**Written Communication**

**Introduction to Written Communication:-**

The main process of communication begins when a fact or idea is observed by one person. The person who wants to describe the message, and sends the message by some communication means to another person (the receiver).

Many modern communication techniques are used now-a-days, but business letters are very important ways of sending printed messages. As the business letter acts as a representative for the company, it is necessary that it gives a good first impact.

It gives proper instructions and basic writing techniques. It designs to help for many types of written works which are needed to do at home, college and the workplace. Communication is an art, techniques & skill. Most of the people are good listeners as well as speaker, but they do not write things well.

According to Linda Slakey “A communication has two ends to the stick- it is composed of a speaker’s intention and a listener’s reception of what is said”.

Communication skills although it is orally or written are playing an important role in our lives, but when we talk to other we do not notice their style or etc. However, the field of communication skill is very vast. It is important to check the ability of people of written and oral communication, because when you go for any job.

Traditionally, written communication has meant letters and memos, perhaps even casual notes written on a greeting card. Now-a- day’s written communication includes faxes, email, and Web pages.

In other words, written communication is to communicate by many methods of written symbols or signs that are to use by two people. The expertise of good written English, ability to understand and write about information to get by reading, note-taking and listening are also types of written communication.

**Concept and meaning of written Communication:-**

Wikipedia the free encyclopedia: - **Written communication** includes any type of text which is written in words.

According to Bovee and other,”Written communication is the expression of ideas through words that meant to be read.”

C.B.Mamoria believes that “A written communication process is always put into writing and generally used when the audience is at a distance or when a permanency of record is required.”

All the definitions describe the main meaning of written communication as under:-

* It is the way to record something
* We see or check the record from distance
* All the data which is in the form of written ,we read it anytime

**MEMOS, LETTERS, NOTES, AND REPORTS:-**

When we are doing job, it is necessary for us to write things many time. We will want to prevent some usual mistakes when we have to write a letter, press release, budget report, or set of instructions for employees.

Here are some basics that will help you in whatever writing task you have.

* Write in a simple language
* Keep writing positive
* Write things according to their levels, class etc

It is necessary to use the language according to the listeners’ language. This basic thing is that not only uses the listener’s language but also know the mental ability of the listeners. Everyone has used their own written technique. Abraham Lincoln’s Gettysburg Addresses his famous speech in which he speak just ten lines in three minutes and his speech expresses his all important point which he wants to discuss.

It is important not to write the irrelevant words. After you write a letter, memo, or instructions for a process, looks keenly at unnecessary words and phrases. When one or two words can alter or convert for five or six, do it. For example:

**Instead of writing: Write:**

We made a decision… We decided…

With reference to… Concerning…

Cooperate together… Cooperate…

The point is how to use language that is a natural art or need practice to us. Then it will seem natural to others.

We are writing with positive way or style if it is necessary to suggest in good manners . Look at these examples:

Negative:

We can’t issue permit until you complete the application.

Drivers won’t be able to use Main Street during the paving project.

Positive:

We can issue the permit when you complete the application.

Drivers will use the short route during the Main Street paving project.

Correct spelling and punctuation show a good writer and one who respects listeners or reader. although you know spelling or have forgotten more grammar , ask anyone to read your letters, notices, and instructions. Even the best writers have editors who edit or check their work. Your performance and results show your care about your knowledge and interest about your listeners.

Letter writing has become informal these days. However, there are some basic formats acceptable to almost everyone. First of all, you write the date in your letter. It will help you remember to follow up if you do not receive a response when you expect it.

If you do not know who write the letter, you response it, and inquiry about it. The best thing is to call and find out the name of someone to address your letter to. A salutation such as, Dear Customer Service Representative or Dear General Motors, can work.

To end your letter, use either “Sincerely yours,” for a more formal letter or “Sincerely,” for less formality. “Very truly yours” is less common now and a bit old-fashioned, but is acceptable.

Try these tips to get perfection and clarity in writing:

* Use short words (fewer than 3 syllables).
* Use short sentences (fewer than 15 words).
* Use short paragraphs (fewer than 5 lines).
* Be direct and positive.
* Write correct spelling.
* Use spell-check on the computer.
* Always try to use simple, easy and common words.
* End with “thanks”.

