

# Writing in Business: approaches & activities, on/ & offline

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rapple18 

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# Business Writing

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Wh

Text typ

Qu

Character

Learning points



# Business Writing

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What do we  
write?

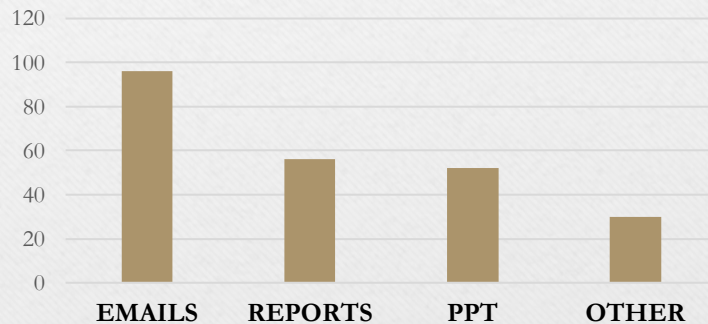
**Task** (60 seconds):

- a list of different types of Business texts, e.g.
- email
- 
-

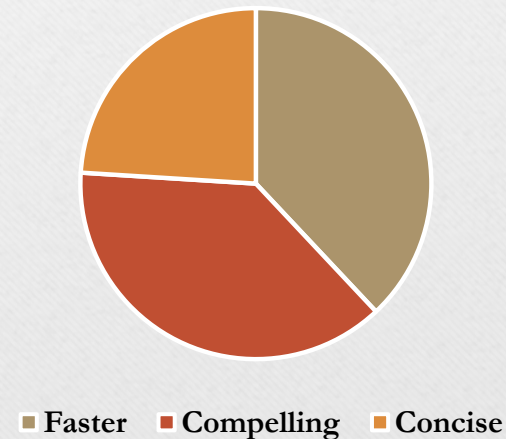
# Does Business Writing Matter Anymore?

Importance of writing at work? (1-5: 5 = *high*) 5 = **69.5%**; 4 = **19.5%**

Business Docs: regularity



Writing needs



# Identify the channel / genre

Fab conference. 😍 Congrats to all the organisers! 🙌

1

I regret to inform you

2

Hope you had a successful conference!

3

**Coca-Cola Foundation Makes \$1m Donation to National Center for Civil & HR**

4

I'll get back to you shortly.  
Best wishes,

5

"When Technology lets you down" ~ many great ideas & solutions from @janosujlaki at @iateful\_hu conference in #Budapest #Tech

6

Szia, Rachel 😊 Pls let me know if you'd be available for an hour before Xmas? eg. 4pm Friday 15/11 ?

7



# Emails



Check your p

## Text types

- What was the email you wrote or received?
- Can you identify any specific features it has?

**Task:** Add a subject line

## Emails



Dear Ilona,

I trust the conference you attended last week was hugely successful. I will look forward to hearing your report on this event, and I sincerely hope that you have since had the opportunity to relax.

I should like to inform you that this afternoon I shall be travelling to Croatia. I return only on Wednesday late in the evening.

Meanwhile, I look forward very much to seeing you on Thursday, for our next lesson.

I wish you an excellent week.

Rachel

## Task 1: re-order the lines below!

### Emails



Dear Ilona,

- a. Have a good week meanwhile!
- b. I hope you had a wonderfully successful two days last week – really looking forward to hearing all about it.
- c. Will look forward to seeing you here on Thursday!
- d. I'm off to Croatia this afternoon .. back late Weds.

Rachel

b, d, c, a





# Emails

Dear Ilona,

I hope you had a wonderfully successful two days last week – really looking forward to hearing all about it.

I'm off to Croatia this afternoon .. back late Weds.

Will look forward to seeing you here on Thursday!

Have a good week meanwhile!

Rachel

**Task 2: Can you outline a structure?**

**Task 3: revise subject line?**

Feladó: [Rachel Appleby](#)

Elküldve: 2019. szeptember 9., hétfő 9:09

Címzett: [REDACTED]

Tárgy: [REDACTED]

Dear Ilona

I hope you had a wonderfully successful two days last week - really looking forward to hearing all about it ... - and I hope you've managed to relax this weekend.

I'm off to Croatia this afternoon.. back late Weds.

Will look forward to seeing you here on Thursday!

Have a good week meanwhile!

