

**International Business Communication**  
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**Lecture - 34**  
**Written Communication in International Business**

Welcome back to the class on international business communication. Today, we will start rapping up the set of classes. We have discussed various things in these lecture. We have discussed what it means, can you please restart there is somebody shouting out side. Welcome back to the class on international business communication, we have done a lot of different things. We have discussed what communication means, how it is different in different settings.

We have discussed how to be persuasive we discussed so many, you know how conflict happens, how leaders communicate all of those have been discussed in this class. Today we are going to discuss what how to apply whatever we learnt in written communication. We have been discussing about communication as a whole and specifically oral communication. We have discussed non verbal communication also. But today we will focus exclusively on return communication.

And before begin I must tell you that I have consciously tried to avoid the prescriptive approach no teacher, no mentor; nobody can give you formulas for the entire gamete of experience. You will come across in entire life as professional or even otherwise and what typically we tend to do. We need even I had done this in our courses is to give student tips you know 15 tips 15 steps to affective negotiation or 10 steps to affective presentation or this or that through this course. I am doing something slightly different what I have been trying in my classes also on vacation I have to give tips. But I would like you to take whatever you learn from these classes and come up with own ascription yourself. I am giving you the reason for how things happen I am giving you the reason why things way they do.

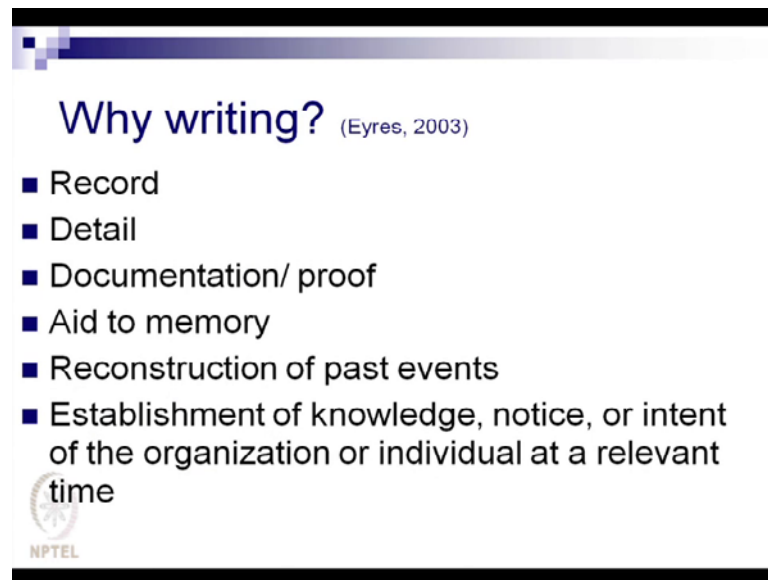
Now, I would like you to take all the learning from these classes take the key words explore same more, learn some more things on your own. And well up our own prescription for doing things they way you need to do them. Because things are changing so fast the society changing so fast the business environment is changing so fast that will

need to change you need to adapt really really fast. And you need to be able to things on your toast how can you do that if you have this categories in your mind. If you know how things work which category this course and do you can decide in our own specific ways of doing things. But if you do not know the background behind of this things if you do not know the reasons, why these things happen. Then you cannot come up with your prescription yourself and you will keep hunting around. Then you say I have 15 prescription, but this is the sixteenth type of situation.

And that is something that is perceive you know that is that I am trying to avoid specifically that is why I teach the whole course on the return communication in it Kharagpur its semester long course. And that is what made designing this lecture very very difficult I thought instead of giving you and you know format for and cover letters this. And that I will discuss the specific issue for return communication in business specially in international business.

And getting all that together and coming up and summing up the thirty hour course into 1 hour class was most difficult class, but we will see, but everything I am saying here is only suggestive. And non of whatever I say here is exhaustive there is always there are always going to be that things are you can add on to whatever I am telling you just take this as league and go from there know. Now, we will not ah we will not really have any time to revision today. But what I would like you to do is just listen what I am saying I have couple of excise that I have over into the fabric of the course when you come across exercise. See, if you can do them you can pause the video. And do those excises as and they come up that is how this class is different from the rest of the classes.

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**Why writing?** (Eyres, 2003)

- Record
- Detail
- Documentation/ proof
- Aid to memory
- Reconstruction of past events
- Establishment of knowledge, notice, or intent of the organization or individual at a relevant time

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So, let us move on to written communication why writing what is the purpose of writing why do you need to write, you need to write. Because and again I put in this question right at the end this time. I would really like you have the discussion how return communication is different from oral communication. And what does verbal communication mean? We are talk about this in right at the beginning verbal communication has something to do with words.

It is communication through words that are symbol for things that we for concepts; we learn from our environment. And so, written communication technically is verbal it is not oral. Oral communication involves the use of our vocal noise, but the written communication is verbal technically it uses words it uses the signs. And why do we need to write in it in international business. The reasons are it leads the record. There is a there is a record you can come back to it you can refer to it has the value attach to it. You can put as much detail as possible; you can add whatever you want; you can include the lot of information that people can take their own time to read.

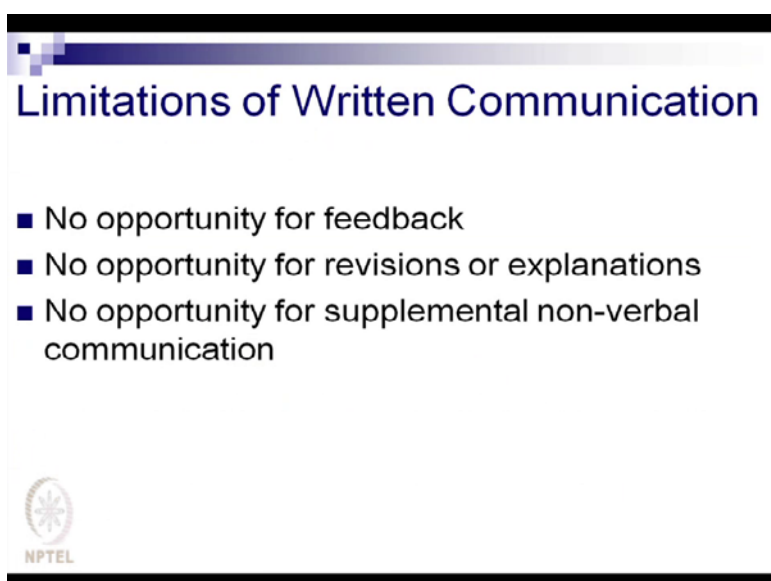
So, it is not time sensitive it severs as documentation or proofs again legally can be used as documentation as proof as evidence. And you have proved something and the manner which have been said and promise and so on. And so four, it is the age to memory because you have the record there is you know age or memory. You can always back to it remind whatever it happen and how things happen. And you can go back if you revisit

as suppose to oral communication were once things are said. Of course, what we are doing here is a record of oral communication you are listening to me speak. And I have tried to put as much information possible on slides and there will be a web course supporting this also. But even then the mannerisms I use tones I use cannot be repudiated they can be recorded of course, through audio media. But then that is serves as a, to memory it writing helps to reconstruct past event again. Because of the detail because of the context it sort of you know stimulate certain memory places in your mind.

And it helps you reconstruct it helps you revisit past event it helps in the establishment of knowledge notice or intent of the organization or a individual at a relevant time. If you know when the document created you read the document you read the supporting detail. And it will helps you to construct the context at that time it helps you to revisit the context that is not possible even through oral communication even through a oral communication of recording communication.


So, writing all the detail all the words and you know you make the notes over. So, everything you know provided depending on how much detail you will put into your return document you can more or less remember the, what was said. And in which context other things discussed and shared with whoever you share with. So, that is these are gain it is not enough. So, exhaustiveness this are some of the reasons why writing is important business.

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## Limitations of Written Communication

- No opportunity for feedback
- No opportunity for revisions or explanations
- No opportunity for supplemental non-verbal communication




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Some limitation there is no opportunity for the feedback you cannot structure. The next bit of your message based on what how the receiver of the message respond to. So, you have to construct the whole message in one shot and send it across. And you have to there is no opportunity when there is no feedback, there is no opportunity for revision or explanation else whatever you say goes as one package. And you can only hope that it will be interpreted in the right context.

And there is no opportunity for supplemental non verbal communication, you cannot like; you know I say something there is no opportunity for Supplement al non verbal communication I could my I could write it down. But when I say I move my hand non verbal communication emphasizing on certain point. So, you cannot really add all of this things the one is a smiling we use these days in different communication. We will talk about technology and business communication in following lecture. But today all I am trying to tell you is then the human emotions that go along with any message that is transmuting oral or not possible in message are not transmitted in the written form. And these are some of the limitation of written messages again add to the list I will leave it to you, you can expand as less as much as possible.