The average people in the United States read on an eighth-grade level. To search the tool, go to the Tools menu on the Standard Toolbar in the Word program on your computer. Follow this method:

1. Choose the Tools menu on the Standard toolbar.

2. Choose Options.

3. Choose the Spelling and Grammar tab.

4. Under the Grammar section, check “Check grammar with spelling” and “Show readability statistics”

5. Complete your document.

6. Spell-check the document.

At the end of the spell-check function, the Flesch-Kincaid Grade Level index will appear.

**MEMOS:-**

To p Wikipedia the free encyclopedia:  **A memo is a written message from one person to another within the same institutions. Memos (or memoranda) uses for many purposes:-**

* Provide information.
* To request information.
* To inform of actions, decisions.
* To request actions, decisions.

Some Institutes have pre-printed forms for internal memos but very often templates are saved on word processing systems. The typist has to write the relevant details alongside the given headings.

LETTERS:-

Use of letters plays an important role the success of any modern business. It is well saying: “A letter in business is what medicine is to a patient”.

According to Mr. Herbert N. Casson : A good letter is a master key that opens locked doors. It opens markets. It opens the way for your goods or your services. It tells the story of the real character of your firm. The tone of the letters is courteous and friendly, and the added touches of personal interest are certain to make a good impression.

A letter is a written communication as well as non verbal, which can be handwritten or printed on paper. It is usually sent to the recipient via mail or post in an envelope, although this is not a requirement as such. Any such message that is send via post is a letter, a written conversation between two parties.

7 Communication Techniques for Writing a Great Letter:-

Letter writing is one of the most important skills a writer can develop, since we are writing letters, every day we inter act other people and perform our task.

* Do not write irrelevant information, just write relevant material
* Clarity of our concepts
* Knowledge of Client
* Appropriate Words
* Do not repeat the word again and again
* Latin… seriously?
* Personality Mismatch

Your writing reflects an impression of you – make sure it’s a good one.

REPORTS:-

Many different types of report are used in Institutions – some quite short and informal, others fairly lengthy and formal. The ultimate purpose of any report is to provide the foundation for decisions to be made and action taken.

Some reports contain no more than a simple statement recording an event, a visit or some circumstances, with a note of action taken. Other reports include detailed explanations of facts, conclusions, and perhaps recommendations for action.

More detailed reports require a lot of research. This may involve interviews, visits, questionnaires and investigations. The information may be presented in written, tabular or graphic form, and the writer needs to produce clear conclusions and recommendations.

The skills in writing a proposal are the same as in writing a report. However, there are certain differences between these two documents:

Reports Proposals

* Contain information about what examine what may happen in the future.

has happened in the past.

* Aim mainly to provide information. Aim mainly to persuade the reader to make a

Specific decision.

* Record objective facts. Express opinions – albeit supported by objective

Facts.

A well-presented title page on your report will create a good impression.

HOW TO WRITE A REPORT?

When writing reports, make your audience’s job as easy as possible. Use active verbs and short sentences and keep to the point, just as you would in any other kind of writing.

This topic covers the main stages of writing a report:

* Defining the purpose
* Investigating the topic
* Organizing the report into sections
* Order of presentation
* Order of writing
* Numbering sections and paragraphs
* Planning the writing
* Revision

Defining the purpose:-

This helps you to be clear about:-

* Why you are writing
* What to include
* What to leave out and
* Who your readers are.

If you can express the purpose in a single sentence, so much the better.

Search about the topic:-

How you do this depends on the topic and purpose. You may need to read, interview, experiment and observe. Get advice from someone more experienced if you need to.

Organizing the report into sections:-

Your job is to make it easy for the readers to find the information they want. In reports that are one or two pages long, readers should have no trouble finding their way around. With a ‘long’ report (more than four or five pages), you need to take great care in how you organize the information.

Reports can be set out in eight parts, but you won’t always need them all.

* Title or title page
* Contents list
* Abstract
* Introduction
* Discussion
* Summary and Conclusions
* Recommendations
* Appendix

A short report won’t need a title page, but should have a title.

The contents list is only needed in long reports.

