Level 3

WA2: Communication and Marketing

3.4 Use written communication skills to produce routine and non-routine documents – Report Writing: Part B

- LO3.16 Demonstrate the ability to explain different styles and tones of language, and situations when they may be used in written communication as well as how written communication can be adapted for meeting the needs and characteristics of different audiences;

- LO3.17 Demonstrate the ability to describe the importance of confidentiality when communicating in writing

- LO3.18 Demonstrate the ability to identify relevant sources of information that may be used when preparing written and/or electronic documents.

- LO3.19 Demonstrate the ability to use effective ways of checking written information for accuracy of content and spelling/grammar

- LO3.20 Demonstrate the ability to identify the different types of business documents and select the appropriate one in each situation.

- LO3.21 Demonstrate the ability to create different types of non-routine documents after given specific instructions

Route Map
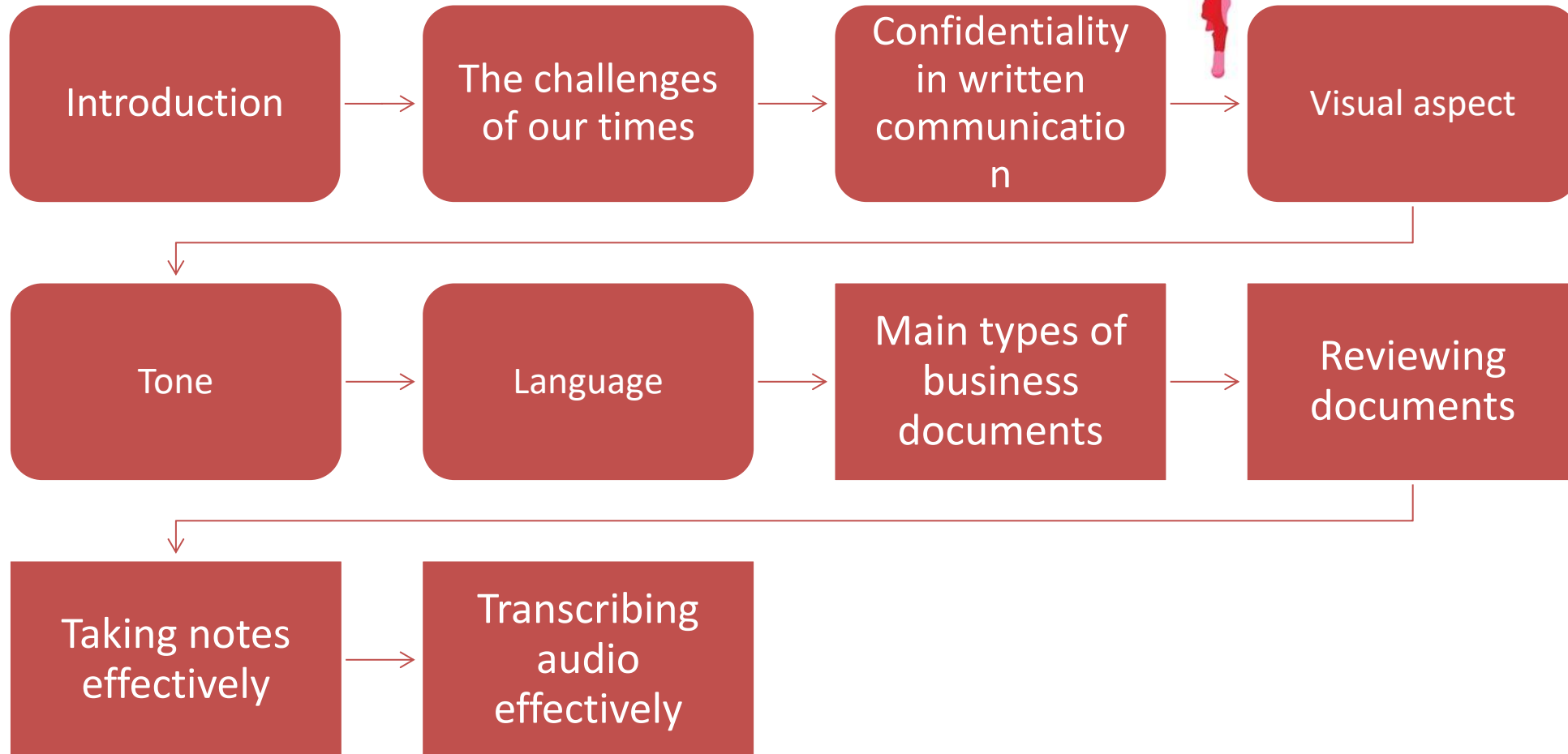
- Style
- Diction
- Tone

Critical decisions are often based on written communication through letters, reports and emails.

The Challenges of our times

- Direct mail lists, databases, and the Internet are strategic elements of business development.

- E-mails often replace telephone communication

The Challenges of our times

- Written information is often circulated before being perfected, thus extra care is needed to produce well-written texts

- Often there are ambiguities that double the time it takes

- The shortness, the 'clarity' of the messages and the right focus are often sacrificed for the sake of speed.

The Challenges of our times

National Center on the Evaluation of Quality in the Workplace: Conducted a study in which **they asked American employers to identify the skills they considered most important to job performance**.

Employers: Listed **communication** as the second most critical job skill. (*Attitude was number one*)

Employers: Equate communication skills with the ability to **think clearly**, **examine alternatives**, **analyze information** and **make decisions**.

Everything you write must hit the mark because your career depends on it.

- The way in which something is written
- Not the meaning of what is written
- Style includes diction and tone

