

K.I.S.S. YOUR WRITTEN COMMUNICATION!

*Facilitated by
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SCOPE:

- ~ your personal style
- ~ different types of writing
- ~ benefits to keeping things simple
- ~ tools that help

METHOD:

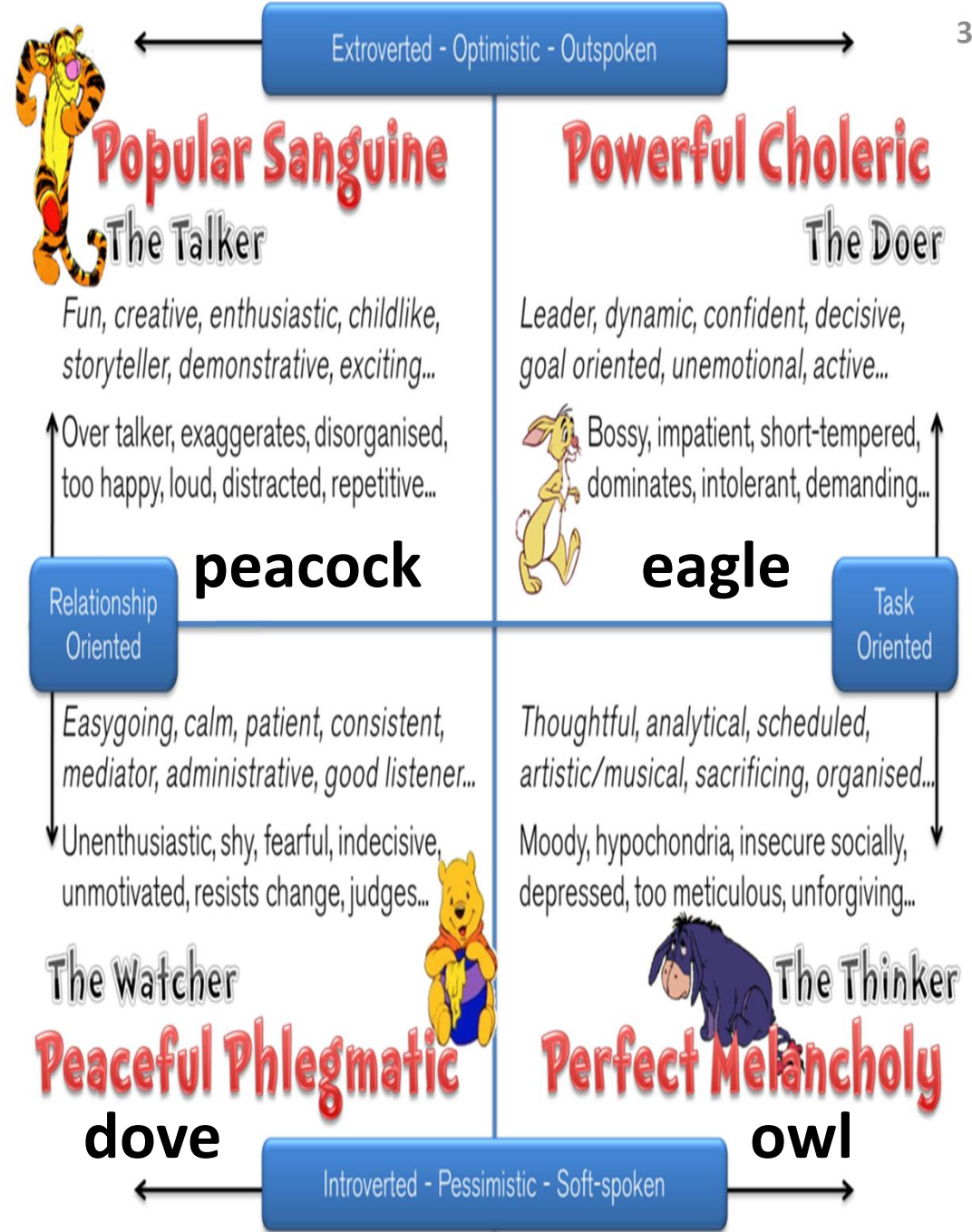
- ~ classroom facilitation
- ~ interactive exercises

Your Personal Style:



March 2017

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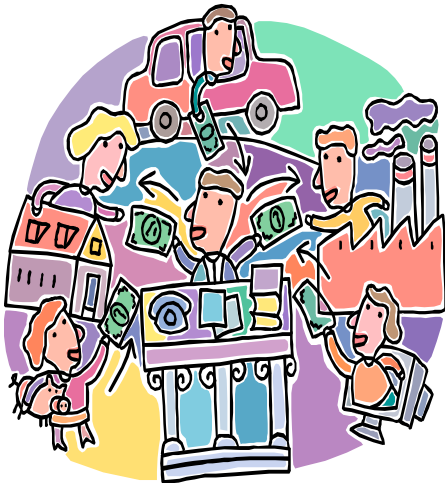


Different types of writing

Types	Examples	Traits
Creative	Poems, plays, stories	Connotative and expressive words, fictional characters, imagery, and plots
Expressive	Narratives, descriptions	Subjective, based on personal experience, connotative and expressive words
Expository	Comparison/contrast, analysis, cause/effect, argument/persuasion	Objective, connotative and denotative words
Journalism	News stories, features, editorials	Objective, written from factual observation, short sentences and paragraphs, some connotative but more denotative words
Technical / Business	Memos, letters, reports, instructions, resumés, web pages	Objective, written about products or services, short sentences and paragraphs, denotative words



If I were ...



