Revising Business Messages

Business Communication
Management Department
Faculty of Economics and Business
University of Lampung
2020

Learning Outcomes

After studying this chapter, you should be able to

1. Polish business messages by revising for conciseness, which includes eliminating flabby expressions, long lead-ins, there is/are and it is/was fillers, redundancies, and empty words, as well as condensing for microblogging.
2. Improve clarity in business messages by keeping the ideas simple, slashing trite business phrases, dropping clichés, scrapping slang and buzzwords, rescuing buried verbs, and restraining exuberance.
3. Enhance readability by understanding document design including the use of white space, margins, typefaces, fonts, numbered and bulleted lists, and headings.
4. Recognize proofreading problem areas, and apply effective techniques to catch mistakes in both routine and complex documents.
5. Evaluate a message to judge its effectiveness

Table of Contents

01
Applying phase 3x3 writing

02
Polishing your messages by revising for concisensess and Microblogging

03
Improving your messages clarity and applying document design

04
Proofreading Catch Errors and Evaluating a

# Stopping to Revise: Applying Phase 3 of The Writing Process

The final phase 3-x-3 writing process:
- Editing: improving the content and setence structure of your message
- Proofreding: involves correcting its grammar, spelling, punctuation, formal, mechanics
- Evaluating: process of analyzing wether your message achieves its purpose
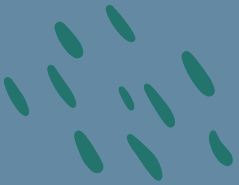
Microblogging and Conciseness

Microblogging is a term you probably haven't heard very often, but chances are you have posted a microblog message today. As its name suggests, microblogging consists of short messages exchanged on social media networks such as Twitter, Facebook, and Tumblr.
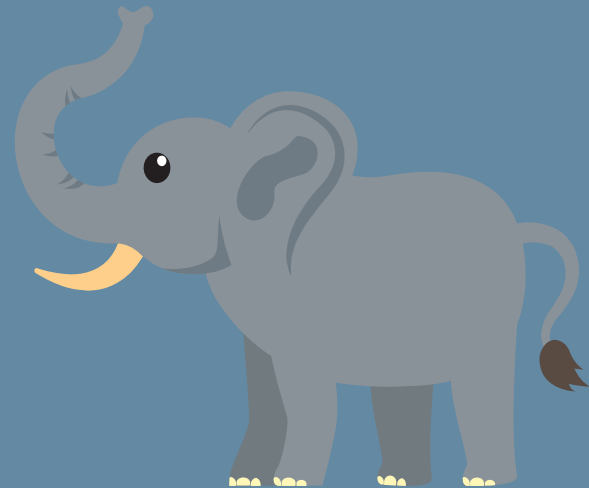
Polishing Your Messages by Revising for Conciseness

In business, time is indeed money. Translated into writing, this means that concise messages save reading time and, thus, money. In addition, messages that are written directly and efficiently are easier to read and comprehend. In the revision process, look for shorter ways to say what you mean..

Cutting Flabby Expression

| Flabby	Concise
as a general rule	generally
at a later date	later
at this point in time	now, presently
despite the fact that	although
due to the fact that, inasmuch as, in view of the fact that	because
feel free to	please
for the period of	for
in addition to the above	also
in all probability	probably
in the event that	if
in the near future	soon
in very few cases	seldom
until such time as	until
with regard to	about

Editing Empty Words

- ~~In the case of~~ Twitter, ~~it~~ increased users but lost share value.
- Because of the ~~degree of~~ research required, the budget was increased.
- We are aware ~~of the fact~~ that sales soared when pushed by social networking.
- Except for ~~the instance of~~ Toyota, Japanese imports sagged.

Microblogging and Conciseness

Microblogging is a term you probably haven't heard very often, but chances are you have posted a microblog message today. As its name suggests, microblogging consists of short messages exchanged on social media networks such as Twitter, Facebook, and Tumblr.
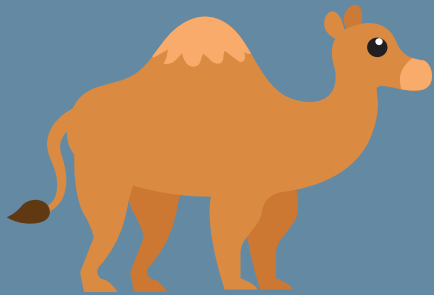
Example of Company Massages

Replying to Customer
@*walmart*

@**PhilMiller** We appreciate your sharing your feedback with us. We're very sorry for the inconvenience and understand your frustration. Ani