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**Communication Styles** (Ewing, 1974)

- Flowery, Oratorical: Appropriate for festive occasions, celebrations, and honorary ceremonies
- Plain, Straightforward: Earnest and artless. Used by competent business and professional people
- Indirect, Opaque: Perfect for cover-ups.
- Personalizing, Humanizing: Used to stir up readers and arouse interest in action.
- Stilted, Redundant: Overly formal, pompous, wordy. Numbing or draining effect.
- Winding, Voluminous: Jalebi style. Excellent for brainstorming/ idea generation.

Communication style; we have disused with as some point, we talked about flower optical style were you use lots of adjective celebration. And all ceremony you have the plain and straight forward style used by and business profession people throe cut. So,

you know for example, I give you these 2 things. So, if somebody is entering this room for example, this is the studio. And let us assume that there are chair at the front and let us assume that somebody made the director of institute due to centering sitting there. So, if I was to use their flowery or original style I would said our nominate director is entering the class room, please stand up and welcome him. And you know I add very appropriative adjective to whatever I am saying when I am saying plain straight forward. He is still outside I am just walk and saying the director is about to come please be sited switch off our cell phone. And so, ones you enter then the style which I say things changes the same things happens in written communication.

We use lots of adjectives to magnify the situation in the orientated in the flowery or cortical style. This is the kind of style used in novels to describe event situation. And people emotion that all of put self when we come to plain and straight forward. This is the things that you need to learn people in business do not have time to read long documents.

So, it is plain and straight forward and through the point short crisps sentences with words that need to be looked up in dictionary. So, that is pretty much for this is indirect opaque is perfect to cover up or to leave some way out. So, may be in my opinion all of those things are that you use this things to sort of leave room for many more interpretation than the once that you have intended. And it is perfect to cover up or you may not sure it just sort helps you to bit a way out personalizing humanizing used sort of readers around interest in action.

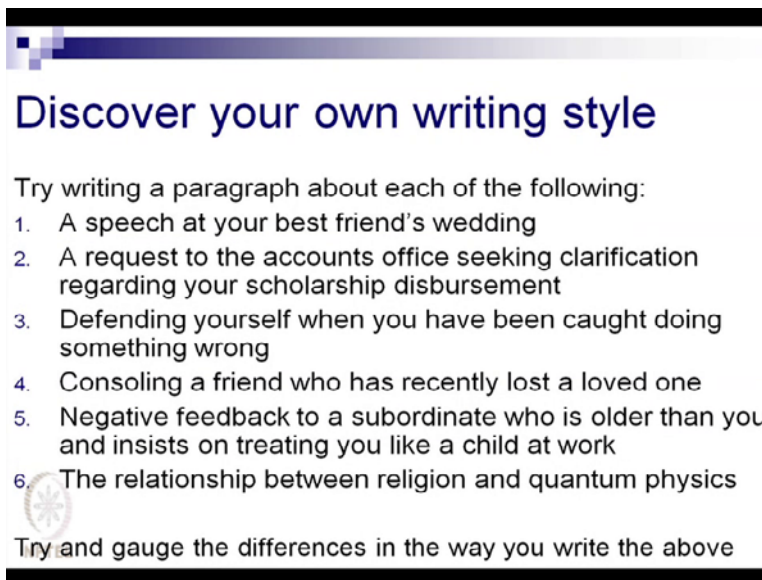
Again when you become you use emotional words you will appeal to the emotions of people who are reading you sort of add these words. Add volume to whatever you are saying stilted redundant overly formal pompous wordy have the numbering or daring effect. And again I will share the secret with you. So, it is going to be up on you tube, but it is. This is the style we use in classes then we really want this student to pay attention and I will give you big words that I understand that I am sure you do not. So, I will through this big massive word at this, will numb your senses and hope full some of you will be interest and you will say I got to know. So, much d and or if I want you to pay attention give you this big words and left wondering us to what they mean. So, you take time of your distraction.

And you start focusing on what I am telling and then I just say I am going may be ask you for definition of the words in the examination. And suddenly everybody is you know tuned what the teacher is saying. Then I come back to implicitly explaining everything. So, this is something that you do use big words for to draw or to sort of get the other person to pay attention to you. And sort of thing that you know much winding up voluminous style is what I like to call the jalebi style.

Now, the jalebi end I will just told this will be brought trust part other than India also. So, I will tell you jalebi is a sweet meal and Indian sweet meal, it is very delicious. And it is just round shape and you can look up in do web search on jalebi and it is delicious if you go to Indian store and have nothing like it. But it is the kind of style that where we beat about the bush to entire more idea more ah discussion of more aspect of the situation.

And all these styles can be used in business you know in some situation one style would be propriety and other situation other style would be propriety, but it is exhalent this, this winding up voluminous style idea generation. And again this is what we sometimes get a in examination paper when students come to the examination unprepared. And the keep writing pages and pages and we has examiners are suppose to sort of go through five pages of writing. And find out what the students are trying to say to avoid them may be five marks out of 10 and this is pretty much what happen. But this is something that can be used very positively for generation of ideas I will give you the excursive. Now, please pause the slide and pause the video and do the excursive and then I tell you how it relates to your work.

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## Discover your own writing style

Try writing a paragraph about each of the following:

1. A speech at your best friend's wedding
2. A request to the accounts office seeking clarification regarding your scholarship disbursement
3. Defending yourself when you have been caught doing something wrong
4. Consoling a friend who has recently lost a loved one
5. Negative feedback to a subordinate who is older than you and insists on treating you like a child at work
6. The relationship between religion and quantum physics

Try and gauge the differences in the way you write the above

Try writing it a paragraph about each of the following situations. So, the first one would be the speech at your best friend's wedding. The second would be a request to the accounts office speaking clarification regarding scholarship displacement. The third one would be defending yourself when you have been caught doing something wrong. The fourth paragraph would be consoling the friend who has been recently lost the loved one. Fifth would be the negative feedback to a subordinate whose older than you and insist I am treating you like the child work and you go the work subordinate. And the subordinate says you cannot tell me how to do my job. Are you trying to tell me out how to do my job as the working here since your father studied in this university or this your father worked in this office are you trying to teach me how to manage this things. Who do you think you are you restricted if you have to give negative feedback to such subordinate, what would you write, what would you say?

So, just paragraph on that and may be write the paragraph on the relationship between religion and quantum physics random. I do not know very much about either very little bit if they are expert. They can come up something my guess is that many people would not be happy idea how this are connected. Now, the exercise here is that, please write this paragraph and try and gage the differences between how you write the paragraph. If you do not see every much differences how you write each of this paragraph.



Then there is the problem then there is the real problem you must see a visible difference between the style that you adopt for writing each of these things. And I will give you a hint when I write this speech at your best friend's wedding you use a lot of positive adjectives to describe what is going on, and sort of relate to the whole situation. The second one is when you write a request to the accounts office. He can clarify regarding the scholarship it has to be plain straight forward style where you put the facts down and all you do is where you put the facts down.

And you all you do is just plain straight forward ask the accounts office what is going on. This is what I did please tell me what is going on defending yourself when you were doing when you been caught doing something wrong again we would prefer you know ideally you should be factually. But what we tend to do is sort of cover up things and we tend to sort of leave a room a way out for or give the interpretation that gives you the sense to us defend our, to also and sort of leave.

So, this would be the opaque style consoling the friend this would be the humanizing style. And you should be able to see visible differences negative feedback to us the subordinate here redounded may be you could police. And see just relationship between religion and physics go while the imagination be as creative as you want and you should be able to arrive something. So, you know try this and this will give you the idea of what you have, what you tend to do when you write any document same things is different. But many of us have the problem and start a writings.

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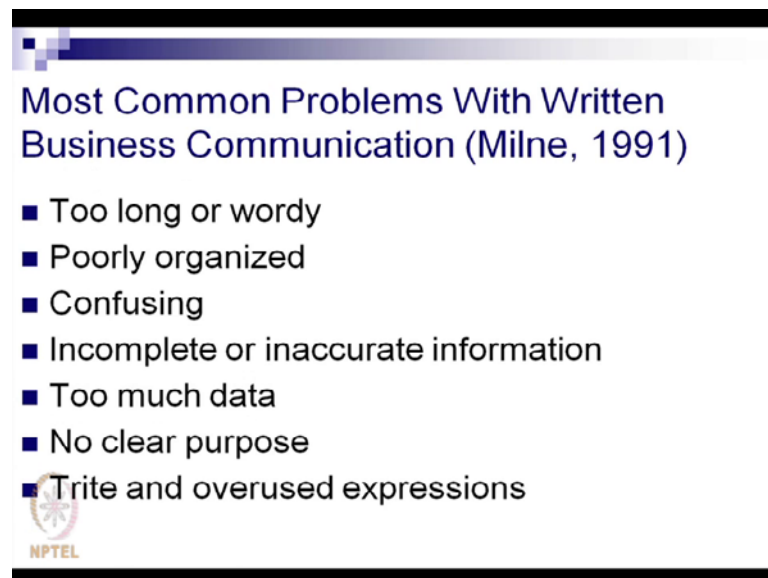
**Factors affecting effectiveness of written communication in international business**

- All challenges
- Perceptions regarding Quantity, Quality, Timeliness, cost (Roach, 2006)
- Perceived credibility
- Perceived meaning:




Some factors affect the effectiveness of the written communication international business and be challenges.