The abstract is only needed in formal reports,such as reports of scientific research. It is a summary of the report. The abstract appears in library files and journals of abstracts. It won’t usually be printed with the report so it needs to be able to stand alone.

Keep it between 80 and 120 words. Don’t confuse this with an ‘executive summary’ which we will talk about later.

The introduction should be brief and answer any of the following questions that seem relevant.

* What is the topic?
* Who asked for the report and why?
* What is the background?
* What was your method of working? If the method is long and detailed, put it in an appendix.
* What were the sources? If there are many, put them in an appendix.

The discussion is the main body of the report. It is likely to be the longest section, containing all the details of the work organized under headings and sub-headings.

Few readers will read every word of this section. So start with the most important, follow it with the next most important, and so on.

You should follow the same rule with each paragraph. Begin with the main points of the paragraph, then write further details or an explanation.

The summary and conclusion section is sometimes placed before the discussion section. It describes the purpose of the report, your conclusions and how you reached them.

The conclusions are your main findings. Keep them brief. They should say what options or actions you consider to be best and what can be learned from what has happened before. So they may include or may lead to your recommendations: what should be done in the future to improve the situation?

Often, writers will put the summary and conclusions and the recommendations together and circulate them as a separate document. This is often called an executive summary because people can get the information they need without having to read the whole report.

It may be better (and cheaper) to send everyone an executive summary, and only provide a copy of the full report if someone asks for it. You may save a few trees, and you will certainly save your organization plenty of time and money.

The appendix is for material which readers only need to know if they are studying the report in depth. Relevant charts and tables should go in the discussion where readers can use them. Only put them in an appendix if they would disrupt the flow of the report.

Order of presentation:-

We recommend the following order of presentation. You won’t always need all these sections, especially those in brackets.

Long reports:-

* Title or title page
* (Contents list)
* (Abstract)
* Introduction
* Summary and conclusions
* Recommendations
* Discussion
* (Appendix)

Short reports:-

* Title
* Introduction
* Discussion
* Summary and conclusions
* Recommendations
* (Appendix)

Order of writing:-

The order in which you write needn’t follow the order of presentation.

We recommend the following order of writing, because each section you finish helps you write the next one.

* Introduction
* Discussion
* Summary and conclusions
* Recommendations
* (Abstract)
* Title or title page
* (Contents list)
* (Appendix)

After writing all the sections, read and revise them. Rewrite sections if necessary.

Numbering sections and paragraphs:-

If you use plenty of clear headings and have a full contents list at the start of the report, you should find this is enough to show where each part begins and ends, and to cross-refer if necessary.

If you do have to label sections and paragraphs, keep it as simple as possible.

Use capital letters to label sections and numbers to label paragraphs (A1, A2 and so on). If necessary, use small letters on their own for parts of paragraphs.

Planning the writing:-

Usually you will have collected such a mass of information that you cannot decide where to plunge in and begin. So, before you start to write you must make some kind of plan.

This will save your hours of writing and will help to produce a better organized report.

Here are two different ways of planning.

An outline begins as a large, blank sheet of paper onto which your pour out all your facts, ideas, observations and so on, completely at random. Write in note form, and try to get everything down as fast as possible.

When you have got all your points on paper, start to organize them, group them, and assess them for strength, relevance and their place in the report.

You can then number the points in order or put headings next to them such as ‘Intro’, ‘Discussion’, ‘Conclusion’ and so on. Use lines and arrows to link up related points.

Gradually you will create a network of ideas grouped under headings – this is the structure of your report. Leave it for a day or two if you can. Return with fresh ideas, add points you’d forgotten, and cross out anything you don’t need.

Mind mapping is a different way of planning that suits some writing better. The idea is the same: by pouring out ideas at random, you can concentrate on the content, and organize the material at leisure when the ideas are set down.

There is no special magic to a mind map. Start by putting the topic in a box in the middle of the page, then draw lines to branch out from it with your main ideas.

It is easy to add new information and to make links between the main ideas. Order and organization will often take care of themselves.

FAXES:-

A fax machine is a comparatively cheap but it is very important instruments for any business. Fax messages send not only in the same institution but also other companies. Today many important written materials which send by letter are in fact sending by fax.

When preparing a fax always answers the 6 W’s: who, what, when, where, why, how. Faxes should be short, and have all the relevant information of your message.