Rachel

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Rachel Appleby [Budapest]

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[rachelappleby18@gmail.com](mailto:rachelappleby18@gmail.com)

<https://rachelappleby.edublogs.org>

Dear Rachel,

Thank you for your very kind email.  
The workshop is over: it was nice but  
extremely exhaustive – I'll tell you  
everything...

I wish you a great trip to Croatia!  
See you on Thursday.

Best wishes,  
Ilona



# A genre: emails

Hope you had a  
successful  
conference!

- **Vocabulary**

- Clear; not complex; not idiomatic

- **Grammar**

- Active (not passive); simple; instructions; pronouns



- **Organisation / Layout**

- Subject line
- 4 parts (open / action ↔ details / close)
- Short, clear sentences (bullet-pointed)

- **Style:** Neutral / friendly





last seen today at 13:43



18.15 ✓✓

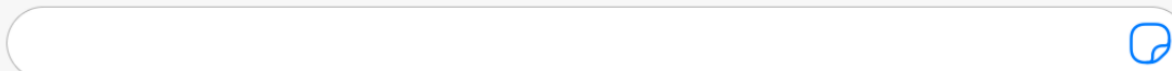
Oct 30., Wed

Hey, Rachel!

Really sorry didn't get back to you sooner – (clients! – huh, you know!) but thanks for your interest. Bet you'd've been great, but we chose another trainer. We've got other opps. coming up – so you never know!!!

Ciao for now! Liz

15.03







## **November (new dates)**

2019. October 30. 15:03

Dear Rachel,

Sorry for the delayed reply to your emails and your kindest expression to deliver the course in 2019, which were mainly due to our clients slow response.

We truly believe that you would have added great value to the project; however, another trainer was selected to deliver it.

On the other hand, we would like to let you know that we have other projects coming, and expect to share the opportunity with you.

Best regards,



# So, language....

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*Possible:* ?

Sincere apologies for this belated reply to your emails.

We're very grateful for your kindest expression to deliver the training.

We would like to inform you that we have other projects coming up in the future which you may be interested in, and we will happily share these with you.

*Better:*



Apologies for not getting back to you sooner.

Thank you for your interest in delivering the training.

We'll be in touch about other projects.



# So, language practice

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Gapped phrases

Jumbled phrases

Gapped texts

*“Apologies for not \_\_\_\_\_ sooner.”*

Apologies for not getting  
back to you sooner.

*touch / projects / in / other / We'll /  
other / be / about*

We'll be in touch about  
other projects.

# (Business) Writing in 2019: T/F/?

1. Genre [text] analysis doesn't matter any more. ★
2. Writing includes more facts, and fewer opinions.
3. Writing is best pitched to an 8<sup>th</sup> grader (13-14 year olds). ★
4. Sophisticated vocabulary and grammar are good.
5. Spelling & punctuation are less important in Bus. Wr. now!!
6. Facebook posts longer than c.60 words are
7. The more #hashtagged words, the better!
8. Tweets can have a max. of 140 characters.
9. The reader is less important nowadays. ★

Quiz!

# Other genres:

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- Emails
- Blogs; websites
- Short messages
- Tweets
- Facebook posts
- Other...