- Present your information in a manner appropriate for both the audience and the purpose of the writing
- Be consistent - switching styles can distract the reader and diminish the believability of the paper's argument.
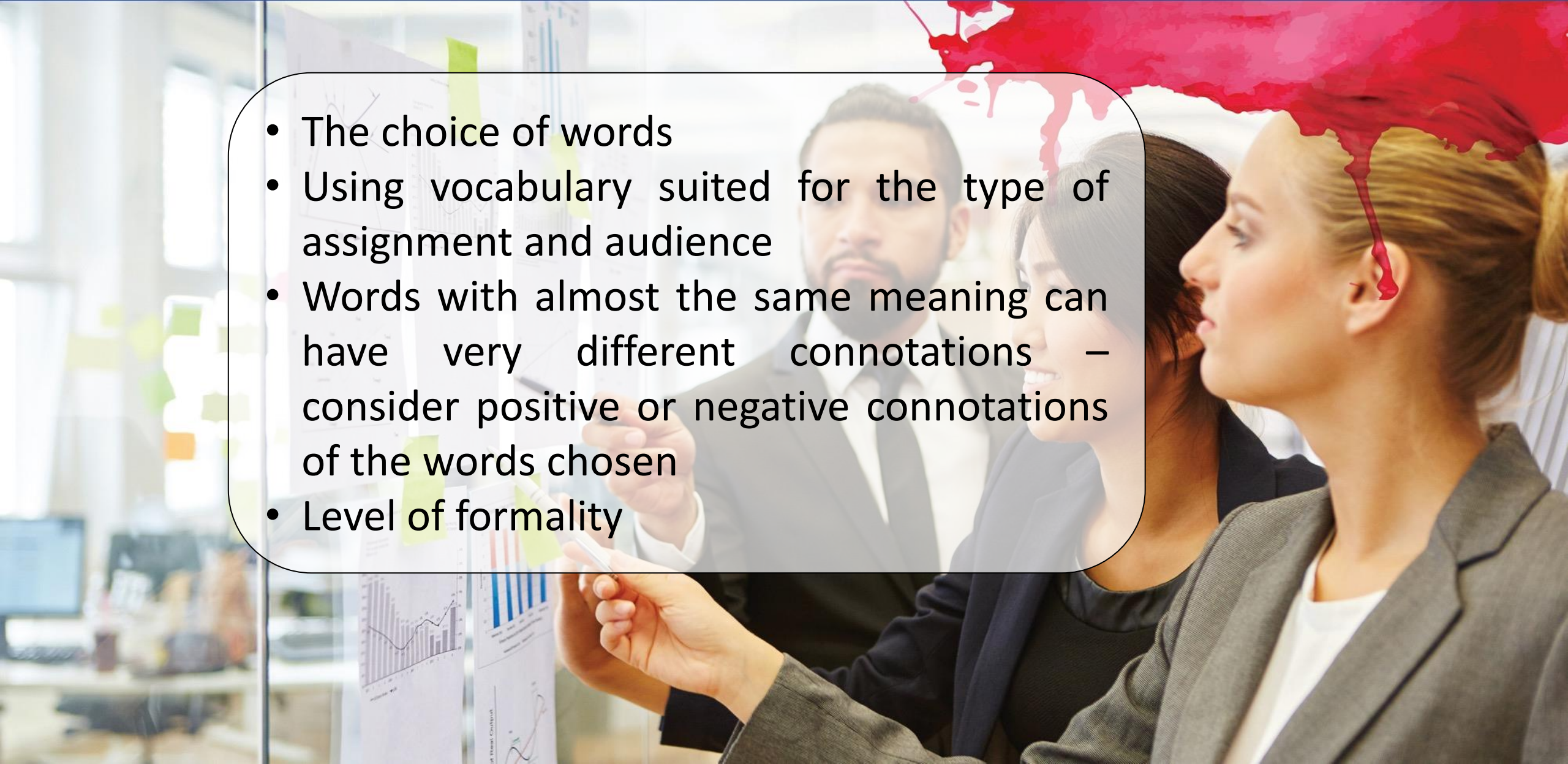
STYLE
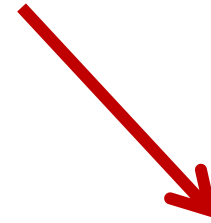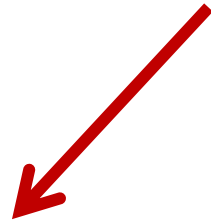
DICTION

TONE

Diction

- The choice of words
- Using vocabulary suited for the type of assignment and audience
- Words with almost the same meaning can have very different connotations – consider positive or negative connotations of the words chosen
- Level of formality

The overall tone, or attitude, of a document, message or note should be appropriate to the audience and purpose.

Forms of tone:
- objective or subjective
- logical or emotional
- intimate or distant
- serious or humorous

Methodological Tool I

**E-EUPA_LO_3.16_M_001
The purpose of the text**

Informal Writing Style:

- **Colloquial -** similar to a spoken conversation.
- May include slang, figures of speech, broken syntax
- **Simple** – Short sentences are acceptable and sometimes essential
- **Contractions and Abbreviations** – I'm, doesn't, couldn't, it's TV, photos
- **Empathy and Emotion** – The author can show empathy towards the reader

Formal Writing Style

- **Complex** – Longer sentences are likely to be more prevalent in formal writing.
- **Objective** – State main points confidently and offer full support arguments.
- **Full Words**
- **Third Person** – Formal writing is not a personal writing style.

Informal vs. formal writing style

When Formal & Informal Writing Style is appropriate:

- Lend yourselves to a less formal style than paper-based communications, but you should still avoid the use of "text talk".
- If in doubt, be on the side of caution and be formal rather than informal.

Avoiding vagueness

VAGUE	SPECIFIC
Before leaving, check that the lift has stopped at the right floor.	Before leaving the lift, check that it has stopped at the right floor.
Attention, passengers for Flight 168! We would like to inform you that when boarding is announced, it will be through gate nine.	Attention, passengers! Boarding for Flight 168 will be through gate nine. Listen for the announcement.
During the assault, the thieves used knives and two guns. They were later found in the river.	During the assault, the thieves used knives and two guns. The weapons were later found in the river.
There were a lot of visitors to the Olympic Games. To put them up, the hotel network had to be expanded.	To accommodate the high number of visitors to the Olympic Games, the hotel network had to be expanded.
The film contains sex, bad language, and violence, which is unsuitable for children.	The film contains sex, bad language, and violence. It is unsuitable for children.

- An example of a letter to a prospective client:

- The letter should demonstrate the benefits of the product/service to the customer and not list their characteristics.

- All information should be **clear** and **simple**, combined with a **dynamic style** and **convincing** terminology

Good communications, written or oral, begins with an understanding of the audience. If you can get inside their heads, you can find a way to connect.

DEBRA BENNETTS
PUBLIC RELATIONS & MARKETING COMMUNICATIONS PROFESSIONAL

4 types of learning/communication styles

- Visual

- Auditory

- Kinesthetic

- Auditory Digital

Visual communicators

- Learn by seeing and memorize by looking at pictures.
- Tend to be distracted by long verbal instructions.
- Appearance is important .
- Interested in how your message **LOOKS**.
- "A picture paints a 1000 words."

- Writing to Visuals:
  o include them **pictures, videos, images, graphs, etc.** rather than written reports.
  o look at the words you are using and use "visual" words and phrases:

Words: see, look, view, focus, appear

Phrases: beyond a shadow of a doubt, bird's eye view

Auditory communicators

- Learn by listening and by what they hear.
- Speaking to an auditory communicator: Choose your words carefully
- Most interested that your message **SOUNDS** right.
- Memorize by **steps, procedures and sequences**
- **Structure** in your communication will be important.
- With Auditory communicators use some of the following words and phrases:

Words: hear, listen, sounds, resonate

Phrases: rings a bell, manner of speaking, lend me your ear, hold your tongue

Kinesthetic communicators

- Learn by doing, moving, acting out, and hands on experience.
- Often move and talk more slowly and breathily.
- More words to articulate what they are trying to say.
- Interest in how a message **FEELS**
- Memorize **by doing or by walking through something**.
- With kinesthetic communicators use some of the following words and phrases:

Words: feel, touch, grasp, concrete

Phrases: get a hold of, catch on, tap into, boils down to, hand in hand

Auditory Digital communicators
- Often exhibit characteristics of the other three communication preferences.
- Most interested that a message makes **SENSE**.
- Memorize by **steps, procedures and sequences**.
- The most analytical of the four styles
- With auditory digital communicators use some of the following words:

Words: sense, understand, think, learn, process, decide, consider, know, change, or motivate.