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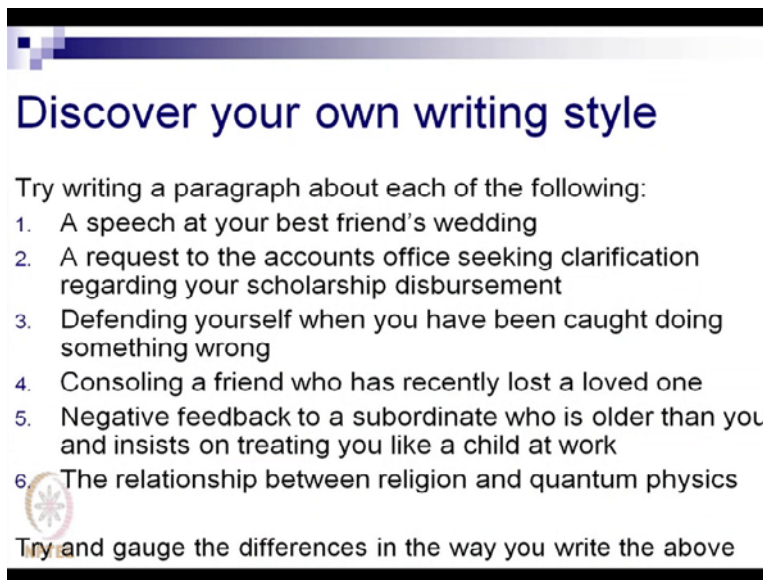
**Most Common Problems With Written Business Communication (Milne, 1991)**

- Too long or wordy
- Poorly organized
- Confusing
- Incomplete or inaccurate information
- Too much data
- No clear purpose
- Trite and overused expressions




Some common problem with written communication, the first one is the written communication could be too long or wordy. Can we please pause for a second please I am sorry some slide should be reorganized just 2 minute.

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## Discover your own writing style

Try writing a paragraph about each of the following:

1. A speech at your best friend's wedding
2. A request to the accounts office seeking clarification regarding your scholarship disbursement
3. Defending yourself when you have been caught doing something wrong
4. Consoling a friend who has recently lost a loved one
5. Negative feedback to a subordinate who is older than you and insists on treating you like a child at work
- 6  The relationship between religion and quantum physics

Try and gauge the differences in the way you write the above

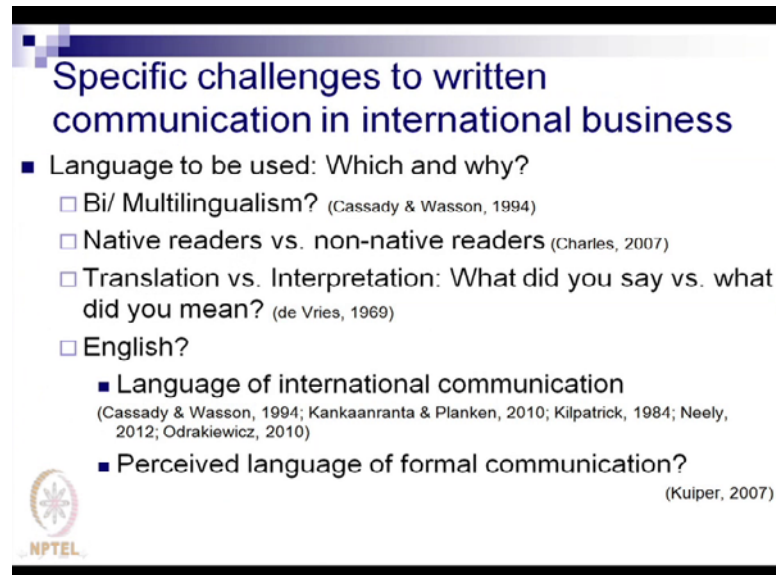
Once you have discovered your writing style; you have gauge the differences and you have seen the visible differences after lot of practice. Then move on to the next part now, these differences should be visible to you these differences should be should really stand out. And once you see this differences; that means, you have got the hang of how to write differently in different situation. This is the starting point writing requires lot of practice you keep going back in force you keep revising things that is how you learn to write well. And some common problem with written business communication again the various type of the research have been done lot of people studied this I will look at one paper. I am sure this list can be much longer than it is write.

Now, most people complain that the written communication of business professional tents to be too long and wordy especially when they join business it tends to be very very wordy. They do not know when to stop adding to much detail it is poorly organized. The portions are not really well pose with each other, it is confusing the clarity is missing is cohesive missing. It is incomplete many times there in accurate information there is not enough information to reach a point where people can actually arrive at the same conclusion.

That you did from different situations or many times it has too much data one it is long in wordy it just keep on and on and on beat about portion it just keep repeating or you tent to put in so, many. So, much data that it become it. So, difficult to read out the sense


making data from the anon sense data from the making data many times. I has no clear propose the focus is missing. And many times people tends to use try to over use or take expression or tends to repeats them self and and use this meaningless expression.

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**Specific challenges to written communication in international business**

- Language to be used: Which and why?
  - Bi/ Multilingualism? (Cassady & Wasson, 1994)
  - Native readers vs. non-native readers (Charles, 2007)
  - Translation vs. Interpretation: What did you say vs. what did you mean? (de Vries, 1969)
  - English?
    - Language of international communication (Cassady & Wasson, 1994; Kankaanranta & Planken, 2010; Kilpatrick, 1984; Neely, 2012; Odrakiewicz, 2010)
    - Perceived language of formal communication? (Kuiper, 2007)

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Some specific challenges to written communication and international business, the first one here is the language to be used what we get confused about when we talk about written communication. I am telling you what the problems are and you will say I am going on the international visit and you know I am going to face this problem. So, the first one is the language to be used which language we should be using.

And why you say English, why English if you are going to go to a, you say if you going to join the company in say Germany, Italy. And you are going to cell the crackers and this multi processing machine 2 people in the field or the machine that are going to be used by the people on the farms would you need to using English do think would you need to use English this help full why. Then you say if I going German learn German you really become by mingle will you be really able to graft everything this is the good start yes you will listen to something.

And you will catch on something and, but unless you leaved in that country unless you leave in that place unless you been must. That culture will be able to figure out the interpretation of the t the different words that I use. And so, this becomes the problem which language should I use when should I use this language why should I use this

language? If so, if you are working in multinational cooperation were everybody speak in English then English definitely. But then you know you have to be bi mingle if English is not your mother tongue.

So, bi mingles or become the problem and again unless you must in the language since your childhood you cannot be true bi or multi mingle your partially multi mingle native readers versus non native. And again how you correspond with native readers will be different from how you correspond with non native readers. We are talking about Indians going abroad, what about the people from abroad who come to India they may be they come and settle down in Gujarat. And they trying to were deal with this cloth merchants in Gujarat.

They want to go to the village and deal with they and they try and learn Guajarati. They may even try to learn Guajarati or they going to be able to pick up or they going to be to pick up the new answers so easily and so fast. So, you know you have this acculturation and we will talk about that when we discuss expatriation infatuation etcetera. But all this thinks created a problem when you are writing thinks.

Because you cannot explain things as well as you would able to when you are speaking translation versus interpretation. What did you say versus what did you mean, translation can happen if you get a gross of a language you can translate documents. But the intended meaning and the interpretation meaning will be very far away from each other unless clarity is there in the written document.

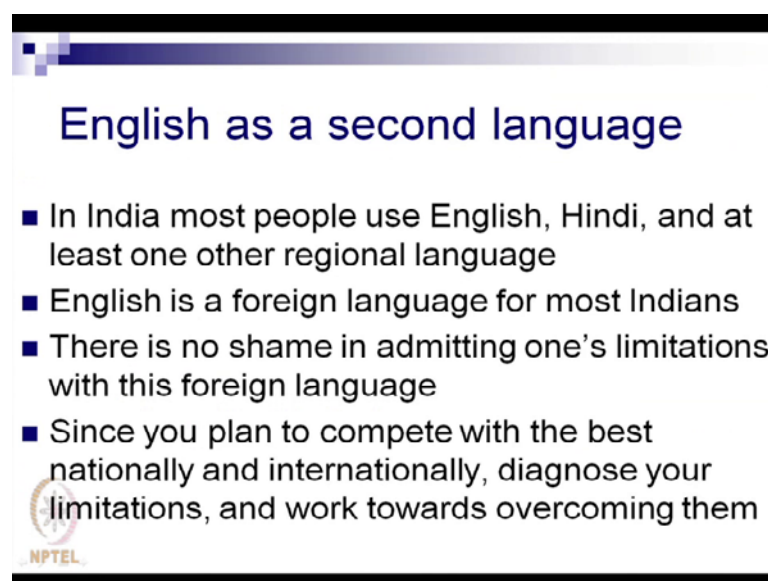
So, staying in India like I just told you I talk about jalebi. Now, people who had jalebi which comprises the large section Indians will know what I am talking goes round and round and round. But somebody who never had the jalebi one they will not know to pronounce the word. Secondly, they will be like what is this why you use jalebi why not something else you say why jalebi why not something else, you know if it has to be food item or you or whatever. So, what do you really mean when you say translation when you say interpretation? What do you mean that has to in and through the clarity in writing. So, that becomes the problem when you communicate in the language of a business that happens to be place where people where do not speak the language which you grew up with English. Again big topic is English really the language of international communication it has slowly come up.