Business Writing /  
Social Media:  
**characteristics**

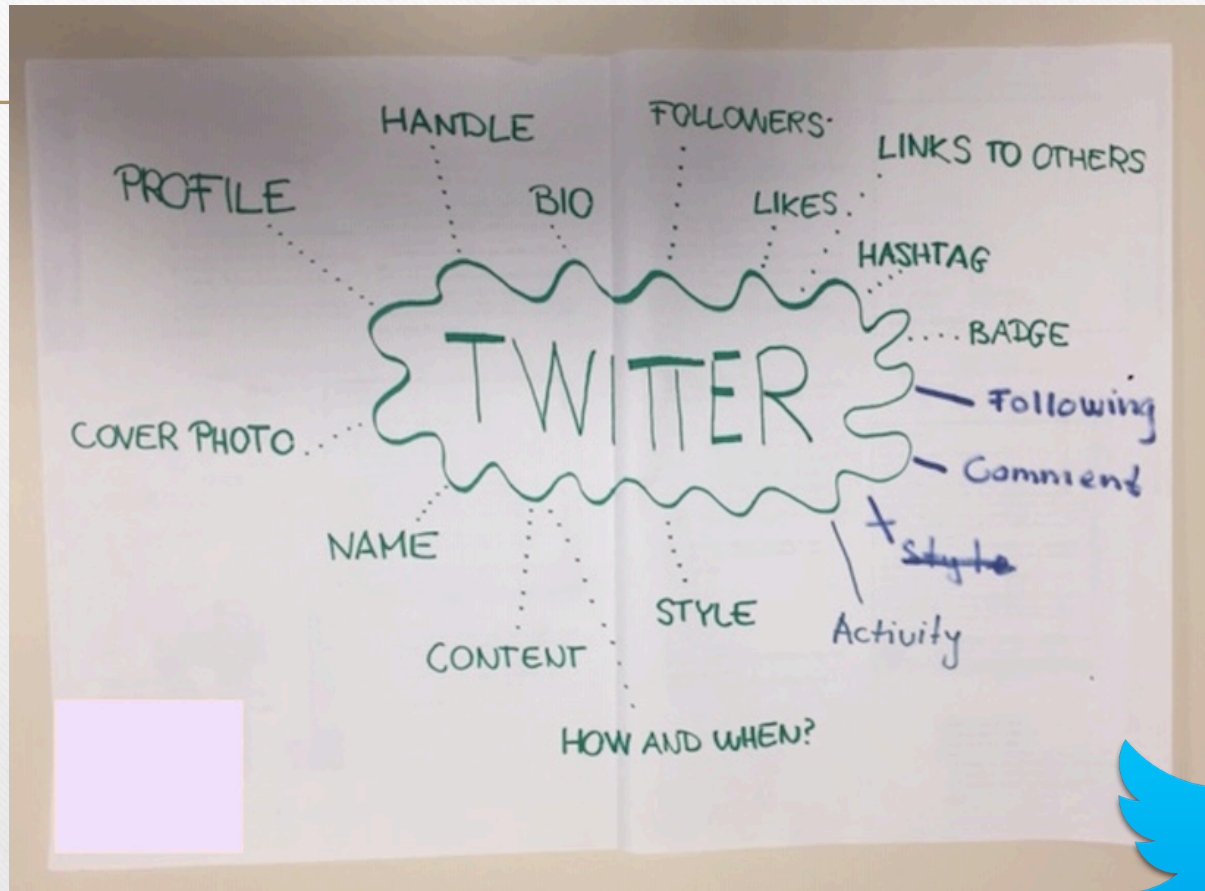




# A writing project: online



# Considerations of online writing





# Characteristics

- grab attention
- informal language
- #hashtags
- tag @people
- add pictures
- links 'call to action'
- No. words?







# Vocabulary: improve the WORDS

GREAT conference. NICE sessions and GOOD networking opportunities. I have left with a headful of ideas and met LOTS OF people. Well done and thanks to all the organisers.

*[Besig feedback]*

[Fiona Dunlop](#)

[13 October at 13:35](#)

**Fabulous** conference. **Engaging** and **thought-provoking** sessions and **great** networking opportunities. I have left with a headful of ideas and met **loads of lovely** people. Well done and thanks to all the organisers.

# Plain English Campaign

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*... the main ways to make writing clearer:*

- Keep your sentences short
- Prefer active verbs
- Use 'you' and 'we'
- Use words that are appropriate for the reader
- Don't be afraid to give instructions
- Avoid nominalisations
- Use lists where appropriate





# Too many words

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## Redundant pairs:

- p~~x~~st memories
- various differences
- future plans
- free gift
- past history
- unexpected surprise

## Too many words:

- at this moment in time >
- for the purpose of >
- in the event that >
- now
- for
- if

[https://owl.purdue.edu/owl/general\\_writing](https://owl.purdue.edu/owl/general_writing)



**[on debating]**

MUN has helped me become more confident in myself and in my abilities, it has opened me up to new meetings and people, and it has given me something that I felt I succeeded at which was especially important because when I was younger although I had classes I really liked, I never felt that these were something I was especially good at a lot of which was due to my shyness about public speaking even in class. But as I started doing MUN, with each conference I attended I became more and more self-assured.

*96 words*

MUN has helped me become more confident in myself and in my abilities, it has opened me up to new meetings and people, and (it has) given me something that I felt I succeeded at which was especially important because when I was younger although I had classes I really liked, I never felt that these were something I was especially good at a lot of which was due to my shyness about public speaking even in class. But as I started doing MUN, with each conference I attended I became more and more self-assured.



I used to be very shy about public speaking, even in class, but MUN has helped me become more confident in myself and in my abilities, it has opened me up to new meetings and people, and given me something that I can succeed in.

