



## Improving Writing Skills for Business Correspondence

Prof. Akhade. K. D

Dada Patil Mahavidyalaya, Karjat.

### Abstract:

*Present research paper primarily focuses on the importance of communication skills in business world. Nowadays communication is almost become life-blood of business. Good and proper communication flourishes the business. The paper specifically aims at improving writing skills in the context of business correspondence. The attempt is made to suggest strategies and techniques require for developing writing skills.*

**Keywords:** Communication, Business correspondence, writing skills

### Introduction:

Writing Skills and Business Correspondence The success of any business depends upon sound relationships within the organization and with others stake holders and the public. Business correspondence means exchange of letters or written communication, which is the best and cheapest means of communication. Correspondence constitutes an indispensable organ of business world. In modern days, trade and industries have expanded to national and international borders. Business activities are diversified. The businessman has to maintain contacts with the suppliers, the customers and the government carrying out daily transactions. In other words, written communications is at the root of a successful commercial and industrial activity. Speech came before writing. Humans like to see and hear the people they communicate with. However, verbal communication is not always the most effective method of communication. Many times the message is not clearly understood because of other factors such as environmental distractions, body language, tone of voice and emotions. The message is loss of interest in the message and so written communication is used as back-up.

Writing is more unique and formal than speech. Written communication involved in business communication which has great significance in today's business world. Effective writing involves careful planning of the ideas to be communicated choice of right words, their organization incorrect order, cohesive sentences, and paragraphs. While speech is spontaneous and fast, writing is more valid and reliable than speech but it can cause delay and take time as feedback is not immediate.

### Types of written communication:

The different form of written communication and business letter and their methods of delivery are described below. Each form has a use and, in some cases has a phraseology of its own. Only black or blue ink will be used in communications. A small margin of about one inch will be left on all sides (left, right, top and bottom) of each page of communications to ensure filling and better preservation of records as at times the paper gets torn from the edges, making reading of the documents difficult.

1. Letter of enquiry
2. Office Memorandum
3. Circular
4. Inter-departmental note



5. Office order
6. Notification
7. Report
8. Advertisement
9. E-mail
10. Complaint letters and follow-up
11. Sales letter
12. Agenda
13. Application letter with resume

#### Essential qualities of good writing Skills:

In order to compose letter or any written communication effectively the writer should have certain basic logical thinking and good command over language with standard technical terms and position of the recipient.

I) Completeness: Any written piece of communication should contain all the information required by the receiver and necessary references. All important and relevant matter should be covered related to the subject matter.

II) Clarity: The written communication should clearly convey the message. The writer should take into account the level of understanding of the reader and his/her limitations. To achieve clarity the exact words and sentences should be arranged to convey the exact meaning. The writer himself should have clarity of thought and expressions.

III) Accuracy: Written communication should be accurate and free from vague and indefinite statements. A concrete subject matter should be portrayed addressing to the reader.

IV) Brevity: Brevity is the soul of business correspondence. The content should be communicated using the least possible number of words as businessman time is precious. One can't waste it by consuming in unnecessary and irrelevant statements.

V) Courtesy: Courtesy means politeness on the part of writer towards the reader. The general tone of the reader should be pleasant and it is sincere attempt to be polite and effective. Curt and rude letters have no place in business world.

One should be very tactful while writing letters. A calm, reasonable letter that presents all the facts politely and courtesy will get better result and can win over even an offended customer.

VI) Sincerity: Business communication should convey sincerity. A letter should show that the writer has genuine interest in the reader and means what he/ she has written.

VII) Simplicity: Written communication should be simple, clear and easily understood. Use short words, sentences and paragraph and write in a natural manner to avoid ambiguity.

VIII) Style: Style of a writer is reflected in the clarity and conciseness, its content and appropriateness, salutation and language used, and the way it is organized. If the composition opens with personalized salutation or greeting the closing should be appropriate.

#### Writing Business Letters:

In business communication, writing business letters has a greater part. Which is helpful in enhancing advanced writing skills. So it is important to study the elements of business letter. A business letter generally consists of several parts. The structural parts of the letter may be divided into two parts;

A) Essential- Heading, Date, Inside Address, Salutation, Body of the letter, Complementary close and Signature.

B) Optional- Reference line, Attention line, Subject line, Enclosures, Identification initials, Post script, Extra copies.



Followings are essential elements explained briefly:

**Heading:** The letter head carries the name, address and monogram of the company, its contact details and its web address.

**Date:** Business letter must contain the date on which it is written. Date of writing is essential for reference to the reader the date is written on the right handside. In India broadly we have been following the British style-DD/MM/YYYY.

**Inside address:** The inside address consist of the name and address of the party to whom the letter is addressed. inside address should be contain name of the company, name of the person you are writing to or position or a department for example The Sales Manager.

**Reference:** It is essential to give a reference number to each letter generally reference number contains the initial of the department, serial number and year.

**Attention line:** This is to draw the attention of a particular person in the recipient organization and ensuring that the document reaches that person's desk. Attention line should be on the right hand side of the letter and underlined.

**Salutation:** Salutation is the greeting from the writer. It depends upon the personal relation between the writer and addressee. For example: Dear Sir/s, Dear madam.etc

**Subject line:** Subject line in the letter should be written in brief. It is generally placed between the inside address and salutation.

**Body of the letter:** Body of the letter contains the message that is being communicated and the purpose of writing letter. It is divided into three parts;

- a) Opening paragraph.
- b) Main Paragraph.
- c) Closing Paragraph.

**The complimentary close:** It is a kind of courteous leave taking or farewell. it is written after the letter is completed. A comma should be follow the complementary closed for example; Yours Faithfully/Respectfully/Truly/Sincerely.

**The Signature:** Signature comes below the complementary closed it should be written by hand. Below the signature name should be type with in brackets with official position. In case of circular letter signature can be printed.

**Additional points:**

- a) **Enclosure:** Very often certain documents like receipts, cheques, documents to titled good, sales literature price list, testimonials, etc are sent with them a in letters this enclosure must be specifically mentioned in the main letter. The abbreviation 'ENCL' is used for enclosure.
- b) **Initials of the person dictating the letter and the typist.**
- c) **Post script:** it is small message to the letter.
- d) **Notations:** notations indicate the nature the letter such as personal, private, urgent or confidential.

To improve writing skills essentially in case of business correspondence is very important for a successful businessman or entrepreneur. Good writing skills are an inseparable part of business communication, as communication is prerequisite for entrepreneurship.

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learner's vocabulary is needed to be used skillfully to make it an ornament of language to enrich communication skills. Proper understating of every word of the existing vocabulary makes communication precise and more meaningful. Each word from your vocabulary should be well comprehended from the point of view of spelling, pronunciation, part of speech, morphology, usage, collocation, etymology etc. In the vocabulary building process mobile technology is one of the effective tools.

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