But you know when I was growing up We were told that the most commonly language we use the language in the world Spanish and followed by French. And English would be number 3 or number 4. But nowadays because of the internet I again I do not have the statistic I try to look for them and people say something it is slowly gaining popularity may be it is language international communication.

But again it is the one of the language depending on what business you are doing and were. And you may need to learn the difference transcript you may need to learn different things. But for the purpose of this class I am going to stick with this English for at least this lecture it is perceived as the language of formula communication. There is research done in Malaysia where the researcher asked the student to respond to something she didnt specify what language they were suppose to use.

And by default the, they assumed that disposes documents and they responded in stimulate. And then she gave them choice and then she said that they you can respond in the language of choice. And when they responded in sorry when she did not give any choice when she gave them a choice you responded. And the effectiveness was much higher when they responded in native language. And so, you know we just preserved we assume that the language that you are suppose to use in formal situation is going to be English. Since that will go with them there is lots and lots of research going on it is the new term that come up with b e e l f business English has so, you may going to look up.

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**English as a second language**

- In India most people use English, Hindi, and at least one other regional language
- English is a foreign language for most Indians
- There is no shame in admitting one's limitations with this foreign language
- Since you plan to compete with the best nationally and internationally, diagnose your limitations, and work towards overcoming them

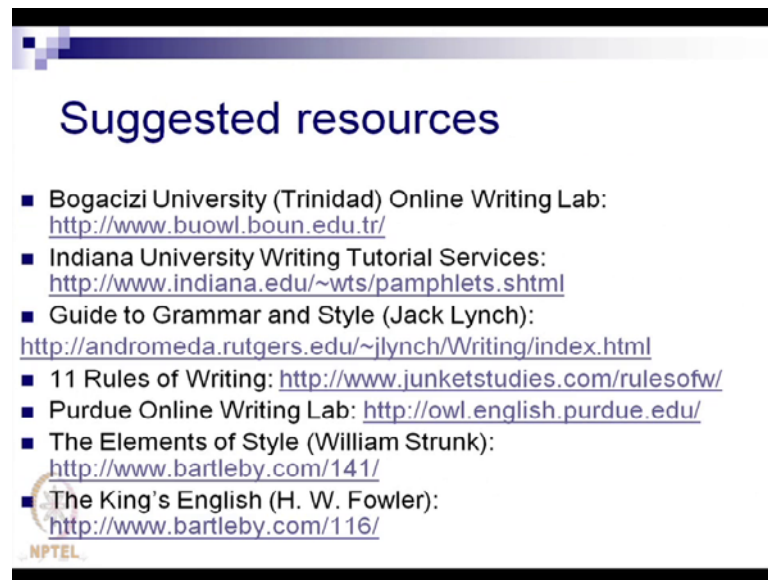
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And see what people are saying about since English is being used I will address some issue specific since the program is being recorded in India. I am going to explain to you the contextual now, for Indians I am sure the Indians were listening to this. They agree with me that in India English is the most people use English or a second language or English as the second language or the regional mother tongue English, Hindi. And the third language which is the mother tongue. So, they grow up as a native speaker of specific language and they learn Hindi in school learn English in school. And so, most Indians most educated Indians are trailing at least follow English and Hindi and their own native regional language. And with such diversity English become second or the third language for them.

And many times that can create with the usage of the language. English is the foreign language for most Indians and when I say foreign language. And again I am not talking about the educated a lead I am talking about the commoners it is still second or the third language. And we need to acknowledge that fact there is no shame is accepting one limitation with this foreign language when we say foreign language.

We should not be shame with comfortable with grammar I am not comfortable with in the manner in which things are return. And the since s people listening I am assuming that the people listening this series of lecture is are planning to compute best nationally. And internationally I would encourage you to diagnose your limitations and acknowledge them and work on resolving them work towards over coming them.

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**Suggested resources**

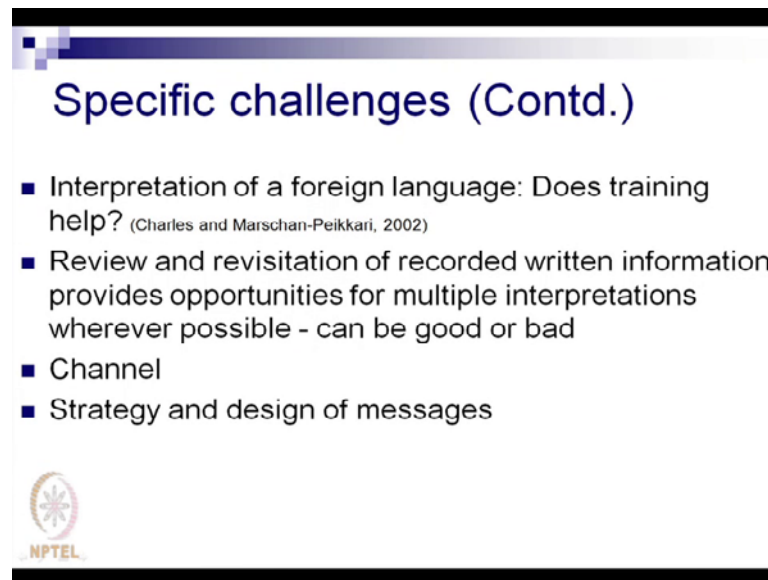
- Bogacizi University (Trinidad) Online Writing Lab:  
<http://www.buowl.boun.edu.tr/>
- Indiana University Writing Tutorial Services:  
<http://www.indiana.edu/~wts/pamphlets.shtml>
- Guide to Grammar and Style (Jack Lynch):  
<http://andromeda.rutgers.edu/~jlynch/Writing/index.html>
- 11 Rules of Writing: <http://www.junketstudies.com/rulesofw/>
- Purdue Online Writing Lab: <http://owl.english.purdue.edu/>
- The Elements of Style (William Strunk):  
<http://www.bartleby.com/141/>
- The King's English (H. W. Fowler):  
<http://www.bartleby.com/116/>

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And I can suggest the resources please pause please read this resources and these are the some of the sources I came across if you have more you can keep adding to this list. But I have compare the small list of recourse that can help you to become more comfortable with English as the foreign language again not exhaustive. So, you can go through the resources the website addresses are there I hope they are still working by the time this is put up. And you can axis them these are good resources that can help you out get a stronger grass on the language. So, please become comfortable in which ever language you intend to use to your international business transaction. I am not going to give any formulate you need to do that yourself.




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**Specific challenges (Contd.)**

- Interpretation of a foreign language: Does training help? (Charles and Marschan-Peikkari, 2002)
- Review and revisitation of recorded written information provides opportunities for multiple interpretations wherever possible - can be good or bad
- Channel
- Strategy and design of messages



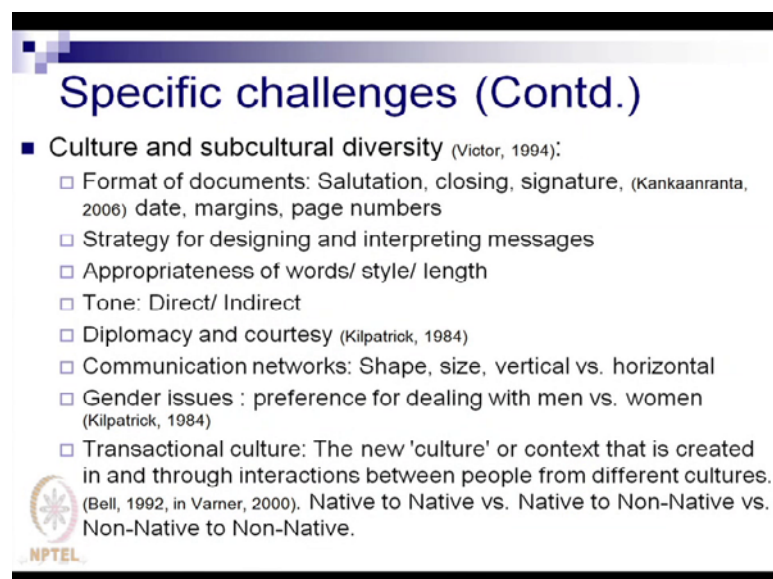
We will continue with the specific challengers in addition to the language being used the interpretation of a language is in other challenge. How you interpret the foreign language, how do you interpret? And in India it is also different regional language. For example, this program is being recorded in Bengal the people who are recording this program who are in this back end of this you know busy recording of busy editing profession to in English and Hindi. They do the best to communicate as clear as possible with us very hard working lot if they were. But they feel much more comfortable conversing in Bengali. Now, if they are teamed up with say people from Gujarat and Tamilnadu and Himachal Pradesh I am sure many of them would feel uncomfortable discussing as many things not comfortable somehow limited.