If you can't explain it **simply**, you don't understand it well enough.

– Albert Einstein
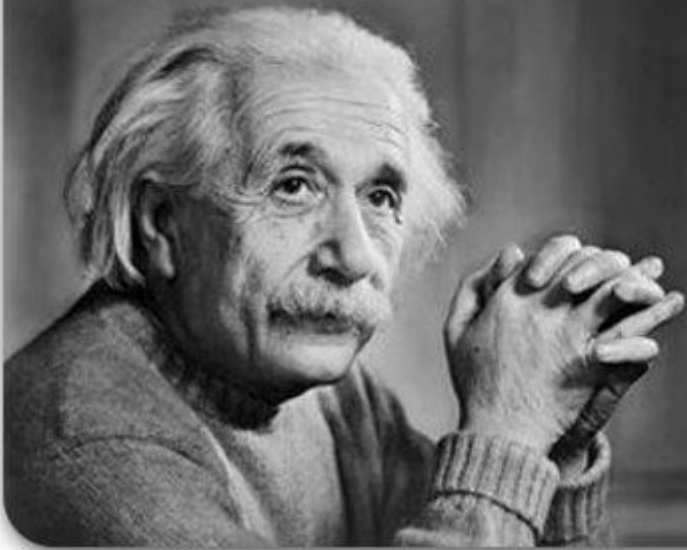
Style and tone

- Style and tone gives an impression of ourselves as well as our credibility
- We give an insight into our personality and our self-confidence.
- A letter or e-mail written in an abrupt or inappropriate tone will definitely not inspire a colleague or client to respond as we would like
- A convincing or collaborative tone helps to commit the recipient more and to respond in a positive and helpful way.

Try to be:

- Clear
- Objective
- Courteous

UNHELPFUL

"We are not able to assist you …"

CO-OPERATIVE

"We are willing to look at …"

UNDERMINING

"I am not sure you can do this job …"

SUPPORTIVE

"I think you are doing this job well …"

AUTHORITARIAN

"You must complete this job now …"

DEMOCRATIC

"When you have time you could …"

ABRUPT

"Well, if you cannot handle the project …"

PERSUASIVE

"I really think this is your project …"

POMPOUS

"I have worked on many jobs like this …"

UNASSUMING

"I will do my best on this job …"

A six step process:

1. **Reader and document delivery (incl. channel)**

- Who is your reader?
- Who will get a copy?
- Best delivery method?
- Best delivery time?

2. The important message

- Who? What? When? Where? Why? How?
- Answer specifically the questions and not indefinitely
- Strong titles that summarize
- Strategic placement of titles
- Key-Issue:
- Place it at the beginning (for a reader that is likely to respond or a neutral one)
- Between a positive start and a friendly closure (for an indifferent reader)

3. Draft - Structure

Try to express yourself freely.

Start with the section that feels the easiest for you

Re-read the draft text and make sure:

- Titles contain action
- Correct use of paragraphs
- Detailed description of critical issues & problems
- Restructure if needed
- Closing includes action to be taken by the reader

4. **Visual attractiveness - Impact**
   - Size
   - Shape
   - Color
   - Layout
   - Fonts – font color
   - Pictures - Drawings - Graphics
   - Charts - Tables - Columns
   - Indents and side lines
   - Not too 'busy'

5. Tone
- Comprehensive text. Simple language, without idioms & extravagant words or expressions
- Use of **positive** expressions
- Correct punctuation
- Active Voice (direct communication) / Passive Voice (diplomacy)
- Limit the use of jargon where possible - Neutral terms (gender, etc.)

Keep

It

Short and

Simple

6. **Review**
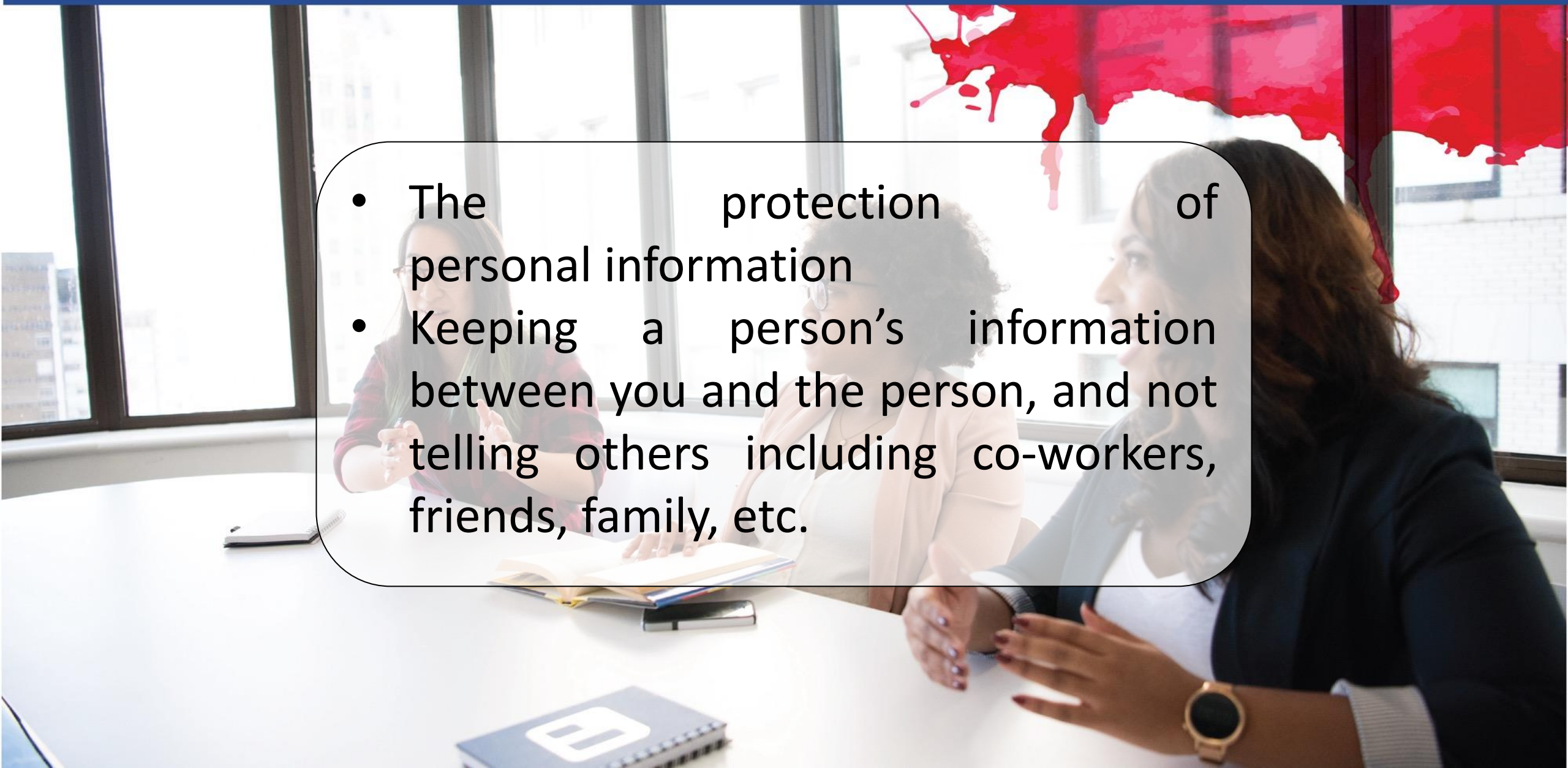
- Accuracy of information, brand names, titles, ratings, names, …
- All numbers and dates
- Rrepeating words
- Typos
- Flow of sentences and paragraphs
- Omissions, attachments, annexes
- Any proposal – to be read more than once