Letters - 1

General Guidelines:

- a. Plan before you write
- b. Tone – write as you would speak, friendly & polite
- c. Names – check the gender
- d. Dates – write the month
- e. Be concise and clear – the easier to read, the better

Letters - 2

- f. Remember the word order principle:
Who – Does – What – How – Where –
When

(Subject – Verb – Object – Manner – Place –
Time)
- g. Avoid old fashioned words – hereby,
herewith

E-mails - 1

“ E-mail components are similar to memos but differ from letters.

. *How?*

“ Like letters and memos, e-mail ~ must be clear, concise, accessible, accurate, and achieve audience recognition.

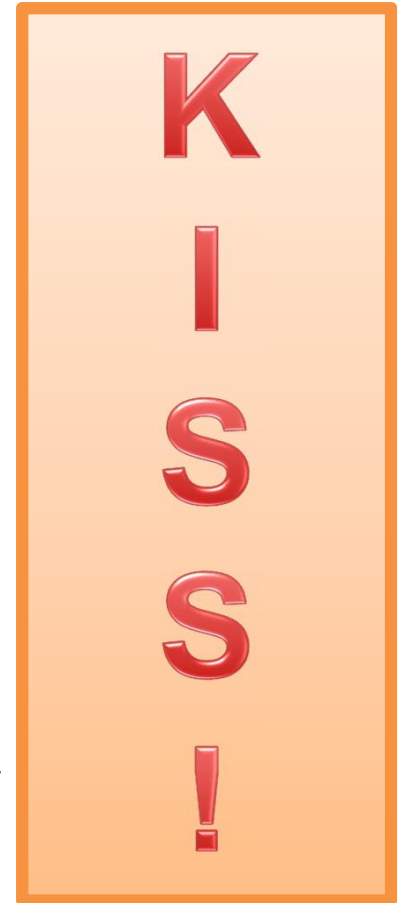
E-mails - 2

- “ A successful e-mail contains:
- . *a subject line with a topic and a focus,*
 - . *an introduction,*
 - . *a body, and*
 - . *a conclusion.*

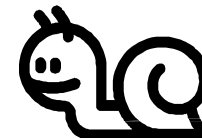


E-mails - 3

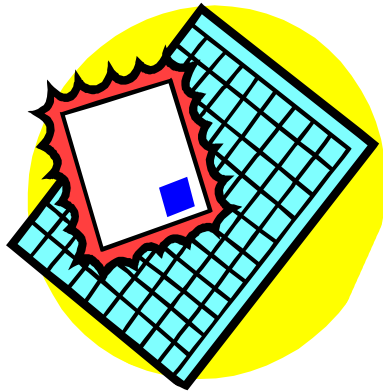
- “ The shorter the better
- “ Truncating & archiving e-mails
- “ Standard templates
 - . good and bad
 - . task at the right time in the right way
 - . application to the workplace



**People don't like scrolling
endlessly.
Instead, e-mail should
abide by the WYSIWYG
factor.**



E-mails - check-list



- ” Who is it going to?
 - . Prime addressee(s)
 - . Copies
 - . Blind copies
- ” Who is it from?
- ” Any deadlines to meet?
- ” Subject matter
- ” Purpose of communication

E-mail ethics

- “ Rules governing sending e-mails
 - . *Subject heading*
 - . *Salutation & greetings*
 - . *Body content – to story in full or send as attachment?*
 - . *Signing off*
 - . *Sending to one, sending to many*
 - . *Copy and blind copy*



Enquiries



Request

**Let's write
some e-mails!**

**Job
application**

Invitation

TRAITS OF GOOD BUSINESS WRITING

1. Clarity
2. Conciseness
3. Accessible document design
4. Audience recognition
5. Accuracy



1.clarity

- “ Clarity is MANDATORY!
- “ Is achieved by thorough questioning and answering.

**What do you
think of
this memo?**



Date: 30 October
To: All sales personnel
From: Rahimah Hashim
Subject: Meeting

**Please plan to prepare a
presentation on sales.
Make sure the information is
detailed.
Thanks.**

Clarity checklist

Who

What

When

Where

Why

How



2. conciseness

- “ Successful business writing should help the reader understand the text, not present challenges to understanding!
- “ The responsibility to make the reader understand is that of the writer.
- “ Conciseness is achieved through using short words, unless a long word is needed.
- “ Also through using short sentences.

To shorten sentences, avoid:

” Redundancy

” Prepositional phrases

” Passive voice



Prepositional phrases ~

Wordy sentences	Concise sentences
He drove at a rapid rate.	
I will see you in the near future.	
I am in receipt of your e-mail message requesting an appointment to meet with me.	

Redundancy ~

Wordy sentences

Less wordy sentences

We collaborated together on the projects

This is a brand new innovation.

The other alternative is to eat soup.

Passive voice ~

Passive voice	Active voice
It is my decision to run for office.	
There are sixteen people who tried out for the basketball team.	
The computer was purchased by Mamat.	

Tools that help

1. Mind-map

2. Ideas tree

3. Points & numbers

4. Diagrams

5. Highlighting