Always use a title page. The cover page has all the information about you. You know all the relevant information about your message receivers of the fax. Often faxes arrive at a central office location shared by many people. The proper information of the receivers plays an important role in these situations.

WEB SITES:-

There are basically two types of websites, good Web sites and bad Web site. If your organization is considering or visiting Web site, the first question you need to answer is: why? What is the purpose of the tool? Who will use it? What advantage will the organization and users get from the site? What is different about the site’s information from a newsletter, poster, flyer, or news article? How can it be updated regularly?

Often Web sites are the first contact people have with you and your organization. Websites should be inviting, informative, believable, and developed for a particular audience. Your site should have trustworthy. Much information on the Web is incorrect or to make money illegal. Do some research about colors and design? For example, the color purple has various feelings, from honesty to religious feeling.

Once those important questions are answered satisfactorily, you can think about design. Choose a Web site designer who can show you samples of work and who has references of satisfied customers. Insist that your Web site will work with the major browsers: Internet Explorer, Netscape Navigator, Mozilla Firefox, and Opera 7 for Windows operating systems – Internet Explorer, Netscape, Safari, Opera, and Mozilla for Macintosh operating systems. There are others available.

Your Web site should be easy to read, and easy to find. These criteria should guide you to building a successful Web site:

* Use a type size large enough to be legible without requiring readers to move close to the screen.
* White lettering on black background can be difficult to read.
* Red lettering on a blue background, and vice versa, is difficult to read.
* Do not overuse capital letters; they are difficult to read.
* Avoid flashing graphics and text.
* Keep places to click on each page to a minimum.
* Try to use no more than three clicks to get to information.
* Always have a link for users to return to the top of a page or to the home page.
* Test your Web site pages before launching them to the public.
* Ensure that your home page loads quickly, in under ten seconds.
* Check the site regularly for broken links, especially links to other Web sites.
* Update your site regularly and post the date of the most recent update.

E-MAIL:-

It is approximated that more than 80 percent of people who have access to the Internet use email. We can believe that figure to grow. Email has become another way we communicate.

The person who wants to use email or write more common than letter writing. It is easy and to write email quickly, but we write it with following some role and regulations of email.

Instead of “Dear Ms. Kelly” you can write “Ms. Kelly” or “Donna” if you are on a first-name basis. If your message is about more than one topic, use separate paragraphs for each topic. Trying to read a long email message on a computer screen is difficult.

Know the difference between two, cc, and bcc options when sending an individual email to many receivers. All names and email addresses entered on cc (‘carbon copy’) lines will be seen by every receivers of the email. On the other hand, each name and email address entered on the bcc (‘blind carbon copy’) line will not be seen by those listed in the to and cc lines. This saves the secrets of the bcc receivers. Their email addresses will not be showed to the other receivers.

Here are some rules and regulation to write or use of email purposefully:

* Avoid using all CAPITAL LETTERS. First, it is difficult to read emails. Second, it is just like speaking with rudely, roughly and shouting.
* Do not write the word urgent.” When faxes first became a popular means of communicating, most of us used a fax to send urgent information. Email started that way, and “urgent” has now become too commonplace to take seriously.
* Always include the applicable portions of the original email when using the reply function. Many people get lots of email. When they receive a reply like, “That’s fine with me,” and no reference is made to the original email, they may not know what you are agreeing with.
* Watch for too many replies in a series of emails. Sometimes many messages become too lengthy. Even the main purpose is changed!
* Check all the spelling and proof-read your emails before sending them.
* Always fill in the subject line. It is annoyed to receive emails with blank Subject lines. Finding that proper email later can be very difficult.
* Use a signature at the end of emails.
* Be careful using the Reply All feature, especially when responding to personal emails. Your reply should usually be sent only to the person in to line.
* Respect privacy. If you would not pass around a private letter to others, do not forward copies of emails (or email addresses) to others without permission.

CONCLUSION:-

Written communication involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of communication. What you write will ultimately defines you as a professional to your colleagues and superiors. Match the appropriate communication method to the recipient. Eliminating excessive or unnecessary communication will improve your workflow. Mastering these skills will improve your ability and enhance your career.

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