Sending Helpful Information
@*continentalgas*

@**CleverMom** Some boilers can be confusing. Please check our boiler manual to help you figure it out. Try http://po.st/BoilerManual Sarah

Promoting Service Concisely
@*ABCbirdandpest*

We manage conflict with birds, wildlife, and urban pests proactively and responsibly to ensure our customers' business continuity. bit.ly/feedback2017

Sharing Information
@*danaloewy*

A new study presents millennials' workplace readiness in a more favorable light. http://fb.me/3suV9QOqL

Announcing Closure for Company Party
Zappos ✓
@*Zappos*
@zappos

Hi all! We are closed for our annual Vendor Party! We will reopen at 7am PST tomorrow. We can still be reached at cs@zappos.com if needed.

Improving Message Clarity

One of the most important tasks in revising is assessing the clarity of your message. A clear message is one that is immediately understood. Employees, customers, and investors increasingly want to be addressed in a clear and genuine way. Fuzzy, long-winded, and unclear writing prevents comprehension.

Keep it Short and Simple

Wordy and Unclear	Improved
High-quality learning environments for children are a necessary precondition for facilitation and enhancement of the ongoing learning process.	To learn properly, children need good schools.
In regard to the matter of obtaining optimal results, it is essential that employees be given the implements that are necessary for jobs to be completed satisfactorily.	For best results give employees the tools they need to do the job.

Slashing Trite Business Phrases

Trite Phrase	Improved
as per your request	as you request
pursuant to your request	at your request
enclosed please find	enclosed is
every effort will be made	we'll try
in accordance with your wishes	as you wish
in receipt of	have received
please do not hesitate to	please
respond forthwith	respond immediately
thank you in advance	thank you
under separate cover	separately
with reference to	about

Applying Document Design to Enhance Readability

- Employing White Space
- Understanding Margin and Text Alignment
- Using Appropriate Typofaces
- Understanding Types, Size, and Using Techniques
- Numbering and Bulleting List for Quick Comprehension
- Adding Heading for Visual Impact

Figure 6.3

Figure 6.3 Typefaces With Different Personalities for Different Purposes

All-Purpose Sans Serif	Traditional Serif	Happy, Creative Script/Funny	Assertive, Bold Modern Display	Plain Monospaced
Arial	Century	*Brush Script*	**Britannic Bold**	Courier
Calibri	Garamond	Comic Sans	**Broadway**	Letter Gothic
Helvetica	Georgia	*Gigi*	**Elephant**	Monaco
Tahoma	Goudy	*Jokerman*	**Impact**	Prestige Elite
Univers	Palatino	Lucinda	Bauhaus 93	
Verdana	Times New Roman	Kristen	**SHOWCARD**	

Numbered List	Bulleted List
Our recruiters follow these steps when hiring applicants:	To attract upscale customers, we feature the following:
1. Examine the application.	• Quality fashions
2. Interview the applicant.	• Personalized service
3. Check the applicant's references.	• Generous return policy
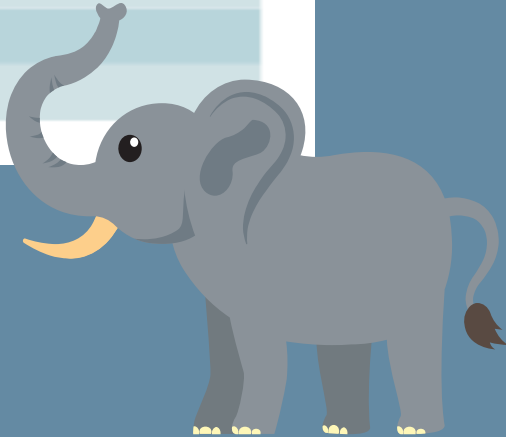
Proofreading to Catch Errors

Recognizes proofreading problem areas and apply effective techniques to catch mistakes in both routine and complex documents
- What the watch for proofreading
- How to proofread routine documents
- How to proofread complex documents#

Evaluating The Effectiveness of Your Messages

- Encourage feedback from the receiver of your message so that you can determine whether your communication achieved its goal.
- Be open to any advice from your instructor on how to improve your writing skills.

Conclusion

In this chapter we learn to applying phase 3 of the writing process, how to polishing your messages by revising for conciseness, microblogging, improving message clarity, applying document design, proofreading to catch errors, and evaluating the effectiveness of your messages.

Thanks

Do you have any questions?

addyouremail@freepik.com
+91 620 421 838
yourcompany.com