Print the document and read it – Have someone else to read the document

E-EUPA_LO_3.16_M_002
Write it so they will read it

- The protection of personal information
- Keeping a person's information between you and the person, and not telling others including co-workers, friends, family, etc.

Confidentiality in written communication

Confidentiality is important for a host of reasons:

- Not properly protecting confidential information can lead to the loss of business/clients.
- Confidential information can be misused to commit illegal activity (e.g., fraud or discrimination)
- Laws protecting the confidentiality of certain information in the workplace.

Confidentiality in written communication

- Maintaining confidentiality:
  a) individual documents are locked and secured
  b) information about personal information is not told to people who do not need to know
  c) medical details are not discussed without their consent

- Information considered confidential:
  a) name, date of birth, age, sex and address
  b) current contact details of family, guardian etc.
  c) bank details
  d) medical history or records
  e) service records
  f) individual personal plans
  g) assessments or reports
  h) **incoming or outgoing personal correspondence.**

Confidentiality in written communication

Add a disclaimer to your email signature to mitigate the risk that a confidential email may be forwarded to a third-party recipient – disclaimer warning such recipients that they are not authorised recipients and to ask that they delete the email.

Confidentiality in written communication

EXAMPLE OF CONFIDENTIALITY NOTICE

The contents of this email message and any attachments are intended solely for the addressee(s) and may contain confidential and/or privileged information and may be legally protected from disclosure. If you are not the intended recipient of this message or their agent, or if this message has been addressed to you in error, please immediately alert the sender by reply email and then delete this message and any attachments. If you are not the intended recipient, you are hereby notified that any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited.

Methodological Tool III

E-EUPA_LO_3.17_M_001
Trust me: An exercise in Confidentiality

Using the right font

Immediately grab the reader's attention

Use the appropriate font - producing visually appealing texts through the use of different fonts

Remember, simplicity is everything!

SERIF Fonts

Serif lines are little lines that finish off strokes of individual letters and lead the eye across the line.

Usually used in the body of a text.

e.g. Times New Roman

SANS SERIF Fonts

Modern-looking fonts.

Uppercase and bold: a tile with impact

e.g. Arial

SUBHEADS WITHOUT SERIFS

Used to provide a distinctive contrast.

e.g. Verdana

SCRIPT FONTS

- Letters that look handwritten but are old-fashioned.
- Ideal for personalized texts such as letterheads and invitations.
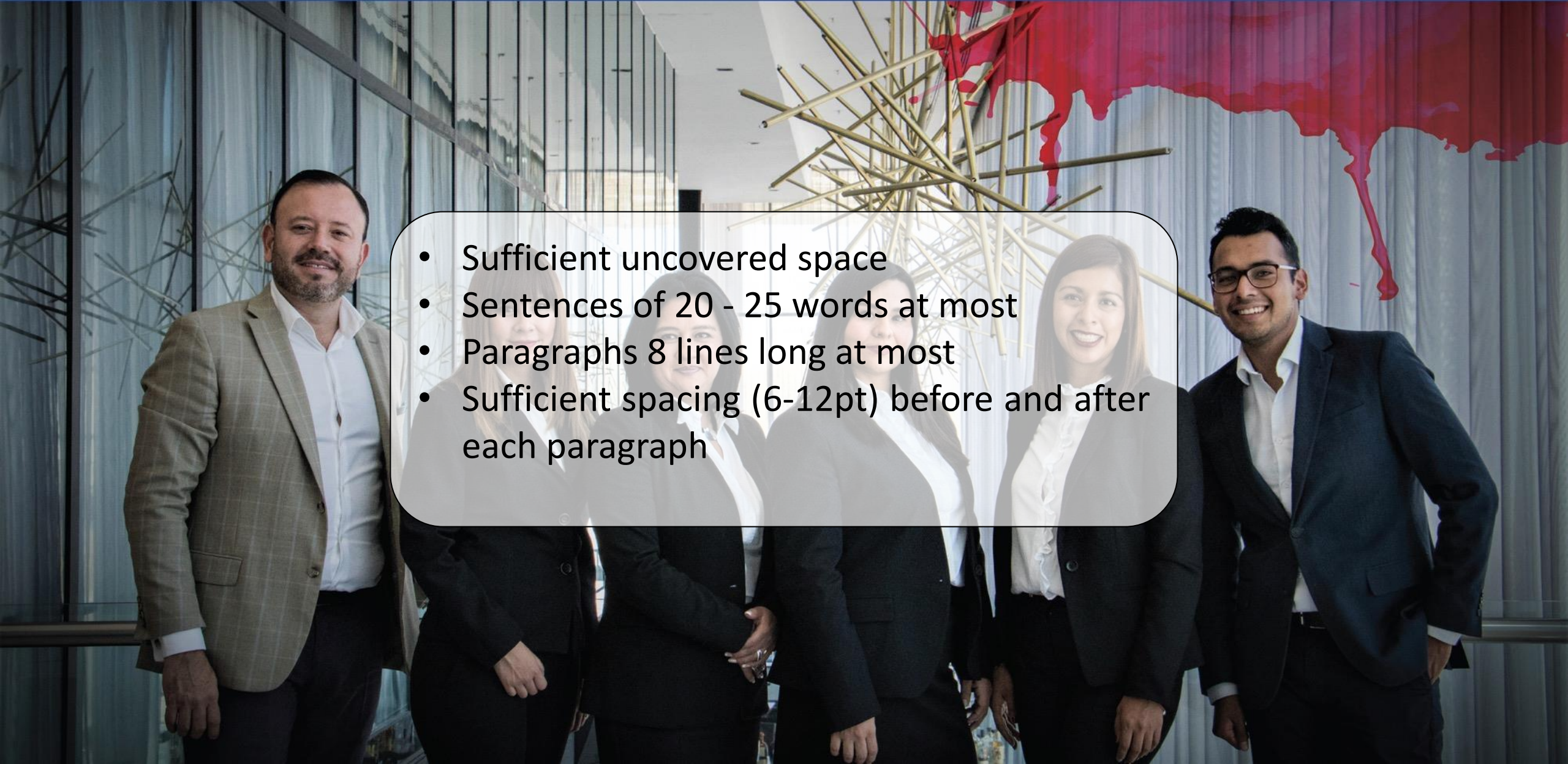- If used as an opening to a business proposal, they can lend a touch of elegance.

e.g. *Monotype Corsiva*

The appropriate font size for each document or section!