*46 words*

# Plain English Campaign

This image cannot currently be displayed.

“Due to a frequent regrettable inability to prevent my presence in other locations, I find that I must convey to you my goodwill in a correspondence format. It was when I was still a juvenile royal constitutional figurehead substitute that I first became sensitised by mother-tongue abuse awareness. How many of us, I wonder, when faced with pretentious gobbledygook and empty jargon, experience a kick start into despair mode? My feelings towards all of you at today's Awards are, attitudinally, those of enormous encouragement....  
God bless the Plain English Campaign.

— *Charles, Prince of Wales*

IATEFL.hu 2019







Rewrite Prince Charles' message so that it follows the 'Plain English Campaign' Guidelines

*Charles*

Rewrite Prince Charles' letter as a text message

New Message:

File Edit View Help Tools CC

To:  
Cc:  
Subject:



What's on your mind, Charles?



What's happening?

@PrinceCharles Tweet Prince Charles' message (max 140 characters)



140

Tweet



# Plain English Campaign

Considerations:



- Task / Genre-type? [key features, conventions]
- Who's the reader?
- In-/formality
- Grab attention? [heading, subject line?]
- No. of words?
- #hashtags?
- Tag @people?
- Add photo?
- www. link 'call to action'?
- 





# So, business writing today ...

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- is **concise**; is **simple**
- is **compelling** (descriptive vocab)
- needs to be **fast** (set phrases)
- is grammatically **accurate**
- has a **strong, logical structure**
- has **conventions**
- is often **public!**



# Business Writing 2020

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*Learning points*

- Be fully aware of the text type = genre analysis
- Highlight key features (structure; headings/bullets, phrases ...)
- Find models to follow
- Consider the reader!
- KISS – the Plain English Campaign

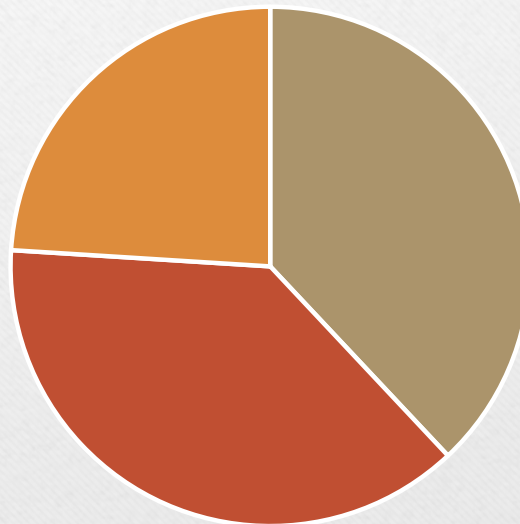




# Does Business Writing Matter Anymore?

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Business writing needs



Yes!

■ Faster ■ Compelling ■ Concise

# References

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**Brown, L.** (2019). 'Does Business Writing Matter Anymore? The Answer Seems To Be "Yes"?' [www.forbes.com/sites/laurambrown/2019/04/26/does-business-writing-matter-anymore-the-answer-seems-to-be-yes/#bdeff8232846](http://www.forbes.com/sites/laurambrown/2019/04/26/does-business-writing-matter-anymore-the-answer-seems-to-be-yes/#bdeff8232846) (retrieved 5 Nov. 2019)

**Hughes, J. et al.** (2017) *Business Result* worksheets, OUP  
<https://elt.oup.com/teachers/businessresult/?cc=hu&sellLanguage=hu> (retrieved 8 Nov. 2019)

**Plain English Campaign:** <http://www.plainenglish.co.uk> (retrieved 5 Nov. 2019)

**Eliminating words:**

[https://owl.purdue.edu/owl/general\\_writing/academic\\_writing/conciseness/eliminating\\_words.html](https://owl.purdue.edu/owl/general_writing/academic_writing/conciseness/eliminating_words.html) (retrieved 7 Nov. 2019)

**Further reading:**

**Goodwin, J.** (2018). 'The Top 10 Business Writing Skills You Should Learn Today'  
<https://magoosh.com/pro-writing/business.writing.skills>

**Thaine, C.** (2015) 'E-genres and the relevance of writing', *Modern English Teacher*, (24:4), Pavilion Publishing. Hove, UK.




# Writing in Business

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Thank you!

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<https://rachelappleby.edublogs.org>

Creative Cafe  
IATEFL.hu / BESIG Budapest 2019

