



Communication Essentials

Lesson 3 - Written Communication

WORKBOOK



Written Communication Overview

- Three Components of Written Communication
- Written Communication Development
- Key Writing Elements
- Gender-neutral or Gender-equal Phrases
- Writing Your Document

Three Components of Written Communication

I	INTRODUCTION	<ul style="list-style-type: none">▪ Overview of Content▪ Two to Three Sentences▪ General Statements, No Details
B	BODY	<ul style="list-style-type: none">▪ Detailed Description of Topic/Content▪ Many Paragraphs▪ Heading and Sub-heading to Organize Content
S	SUMMARY	<ul style="list-style-type: none">▪ Review of Content▪ Brief, Like the Introduction▪ State Conclusions or Findings

Key Writing Elements

Best Practices for Effective Business Writing:

- Write in active voice
- Be clear and concise
- Be positive and specific
- Use proper grammar and spelling

Written Communication Development

Define your purpose:

- Tell the reader exactly what he or she needs to know

Identify your audience:

- Match your communication style to your audience
- Minimize the use of jargon

Structure your content:

- Create an outline to help organize your content
- Develop your content so that it flows logically and the reader can follow your writing

Constructing Subject Matter

- **Advantages and disadvantages:**
 - Compare and contrast differences and similarities
- **Date or event:**
 - Chronological order of dates or events (a trip report, a project history report, and so on)
- **Familiarity:**
 - Inverted pyramid for audiences unfamiliar with content
 - Pyramid for audiences familiar with content
- **Sequence:**
 - Events that occur in order (process, procedure, instructions, and so on)

Gender in Business Writing

Best Practices to Avoid Gender References:

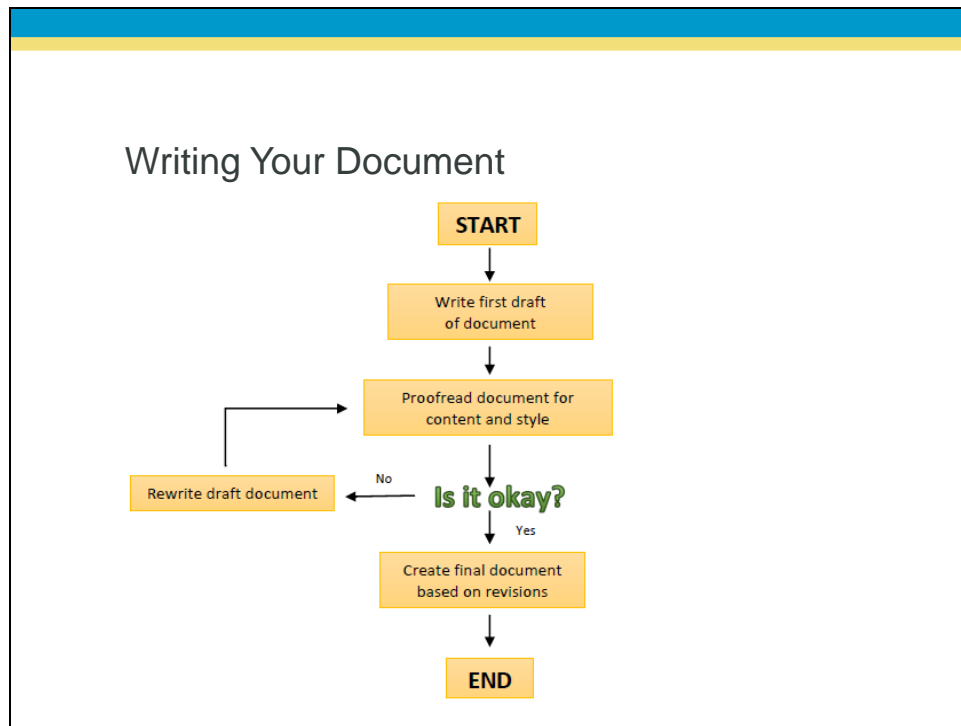
- Use gender-neutral or gender-equal words and phrases
- Combine or eliminate pronouns

Gender-neutral or Gender-equal Phrases

- Avoid words like “he” or “she” and “Sir” or “Madam”
- Use inclusive words if you do not know the receiver’s gender

Sample Openings for a Letter to an Unknown Person:

- Dear Owner
- Dear Customer
- Dear Parent
- Dear Member
- To Whom It May Concern



Common Errors that Require Proofreading

- General techniques
- Accuracy and completeness
- Structure
- Clarity
- Conciseness
- Tone

Proofreading Techniques

- Ask someone to read your document
- Edit or proofread in stages
- Read out loud
- Have good resources at hand (dictionaries, guides, handbooks)
- Don't put too much trust in your computer
- Concentrate on the task

Written Communication Review

- Three Components of Written Communication
- Written Communication Development
- Key Writing Elements
- Gender-neutral or Gender-equal Phrases
- Writing Your Document



Questions and Answers

Review Questions:

1. The "B" in the components of written communication stands for:
 - A. Barrier
 - B. Body
 - C. Brief
 - D. Bottom
2. Which is a best practice in effective business writing?
 - A. Write in a passive voice
 - B. Write directly
 - C. Use complex words
 - D. Write in an active voice
3. True or False: Using gender specific language is a best practice in effective business communication.
 - A. True
 - B. False
4. Which is not a common error in business writing that requires proofreading?
 - A. Structure
 - B. Length
 - C. Clarity
 - D. Conciseness
5. True or False: Reading out loud when proofreading is a best practice.
 - A. True
 - B. False

Answer Key:

1. B

The three components of written communication are the Introduction, Body, and Summary. B stands for Body.

2. D

Writing in an active voice means the subject of the sentence does the action; the verb expresses the subject is the performer (I will, I plan to, I saw). Active voice reads as strong, direct, and personal, whereas passive voice sounds weak and impersonal (this is a matter of choice; either are acceptable in a business environment).

3. B

False. Using gender neutral terms is mandatory in business writing. Avoid words like "he" or "she" and "sir" or "madam."

4. B

Length is not a common error that requires proofreading. Proofreading is done to eliminate errors such as completeness, structure, clarity, conciseness, and tone.

5. A

True. Your own writing always sounds foreign when you read it aloud. However, reading it aloud can give you more perspective on what you've written and on how a reader will interpret it. Your ears will pick up any errors that your eyes might have missed.