Usually: 11 or 12 for the main body (depending on the font)

Other tips

- Sufficient uncovered space
- Sentences of 20 - 25 words at most
- Paragraphs 8 lines long at most
- Sufficient spacing (6-12pt) before and after each paragraph

Give life to your texts and increase their readability – use with caution

Use color consistently

Must be used in their simplest forms.

Make sure the images and graphics will attract the reader and will not prevent her/him from comprehending.

Layout

CONFUSING

BETTER

Knowing which types of diagrams the reader can read/understand

Not an opportunity for demonstrating our abilities

Most well-known types of diagrams: pie charts and bar charts.
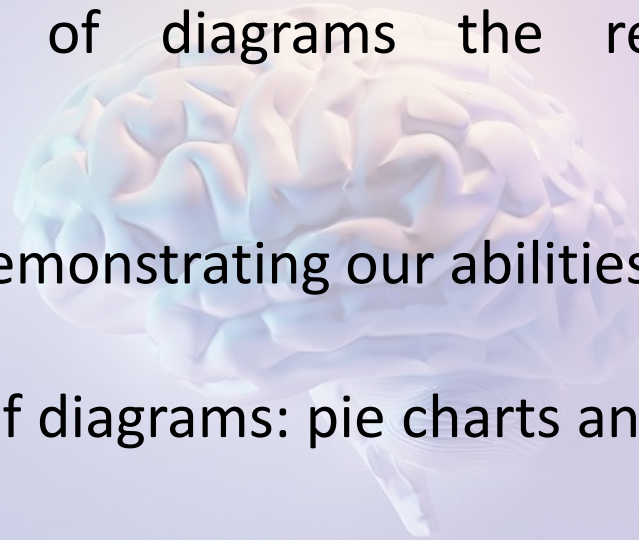
KISS! Keep it short and simple!

Some people when writing texts make it clear to readers that the only thing they care about is to prove how much they know.

This is evident in texts that contain obscure, confused or unnecessary elements.

The ultimate result of all this redundant information is to annoy or even irritate the reader

How would you apply KISS on the following:

BUYING IN / CONTRACTING SERVICES
We have analyzed these items exhaustively and found, at the end of our investigations, that the procedures adopted with regard to the buying in or contracting of services are in line with current legislative requirements.

Be positive!

POSITIVE Approach:

A text that emphasizes the positive aspects of the information you want to transfer, makes the recipients a stronger impression.

Attention to avoiding any form of discrimination.

Be positive!

POSITIVE Approach:

A text in a positive tone is best received by its recipients.

e.g.,

'Remember to' instead of 'do not forget to'

'the truck should be loaded with a non-cold load' instead of 'the truck should not be loaded with a cold load'

Tone tone tone!

Written texts are official and rigid.

Some basic rules:
- Avoid laconic or impersonal expressions
- Present bad news in an objective way. T
- Do not believe you are infallible.

Passive/Active voice

Active voice: more immediate and effective communication

Passive voice: used when we want to show kindness and avoid sounding aggressive.

Examples

Passive - The accounts were approved by the auditor.
Active - The auditor approved the accounts.

Passive - Jones was arrested by the police.
Active – The police arrested Jones.

Passive - A meeting will be held by directors next week.
Active - The directors will hold a meeting next week.
Or The directors will meet next week.

Diplomacy in the use of passive voice

USE OF PASSIVE VOICE

Aggressive tone	Less aggressive tone
The clinic cannot tell you your result because you have not paid last month's bill.	Your result cannot be provided as there is a payment outstanding.
This is the estimate for the repairs to the window that your son broke last Thursday	Here is the estimate for the repairs to the window that was broken last Thursday.
We are going to dismiss three workers tomorrow.	Three workers are going to be dismissed tomorrow.
The auditor handling the inspection noticed fraudulent activity in the company accounts.	Fraudulent activity has been noted in the company accounts by the auditor.

Avoiding Discrimination

Avoiding a discriminative style in the written language, as it may:

- Make some people 'invisible'
- Focus on physical or mental disabilities, rather than other positive human aspects and characteristics
- Describe people through stereotyped terms
- Have an intolerable character in relation to the social position and the needs of people.
- Use terms that are considered negative, abusive, or humiliating for certain categories of people.

- Memos
- Minutes
- Business letters
- Business presentations
- Speeches
- Emails
- Instructions & procedures
- Press releases

Methodological Tool IV

E-EUPA_LO_3.20_M_001
Appropriate Documents

Memos

Internal documents for information, disclosure of information, policy announcements, assignments, announcement of results, reports.

Case-specific forms in many companies.

Most of memos have at least four key elements:
Date:
To:
From:
Topic:

Suited for transferring information to large groups

To: this field can be filled with one person or a group of people.
From: e.g. Sales Department
Topic: It is particularly important because it gives the reader an idea of what is going on, but also why it helps with the filing process.