Also again depends on how strongly rooted you are to our native language how comfortable you feel using other language for these people Hindi is the second language. And English is the third language and they Multilanguage many of them speak curie also in addition to Bengali. And so, you know they I mean simple people who are helping us and so, which language do they use with whom. So, the first reaction is when they see a faculty member just to be to make the faculty member comfortable they start with Bengali. And then you say I am sorry I do not understand Bengali immediately switch to English or Hindi. So, they been adapted to it. But if they move to the different place where people are more comfortable using the different language within India, with writing also, which language would they use and why?

And how would the interpret these in the different language when I say foreign language. I am also talking about the different regional languages that exist in a diverse country like India. So, that is training may be with translation not very much with interpretation unless you immerse yourself in that region. And you are sort of using only that language to speak and to think also that takes time. And that takes practice review and registration of recorded written information provides opportunity for multiple interpretation were ever possible. It can be good it can be bad good because it helps clarifying things bad. Because you come up with so many different interpretation you do not know which one really fits best.


So, that is another challenge to written communication international business, what is this person means since there is active feedback the channel we use for transmitting the return information return message again suspect. If it is just paper and pencil it is different it is electronic media how people perceived media. How they react to the medium, how they use the medium? They will different vary from places to place; country to country depend on the axis such media the strategy. And the design of a messages again how do you design the message, what comes first what comes next. How do you address the people, how do you construct your message, how do you choose the channel, how do you what contend you include, how much you will include, what you leave out? All of those things are some of the challengers to written communication international business. And now come to the big one.

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## Specific challenges (Contd.)

- Culture and subcultural diversity (Victor, 1994):
  - Format of documents: Salutation, closing, signature, (Kankaanranta, 2006) date, margins, page numbers
  - Strategy for designing and interpreting messages
  - Appropriateness of words/ style/ length
  - Tone: Direct/ Indirect
  - Diplomacy and courtesy (Kilpatrick, 1984)
  - Communication networks: Shape, size, vertical vs. horizontal
  - Gender issues : preference for dealing with men vs. women (Kilpatrick, 1984)
  - Transactional culture: The new 'culture' or context that is created in and through interactions between people from different cultures. (Bell, 1992, in Varner, 2000). Native to Native vs. Native to Non-Native vs. Non-Native to Non-Native.



Which is culture and sub culture diversity my god huge challenge starts with formatting of the document salutation closing signature date margin, page numbers. What do you put, where you put it? How do you address people where do you start? Because when you are talking to people you can hear others. So, you know some meets you in the international setting in this a Mr, so and so Miss and so Dr, so, and so Prof, so on so. And you know that is the format address that we use what if you are writing to somebody outside of the country. And you do not know what they will like there is no feedback. So, you have to be very very cautious and you get a confused how do you write. I will come to that little bit I will show you some examples of this strategy for designing. And interpreting messages again depend on the culture.

And then you say sub cultural diversity again within a culture when 2 people get together. They form a different culture of their own in through interaction amongst themselves and that is the diversity. So, within India within this group here in this studios we have faculty who are a professionally different group. Then the staff who are defiantly grouped and the research scholars the PHD students who are helping both people who are different from the M.Tech student Master in Technology, student who are different from the helpers and the attendees in the office. So, there are 5 professional groups when we come to cultural diversity we have people from different stage within India using different language. When we have come to educational diversity we have the people with more hands on experience. And we have pure academics like me who have spent lot of their time studying and teaching. But you have not had very much experience in the industry I have add some, but maximum is here.

So, you know there are many people like me in academy. So, you know all this diversity, sort of you know we clean on to the people who are similar to us somebody who speaks same mother tongue me somebody who uses the same in his or her language like me may be gender. I sort of you know go and have tea with some ladies here again you know I prefer to correspond with women because I think they will understand me better. And again these sort of not really I mean I am just not conscious many time its sub conscious. But this is sub cultural diversity appropriateness of word style length all of these thing. Again which words do you use what style of writing, do you use how long the message should be again depends on the culture tone direct or indirect diplomacy.

And again you know how do you address people? What will sound polite? What will sound diplomatic? What will sound a brat? What will sound brash? Again depends on your perception of that culture. And that is very difficult to gauge a different in written communication c network shape of the network who talks to whom and why the size of the network vertical versus horizontal network. You know who do you report to how does the message needs to be sent. So, if I need to send the note to the director it has to be through my head of department through somebody else some rural officer in the central administration central administration to the director. So, that chain of command has to be followed there are reasons for this things has to be filed things has to be copied things need be records need to be kept people need to give permissions.

But again depends on the structure of the organizations gender issues preference with dealing with men versus women. Who do you prefer to deal with in some culture men preferred to deal with men especially were written communication or even oral communication is concerned. They feel uncomfortable dealing with women in other culture again and similarly you know women will feel more comfortable dealing with women. And in other culture it is neutral I do not care who is on the other side as long as the tone is this same I really do not care who is responding to my message.

So, but it can be the issue transactional culture new culture of context that is created in. And through interaction between people from different cultures native to native very little bit not not very be transactional. It is not different it is just this some specific rules that comes up. Because of the interaction native to non native again you know somebody coming into India from outside will be interacting different with them. Two Indian living in the different country will be interacting with each other in different manner than they will be interacting with the local people who over there.

And again you know you may discuss their own limitation they may expect the other person to understand the limitation. And again then it comes to the writing it challenges where do I draw the line? How do I, how much, what do I put in what do I? And these things vary according to the transaction culture that is created within an organization extremely complicated my whole my goal here you know if I succeeded in confusing you I have done my job today.

So, I am just trying to sensitize you to all this different things that are happening in your environment and that is why drafting message becomes very very difficult. Now, my suggestion at this point are what I will tell you, what I prefer you to do in this situation when I say format documents. Again I prefer that I prefer to use a very very neutral form of salutation and address. And just follow the tone of the organization be as formal as possible. And then bring it down to less formal depending on the feedback you get from the other person usually very few people get of ended by that. That is my suggestion to you again decide your own strategy for dealing with this thing according to your own organization.

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**Factors affecting effectiveness of written communication in international business**

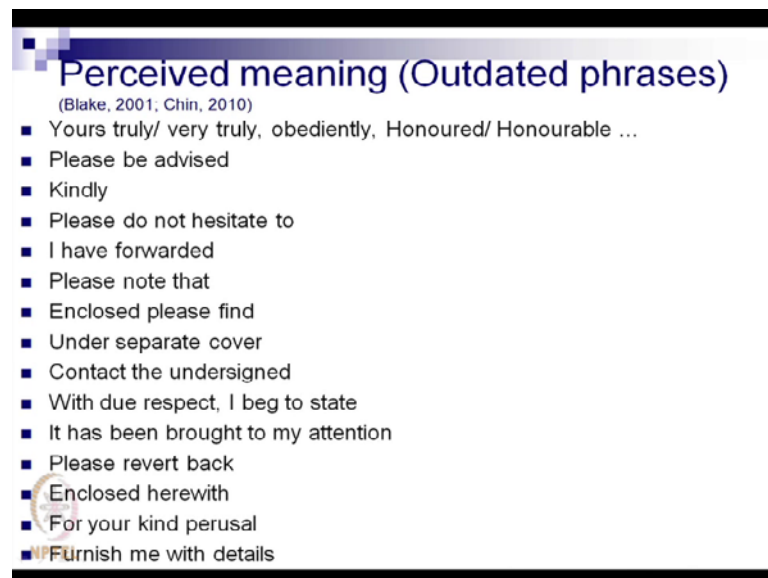
- All challenges
- Perceptions regarding Quantity, Quality, Timeliness, cost (Roach, 2006)
- Perceived credibility
- Perceived meaning:



Some factors affecting effectiveness of written communication international business all the challengers that we discussed in the previous slide plus the perception regarding the quantity, quality timeliness and cost of the interaction. Again these input are from a doctor desertion by submitted by Doctor Roach in 2006. You can look it up the less equal be references; you welcome to find the recitation and read it. And who are interesting you know how she described the affect of quantity of written communication. The quality of written communication with timeliness when you send the communication how long you take before you response all of those things are. And the cost the opportunity cost and f other cost involved in drafting written communication.

