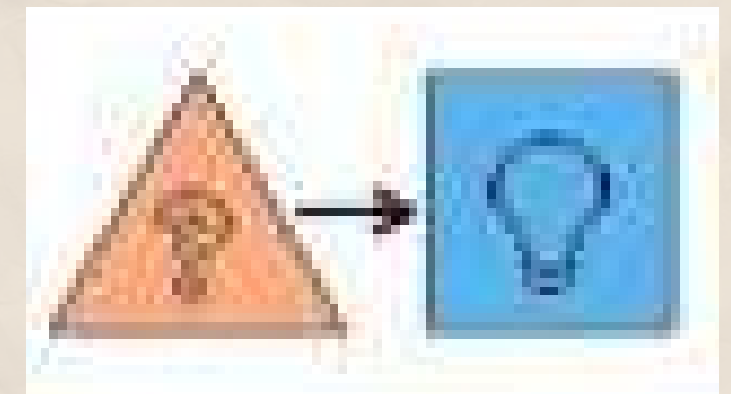


4

Problem and Solution

Pose a problem, offer a solution

a problem is solved, need solving, problem solution, solve



Paragraphs elements

Elements



Topic sentence
identify the main
idea and point of
the paragraph.



Support sentences
(the sentences other than
the topic sentence) will
develop or explain the
topic sentence.



Transitional elements
(how sentences or paragraphs
are related to each other)
Example: moreover, on the other
hand, although, besides that

Use technology

Technology plays a crucial role in enhancing business writing by providing tools for analysis, creation, and collaboration. Writing assistants like Grammarly improve grammar, style, and clarity. Word processing programs like Microsoft Word or Google Docs offer features for manipulating text and creating documents. Other tools and features in software are;



**Style sheets
and
templates**



**Autocompletion
and
autocorrection**



**File merge and
mail merge**



**Endnotes,
footnotes,
indexes and
table of
contents**



**Document
wizards (offers a
step-by step
document
recreation
workflow)**



Task

1. In a group of 5 people, your task is to write a professional email to a real or fictional business, organization, or influencer, proposing a collaboration.
2. Send your email to: rahamj76@gmail.com
3. Submit the copy as a PDF to Google Classroom.

Format email

Subject: Introduction / Tittle

Dear [Recipient's name],

I hope this email finds you well. My name is [X], and I am reaching out to introduce myself. I'm a [your position/role] and learned about your [project/work] through [mutual contact/website]. I am excited to connect and explore [potential collaboration or partnership] between our organizations.

[Brief background and reason for the introduction.]

I look forward to potentially working together. Please feel free to reach out if you have any questions or want to discuss further.

Best regards,
[Your full name]

The background is a light beige crumpled paper texture. It is decorated with various colorful geometric shapes: a purple oval at the top left, a green vertical pill shape, a purple ring, a green wavy-edged rectangle, an orange trapezoid, a large green C-shape, a red parallelogram, a purple rectangle, a green triangle, a green ring, a black diamond, an orange star, a purple semi-circle, a green circle, a purple trapezoid, an orange semi-circle, a green star, a purple squiggle, a black circle, an orange ribbon-like shape, a purple semi-circle, an orange ring, a green rectangle, and a green starburst at the bottom right.

Thank you