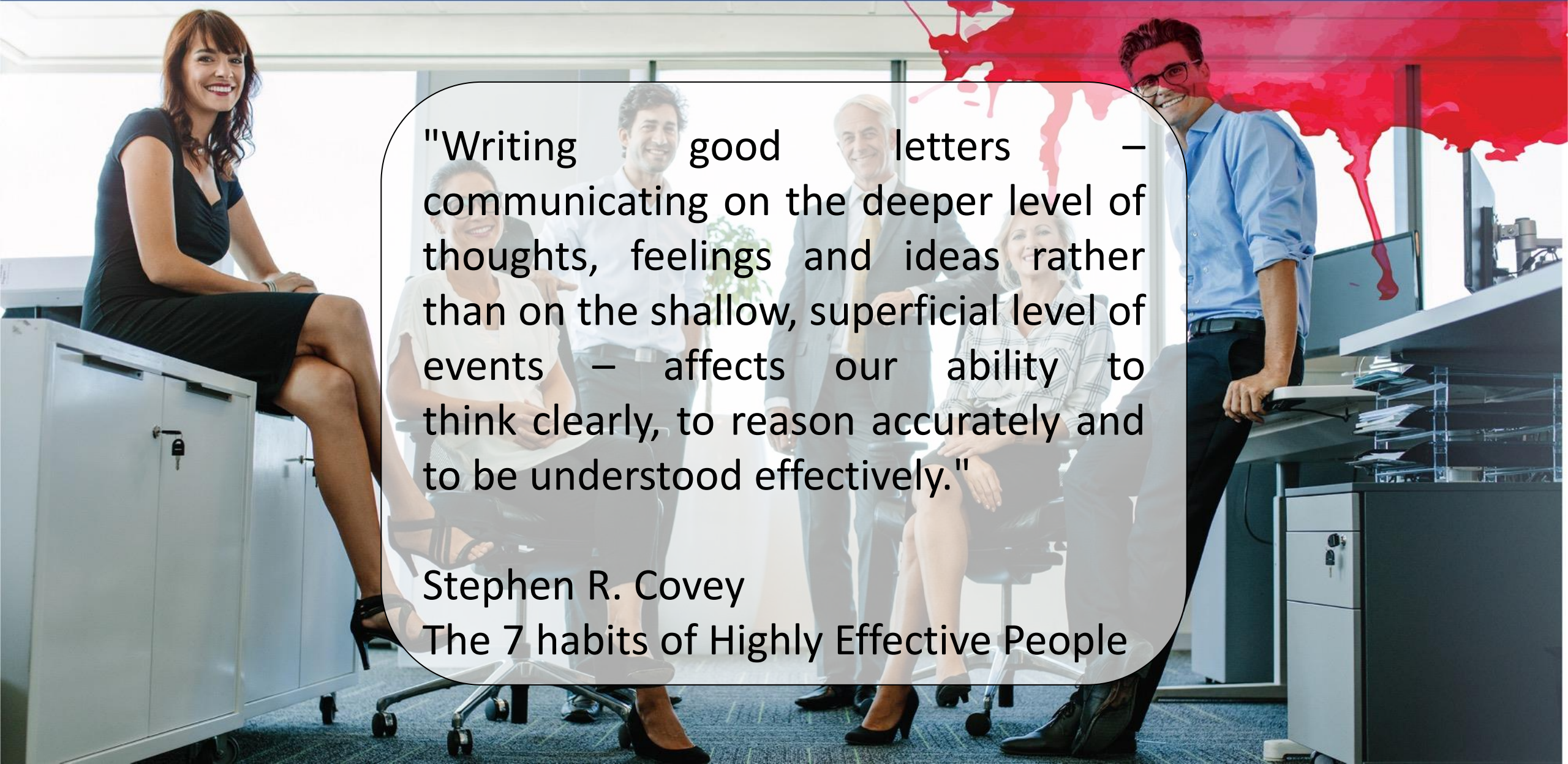**A memo must be brief, courteous and well documented.**

Memo structure

- The central idea is at the forefront and supplementary, supportive information follows.

- At the end: A request to take action

- The request may be placed at the beginning.

- Neither opening nor closing (e.g., Appraisal)

- Usually without a signature.

Methodological Tool V

E-EUPA_LO_3.21_M_001
Analyse and Improve a Memo

"Writing good letters – communicating on the deeper level of thoughts, feelings and ideas rather than on the shallow, superficial level of events – affects our ability to think clearly, to reason accurately and to be understood effectively."

Stephen R. Covey
The 7 habits of Highly Effective People

The basis of communication within an organisation but also between organisations.

A well-written, well-structured letter gives the impression that your organisation knows what it is doing and does it right.

Significant share in the public image of the organisation.

Purpose of letters

- Thank you
- Comment
- Confirm information
- Summarize a subject
- Make a complaint
- Announce something

The letter transfers some information and prompts the reader to take action

Correct writing of the recipient's name and title.

Not knowing the person who receives it: Use 'Dear Sir / Madam' and close with 'Yours faithfully'.

Not knowing the person who receives it: Use 'Dear Mr. X / Dear Mrs. Y.' with their surname and close with 'Sincerely'.

Creating/using templates

Use templates to make your letter more readable.

Align your name/organization's name and address on the right-hand side of the letter.

Align all the remaining information on the left-hand side of the letter, beginning with the date, and then giving the recipient's name and address. Set the topic to a next line.

Do not indent in your paragraphs. Leave a blank line between the paragraphs.

Zedcom

16 Lincoln str.

London

23/11/2023

Mr. Brown

Sempack Co.

11 Law str.

London

Topic: International Stamp Collectors' Meeting

Dear Mr. Brown,

Within the next few days, Mr. Chang will let you know the exact dates that the meeting is going to take place, as well as the meeting's venue. Please prepare the promotional materials at your earliest convenience

Yours Faithfully,

George Black

PR Department

Organize your Letter

Three basic and general rules:
1. Get directly to the point.
2. Repeat information
3. Clear requests and reason of sending, and ensuring that the reader will know what to do.

Some more tips

Taboos	Use
As per our conversation	As we discussed
Attached herewith please find	I'm attaching
Awaiting your reply, I remain,	Sincerely,
Enclosed herewith please find	I'm enclosing
I am forwarding herewith	I'm sending
In accordance with your wishes	As you requested
Please don't hesitate to call me	Please call me
Pet your request	As you requested
Pursuant to our conversation	As we discussed
Pursuant to your request	As you requested
We are in receipt of	We have received

'Know' your audience

Who are they; What do they know about the subject? What should they learn about the subject? What are their expectations? What are my expectations?

Finding a common ground in a heterogeneous audience

Structure
- Start with a brief introduction to the basic idea
- Solve the problems of the audience with suggestions.
- Support your suggestions.
- Answer questions or objections

Preparing speeches

1. What is the topic?
2. What is my message?
3. What is my purpose?
4. What's in it for me? (WIIFM - for you!)

Speeches

o Memorable introduction and epilogue
o Impress at the start and end:
o Write like the way you speak

Other tips
- Write small sentences
- Use strong phrases with a strong impact
- Focus on specific words
- Indicate the points you need to pause
- Read your speech while writing it

- By following some simple tips, intra-company use of email is even easier.

- We all receive a large number of messages daily and it is particularly useful when we can tell which ones need immediate attention.

- Remember to edit the message before sending it. Check the spelling and make sure the message is written in a clear way.

Emails

Creating an E-mail

- Adjust the style of the message depending on the recipient and the subject.
- Limit the number of recipients
- Provide immediate answers to your incoming emails
- If you intend to send a lot of information, attach a file

Keep it brief and clear!

Emails

SUBJECT Field

- ALWAYS include a subject
- Write an informative and convincing subject.
- The words must be correctly selected, as it is often the subject of the message that determines when and if the message will be read.
- When replying to a message, change the subject if necessary. The subject must correspond to the content of the message.

Emails

Choose the recipients correctly

Use the 'cc' and 'bcc' fields wisely

When replying to a message, use the 'Reply' and 'Reply to All'

Using 'cc' in your emails:
Do not use people or associates who are in a high position for intimidation or impressing someone. It does not help anyone; on the contrary, this boss will be troubled and possibly exposed.