Perceived credibility is other one, how credible you perceived in written communication to be is another factor you know if you perceived to be credible coming from the top coming from the expert more credible. And then again you worried about how your communication will be perceived by the other party. So, you have been drafted appropriately which is by I keep putting all this bracket names and all those research I want you to think I really done my job in drafting this course properly. So, you know I want to be as through as possible and I want to convey that if I had got all this bracket of towards. As you can see in the previous slide all this people who said different things anyway.

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**Perceived meaning (Outdated phrases)**  
(Blake, 2001; Chin, 2010)

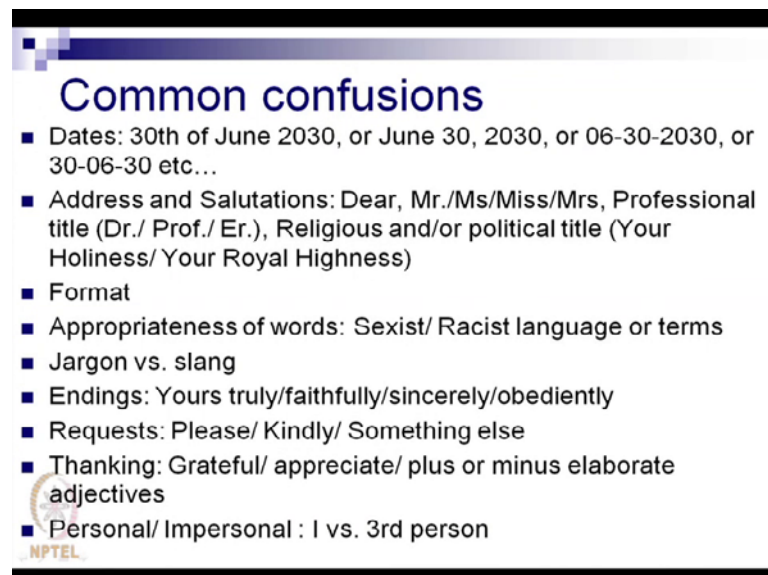
- Yours truly/ very truly, obediently, Honoured/ Honourable ...
- Please be advised
- Kindly
- Please do not hesitate to
- I have forwarded
- Please note that
- Enclosed please find
- Under separate cover
- Contact the undersigned
- With due respect, I beg to state
- It has been brought to my attention
- Please revert back
- Enclosed herewith
- For your kind perusal
- **N**Furnish me with details

And perceived meaning is another one that can affect the effectiveness of the written communication. I will give you any example of some outdated phrases which is slight entertainment enjoy. We use these words quite up it yours truly very truly yours obediently honored honorably so and so, again you know these words may have meant something. But they can be very different they have very different conversation in written communication as technology advancing as this society is evolving. And again they are considered to be outdated please be advised again you know. That is other the biggest one outdated one use this care that is my only suggestion to you kindly why not please is another suggestion that was given by Blake, 2001 and his paper.

So, please do not hesitate to contact me please do not hesitate to forward this please do not hesitate to get back to me I have forwarded something you I have sent I have forwarded phrases please note that you know. So, why please note will just say something. And if the person thing thinks make they will make note enclose. Please find under separate cover is another one contact the under sign why do not you say contact me contact the under signed with due respect. I beg to sate this is my favorite one why do I beg I do not want to beg you I beg you to sate my. Yes I will draft the message such a way that it come as respectful.

So, you know why do I need to read, but yet again we use this expression in some places please revert back not please revert. Please revert back that this is something that I have seen very commonly in return formal written communication in close to here with here to here on to all of those things are not really used very much now for your kind perusal again this is. So, for your preference work just is well please furnish with detail in another ones. So, we have all of this different expression no longer in use. But again the perceived meaning can be very different in different situation. So, please use this things.

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**Common confusions**

- Dates: 30th of June 2030, or June 30, 2030, or 06-30-2030, or 30-06-30 etc...
- Address and Salutations: Dear, Mr./Ms/Miss/Mrs, Professional title (Dr./ Prof./ Er.), Religious and/or political title (Your Holiness/ Your Royal Highness)
- Format
- Appropriateness of words: Sexist/ Racist language or terms
- Jargon vs. slang
- Endings: Yours truly/faithfully/sincerely/obediently
- Requests: Please/ Kindly/ Something else
- Thanking: Grateful/ appreciate/ plus or minus elaborate adjectives
- Personal/ Impersonal : I vs. 3rd person

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Common source of confusion in written communication dates you write 30th of June 2030. You write June 30 2030, do you write 06-30-2030 or 30-06-3 etcetera. I mean how do you write the date practical confusion again depending on the place that during depending on how they writes thing you need to write according to them. I have notice

this that in United States specific write the month before the date. And so, that is the method being following please follow that address salutations. Again do you write here or do you not write here Miss/Ms. It is pronounced as miz it is pronounced as m i z, but written as m s miss or misses. Again please do not use miss or misses unless you absolutely sure of the person status.

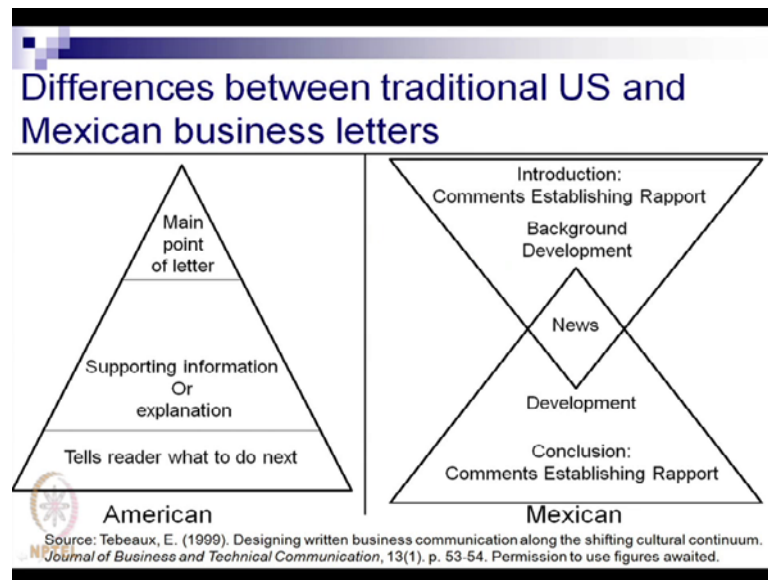
And again please avoid this you know Ms works, just fine pronounced as missed start the professional titles Dr or Prof Engineering or the religious and or political title your holiness your royal highness etcetera your larger. All of these things works just as well, but please avoid using dear again use with care the format which format do you use. I cannot tell you, you have to figure this out based on your, you are in appropriateness of your words.

The appropriateness of the words is in other one success stress is are language or term you know which language can be consider success or the places which language can be used consider or will be consider by the readers as neutral again as to be decided. So, he, she and again this common language can be a problem Jargon verses Slang. Jargon is the technical word, that are used by specific group of people who knows what this words means.

So, all by means as much Jargon as possible for internal communication in for external communication you know that the reader knows that is what you are talking about. But otherwise kind avoid slant better to avoid this in formal communication as far as possible how do you end the communication. Please focus on this side thank you, your truly, your faithfully, your sincerely, your obedient. Again depending on where you are neutral things single formula your faithfully, your sincerely works well regards comma so and so works very well again very neutral. You are not really falling on somebody respect full that is for me. It may or may not be for you request please or kindly or something else again thanking and grateful. I appreciate your help plus or minus more positive adjective personal or impersonal I verses third person. This has been done or I have done this again depending the situation, but these are main places where we tend to get confused.

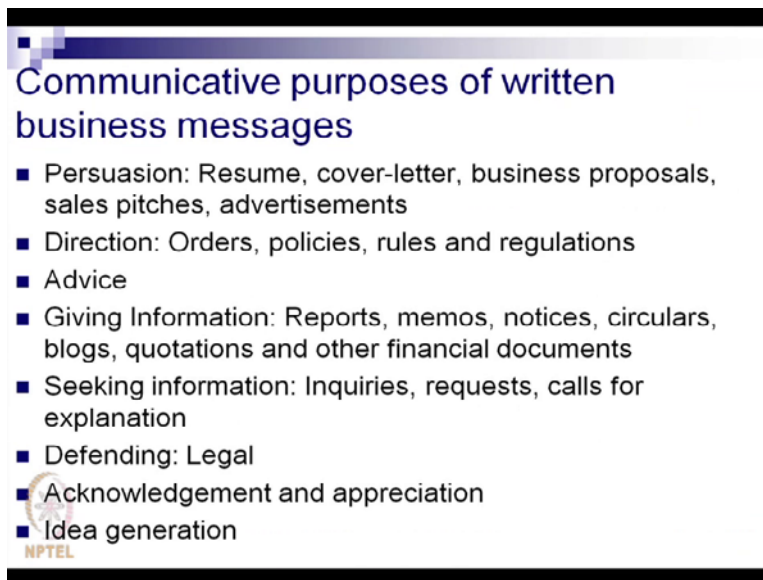


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An example of this difference between a traditional us and tradition Mexican business letter you start in an American business letter. You start with the main point of the letter gives lots of supporting information or explanation. And then you tell the reader what to do next, you know explain that, but maximum portion is supporting portion of information the in a Mexican business letter. The establishment of repo is the big part when you develop the background, you deliver the news you develop the rest of the letter to conclude by again establish a repo. And again this is just an example for a, for you to see you know how these letters are different. I given the source at the end please go and check the source. And you will get more information how these two are different.