Formal letters:

- If you have any further questions, please do not hesitate to contact me.
- I await your reply with interest.
- We look forward to building a strong business relationship in the future.
- I look forward to our meeting on the 7th of October.
- Thanks for your extremely helpful attention to this matter.
- Thanks again for your attention, consideration, and time.
- Thanks again for sharing your expertise in this matter.
- Looking forward to our successful partnership.

Informal letters:

- I can't wait to hear from you.
- I am looking forward to seeing you again.
- See you soon.
- Let me know what your plans are.
- I hope to be hearing from you soon.
- Send my love to…
- Give my regards to…
- I hope you are doing well!
- With affection (With all my love, or With love and kisses).

Signing a letter:

- Best,
- Cheers,
- Faithfully (or Faithfully yours),
- Hope this helps,
- Looking forward,
- Regards,
- Respectfully,
- Sincerely,
- Thanks (or Thanks again),
- Warmly,
- With anticipation

Try to understand how your readers will use the instructions / procedures.

If tools are required, highlight: 'Required Materials: ...'
Emphasise warnings!

Organize the information in Issues - sections – chapters - subheadings - ...

Include enough information

Be absolutely accurate with: up, down, right, left

Use clockwise (or counter-) indications to describe rotations: e.g. rotate the switch 45 degrees clockwise (clear information)

Instructions and procedures

Check, check, double check and check again!

Ask a 'beginner' to apply the instructions.

Ask a prospective user to try the instructions

Ask a knowledgeable person to evaluate the instructions.

Test the instructions in real conditions, if feasible.

Write a press release that will be of interest to its readers.

Leave YOUR EGO out of the press release

Avoid spam words in the title (printed or electronic)

Write in a journalistic perspective (avoiding 'me', 'we', ...)

Avoid specific technical terminology (jargon)

Use an image when appropriate

Make sure you have the correct formatting

Sources of information

Libraries (online or physical)

Files (digital or physical)

Internet

Bibliographies

Colleagues

Boolean operators connect search words together to either narrow or broaden a set of results in databases and search engines.

The three basic boolean operators: **AND**, **OR**, and **NOT**.

Why use Boolean operators?

- To focus a search
- To connect various pieces of information

Use AND in a search to:

- narrow results
- tell the database that ALL search terms must be present in the resulting records

Example: business AND writing AND appropriate

In many, but not all, databases, AND is implied.

Google automatically puts an AND in between your search terms.

Though all your search terms are included in the results, they may not be connected together in the way you want.
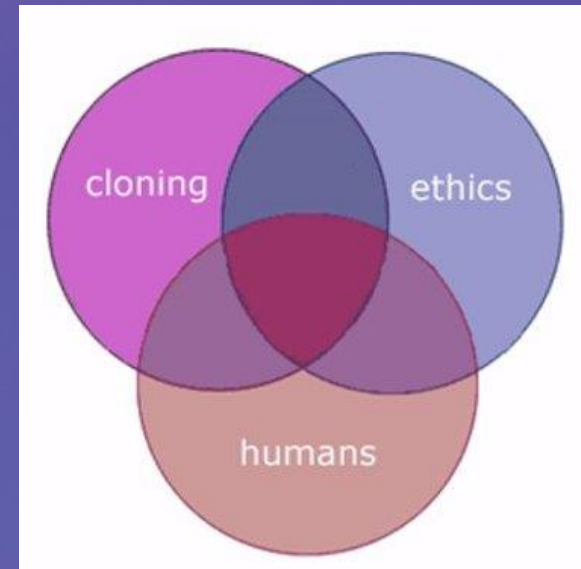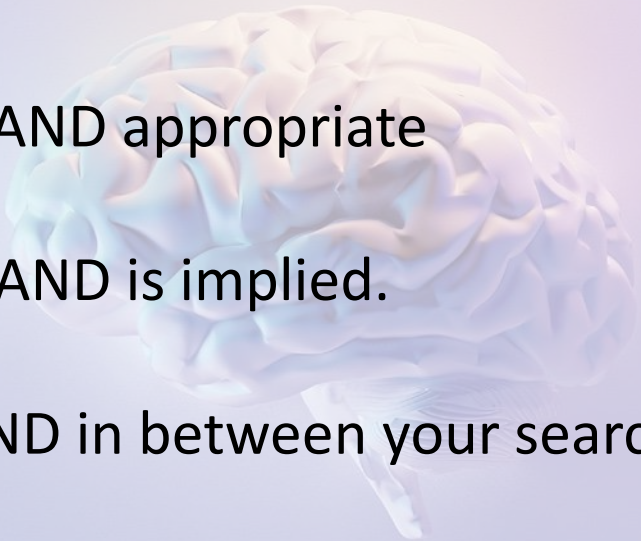
Use OR in a search to:

- connect two or more similar concepts (synonyms)
- broaden your results

Example: appropriate OR proper OR correct

Use NOT in a search to:
- exclude words from your search
- narrow your search

example: appropriate NOT correct

CHOOSING THE RIGHT SOURCES TO SUPPORT YOUR DOCUMENTS:

- Reliable source: One which has proven, over time, to provide accurate, valid, and useful information.

- Unreliable source: Not proven, or has provided information in the past that later proved to be inaccurate, invalid, and/or not useful.

OK, BUT HOW CAN I TELL?

1. Who authored (wrote) the piece?
   - Look for an "About" or "More about the Author" link at the top, bottom or sidebar of a webpage.
   - If no information about the author(s) of the piece is provided, be suspicious.

Making sure your documents are reliable

OK, BUT HOW CAN I TELL?

- Does the author provide his/her credentials? Expertise on the subject, education, experience
- Try "Googling" the author:
- What kinds of websites are associated with your author's name?
- Is s/he affiliated with any education institutions?
- Do commercial sites come up?
- Do the websites associated with the author give you any clues to particular biases the author might have?

OK, BUT HOW CAN I TELL?

2. Who is the intended audience?
   - Scholars or the general public?
   - Which age group is it written for?
   - Is it aimed at people from a particular geographic area?
   - Is it aimed at members of a particular profession or with specific training?

Making sure your documents are reliable

OK, BUT HOW CAN I TELL?

What is the quality of information provided?

When was it first published?

In case it's a website, is it regularly updated?

OK, BUT HOW CAN I TELL?

3. Check for dates.
   • Different publication dates will be acceptable depending on which type of information you're looking for.
   • Does the author cite sources?

OK, BUT HOW CAN I TELL?

4. How does it all add up?
   - Compare the information you've gathered about the piece to your information needs
   - does this piece provide an appropriateness of fit?