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**Communicative purposes of written business messages**

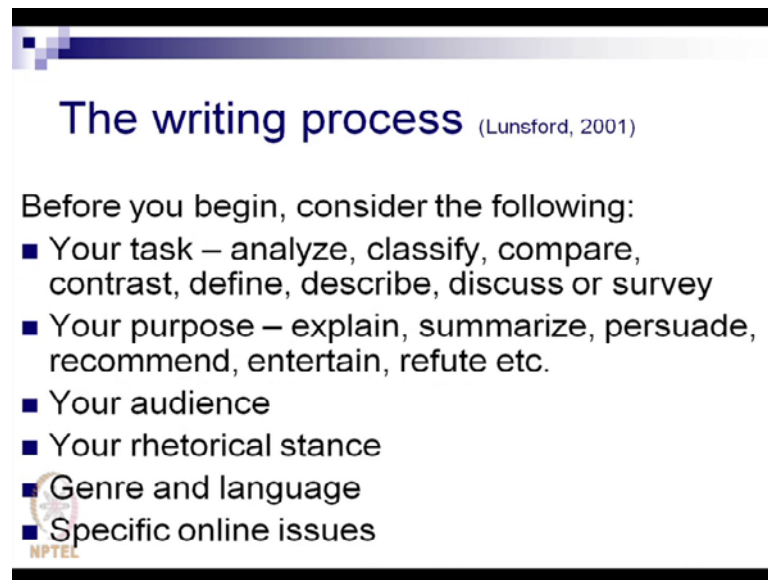
- Persuasion: Resume, cover-letter, business proposals, sales pitches, advertisements
- Direction: Orders, policies, rules and regulations
- Advice
- Giving Information: Reports, memos, notices, circulars, blogs, quotations and other financial documents
- Seeking information: Inquiries, requests, calls for explanation
- Defending: Legal
- Acknowledgement and appreciation
- Idea generation

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Communicative purpose of written business messages; this is really the crux of the presentation. Persuasion as one different business message can be classified as made the attempt to classify persuasions, messages or persuasions document are resumes one you trying to persuade somebody giving somebody information about yourself. You are also trying to persuade to see why you are applying for the position cover letter business proposal, sales picture and advertisement. All constitutive persuades business document direction could be order policy rules and regulation.

Advice; again directive could be letters could be memo could informal communication giving information reports memo notice circulars logs. And other financial document meeting minute's etcetera, seeking information enquiry request calls for explanation could be the document to seek information defending could be your legal document. And other document that discuss defending your position acknowledging. And appreciation is another one varies sort of tends people you know awards. And other things idea generation and acknowledgement appreciation where you discuss reward idea generation is another one you know you sought of use these messages to generate ideas in business.


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## The writing process (Lunsford, 2001)

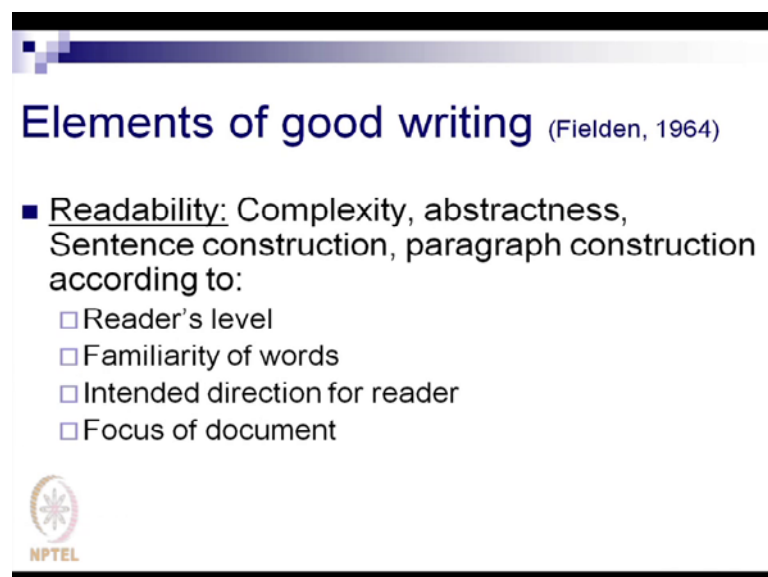
Before you begin, consider the following:

- Your task – analyze, classify, compare, contrast, define, describe, discuss or survey
- Your purpose – explain, summarize, persuade, recommend, entertain, refute etc.
- Your audience
- Your rhetorical stance
- Genre and language
- Specific online issues




The writing process before you begin consider your task analyze, do you plan to analyze classify, compare, contrast, define, describe, discuss or survey something. Your purpose; you explain, you want explain something summarize, persuade, recommend, entertain, refuse etcetera. Who is going to be read your leadership; your rhetorical stance where are you talking as a expert you are talking as a student are you talking as a somebody seeking information. So, where are you coming from genre language and specific online issues of you know is it over e mail or whatever you first decide these things then.

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## Elements of good writing (Fielden, 1964)

- Readability: Complexity, abstractness, Sentence construction, paragraph construction according to:
  - Reader's level
  - Familiarity of words
  - Intended direction for reader
  - Focus of document




You some element for good writing given by John Fielden in a paper published in 1964. Readability is one complexity, abstractness, sentence construction, paragraph construction. According to the readers level the familiarity of words according to the readers level sentence construction, according to the familiarity of words, intended direction for reader and focus of the document. So, the document that you prepare should be readable check it again this the different points.

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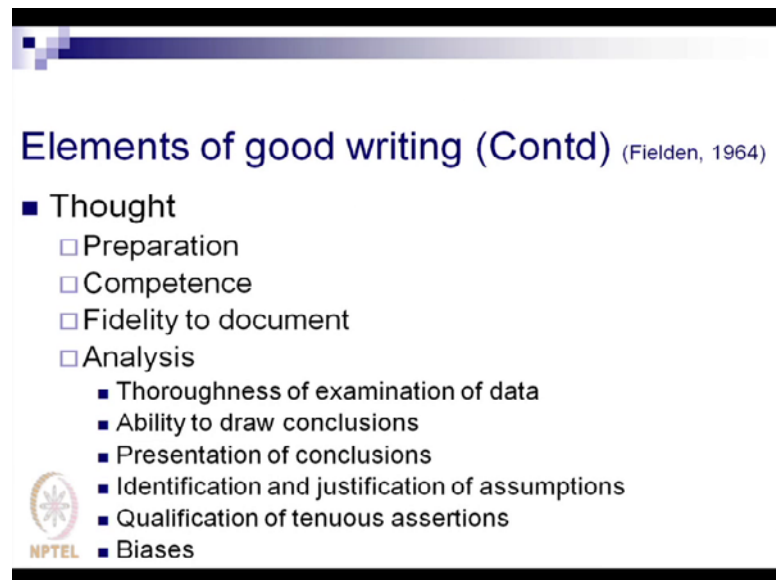
**Elements of good writing (Contd)** (Fielden, 1964)

- **Correctness:**
  - Accuracy of information
  - Mechanics
    - Grammar
    - Punctuation
  - Format
    - Appearance
    - Standard writing style appropriate for document acc. to company
- **Coherence:**
  - Relationship of ideas to each other
  - Logical juxtaposition of ideas to each other

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Correctness information provide should be accurate, grammar punctuation should be appropriate format should be the standard writing style appropriate for document the according to the company appearance should be what it is expected to be in that particular an organization. Coherence is the relationship of ideas to each other logical juxtaposition of ideas to each other is adds to the coherence.