Methodological Tool VI

**E-EUPA_LO_3.18_M_001
Find reliable sources**

- **ALWAYS REVIEW BEFORE SENDING!!!**

ESPECIALLY:

- Accuracy of information
- Organisation's names
- Titles
- Names

REVIEW

Reviewing documents

ESPECIALLY:

- Double check all **numbers** and **dates**
- Limit the use of **repeating** words
- Correct the text
- Typos
- Grammar
- Syntax
- Flow of sentences and paragraphs

ESPECIALLY:

- Succession of concepts to complete the story
- Inclusion of attachments, annexes
- **Printing** of the document and reading it
- Having someone else read the document

E-LEARNING

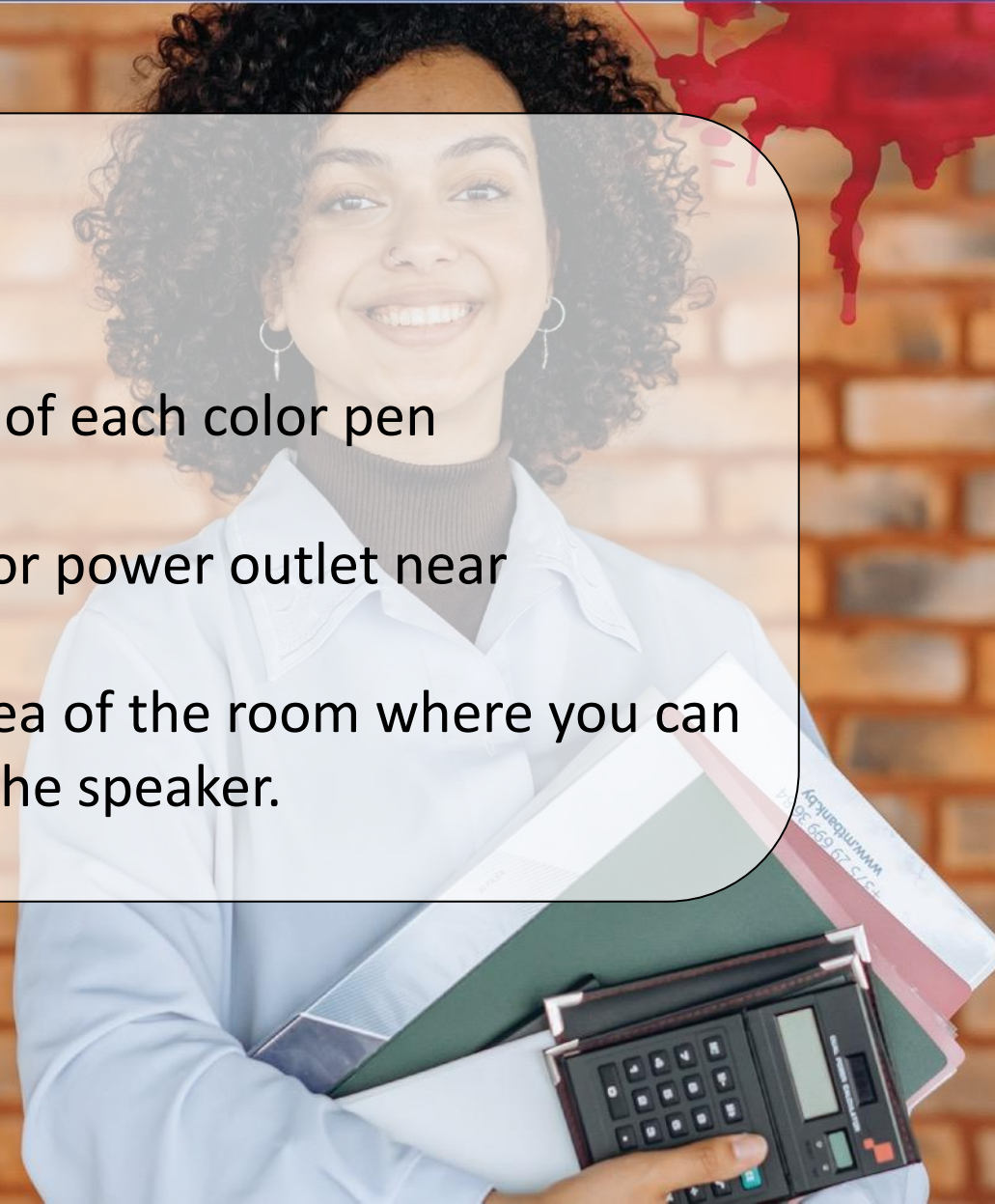# Methodological Tool VII

E-EUPA_LO_3.19_M_001
Reviewing documents

BE PREPARED:

Note-taking materials:
- Paper and pens, two of each color pen
- Plenty of blank pages
- Laptop fully charged or power outlet near

Position yourself in an area of the room where you can effectively see and hear the speaker.

BE PREPARED:

- Before a meeting, make sure to review your notes from last time.
- This will bring you fully up to speed and ready to pick up where you left off.

"By failing to prepare, you are preparing to fail".

BE AN ACTIVE LISTENER

- Don't write every word.
- Understand the topic.
- Try to absorb the information you're hearing.

TAKE NOTES BY HAND

- You should try to take notes by hand whenever possible.
- A study conducted at Princeton University has shown that note takers actually retain information better when they take notes by hand.

ASK QUESTIONS

- Ask the speaker for clarification.
- If you find something confusing now, you'll find it twice as confusing later.

FOCUS ON KEY WORDS AND CONCEPTS

- Focus solely on taking down key words and concepts.
- **Identify the most relevant information.**
- Write down individual words or key phrases that are most relevant to the topic at hand
- Eliminate all the filler words and secondary details
- **Think about what you *want* to retain.**
- **Prioritize any "new" information.**

- Develop your own system of shorthand writing - it can help you to write more efficiently and avoid falling behind.
- Try writing things like "wd" for would, "cd" for could and "w/" for with.
- Write a plus sign for the word "and".
- Try to abbreviate long words that appear again and again
- Make sure you're able to decipher your own shorthand later on

Transcription requires:

- Being able to touch type
- Being able to type quickly
- Having the requisite technology

MAKE SURE:

- You use a proper keyboard with legs
- Your chair is adjusted so that you can sit straight, looking slightly down at the screen, with your forearms sloping slightly down to your hands and your hands arched over the keys
- Your feet are flat on the floor with comfortable bends to the knees

parentheses surrounding a period (.) indicates a pause of less than one second

numerals within parentheses indicate longer pauses

square parentheses [ ] contain relevant contextual information

italicized parentheses *[ ]* contain a non verbal utterance

the symbol [between lines of dialogue indicates overlapping speech

under<u>lining</u> indicates emphasis

= indicates that an utterance is contiguous with previous(or following) utterance

a colon : indicates elongation of preceding sound

Question 1:
    Can you list 5 aspects that are important in written communication?

Question 2:
    Can you list the different types of learning and communication styles?

Question 3:
    Can you explain the steps of the 'Write IT so they will READ IT' System?

Key Points

Key point 1

- Written information is often circulated before being perfected, thus extra care is needed to produce well-written texts

Key point 3

- Make sure your business documents are reliable and that have been reviewed

Key point 2

4 types of learning/communication styles

- Visual
- Auditory
- Kinesthetic
- Auditory Digital

WELL DONE!

You have completed Unit 3.4   - Part B