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**Elements of good writing (Contd)** (Fielden, 1964)

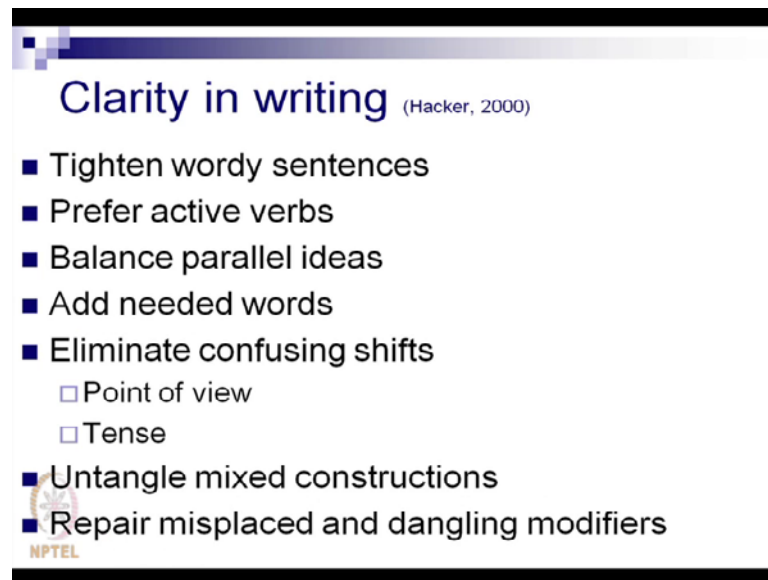
- Thought
  - Preparation
  - Competence
  - Fidelity to document
  - Analysis
    - Thoroughness of examination of data
    - Ability to draw conclusions
    - Presentation of conclusions
    - Identification and justification of assumptions
    - Qualification of tenuous assertions
    - Biases



Thought is the other one how much preparation have gone into it competence. Are you really qualified to write that document fidelity to document is your commitment to that document? It shows if you write the document with your whole heart into it shows or if it is a passing document. Then it shows and it does not look very nice specially when you are trying to convince somebody analysis. Again depending upon what you are writing thorough examination of data your ability to draw conclusions presentations of conclusions.

Identifications and justifications of assumptions that you have make right in the beginning when preparing that document a qualification of tenure assertions. Again one example of this could be the difference between transparency and confidentially. And so, where do you draw the line? How much disclose? How much you not disclose and your bases? Do they reflect in the document or not? So, all of that is covered under analysis and it shows in the manner which you are analyzing information you are presenting.

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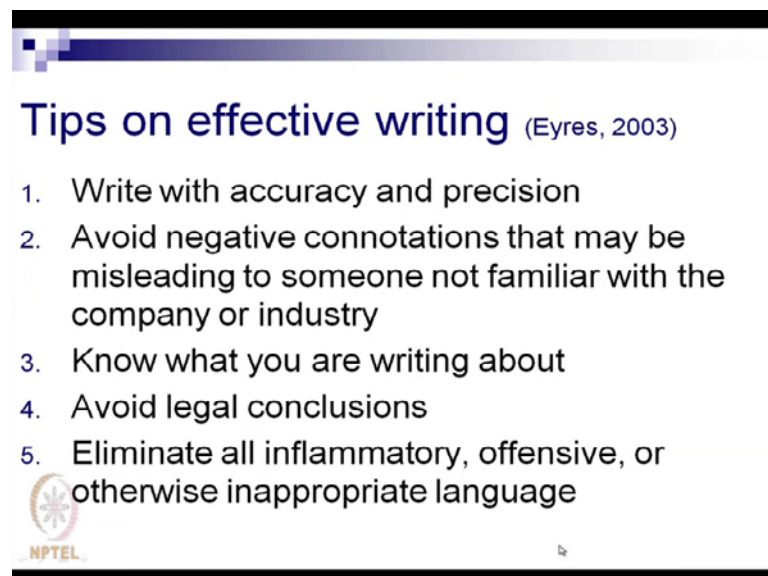
## Clarity in writing (Hacker, 2000)

- Tighten wordy sentences
- Prefer active verbs
- Balance parallel ideas
- Add needed words
- Eliminate confusing shifts
  - Point of view
  - Tense
- Untangle mixed constructions
- Repair misplaced and dangling modifiers

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Clarity in writing; tighten wordy sentences, prefer active verbs, balance parallel ideas, add needed words, eliminate confusing shifts from point of view from one point of view to other tens should be the same again. All this is the basic grammar just giving you sought of refresh. But here all of these things add to the clarity of the document people complain that written documents lack clarity. And you need to make sure that your document as clear as possible

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## Tips on effective writing (Eyres, 2003)

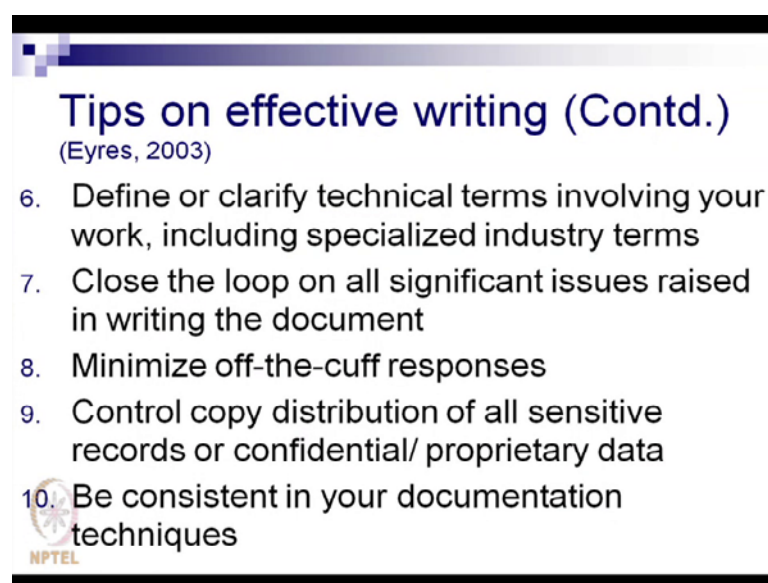
1. Write with accuracy and precision
2. Avoid negative connotations that may be misleading to someone not familiar with the company or industry
3. Know what you are writing about
4. Avoid legal conclusions
5. Eliminate all inflammatory, offensive, or otherwise inappropriate language

NPTEL

Some tips on effective writing; write with the accuracy and precision be the as clear as accurate, as precise as possible avoid negative connotations that may be miss leading to someone whose is not similar with the company or industry. So, as far as possible have as positive spin on your written document as possible know what you are writing about please make sure you know about the subject. That is being being discussed otherwise prepare yourself. And then write the document avoid legal conclusions written document is proof you do not want to live, any way for yourself or for your organization to get into trouble. So, please do not make conclusions till you are sure of then especially in international business where interpretation can depend on the context. The consequences can depend on the context all of these thing is contextual.

So, please be very careful eliminate all inflammatory offensive or otherwise inappropriate language. And the challenge is what will be consider inflammatory what will be consider offensive? What will be consider in appropriate? Now I may crack a joke here, but will it be consider appropriate may be may be not again you know in a class where I have students I can crack a jock I can put in a disclaimer. And that I do not filling mean anything, but I cannot do the same thing I cannot take same liberty over here. I cannot be sarcastic about thing I cannot use circassiam to explain any concept in this video lecture. Similarly in written communication you do not have that benefit of explaining things so, be careful.

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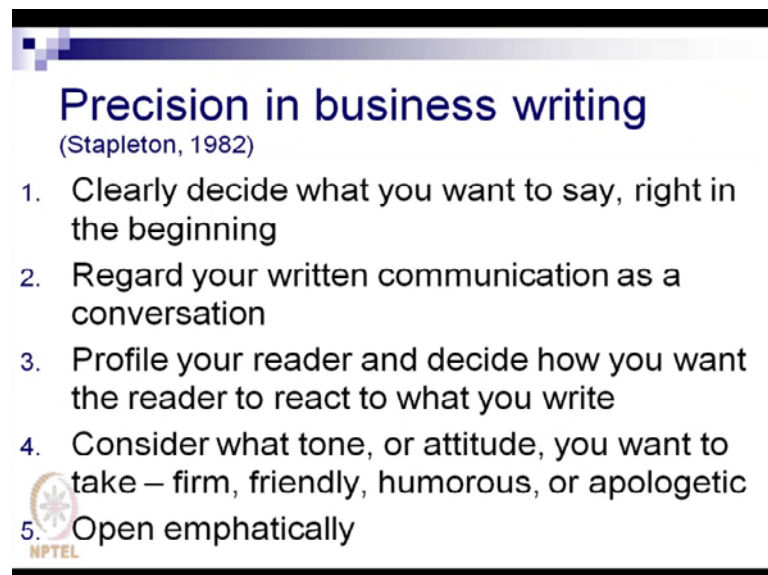
**Tips on effective writing (Contd.)**  
(Eyres, 2003)

6. Define or clarify technical terms involving your work, including specialized industry terms
7. Close the loop on all significant issues raised in writing the document
8. Minimize off-the-cuff responses
9. Control copy distribution of all sensitive records or confidential/ proprietary data
10. Be consistent in your documentation techniques

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Define or clarify technical terms involving your work including specialized industry terms. Close the loop on all significant issues raised in writing the document. Minimize off the cuff response random responses you know this casual remark should not be made control copy distribution big thing. Please do not send thing people unless really meet them everybody unless the people receiving the document can make some use of them. Do not lock them inboxes, do not lock them mail boxes, do not do it be consistent documentation technique. Why because you need to retrieve the document later the whole purpose keeping the document is to be able to retrieve it. So, make sure that you documentary appropriate give the file in name that you can remember precision clearly in decide.

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**Precision in business writing**  
(Stapleton, 1982)

1. Clearly decide what you want to say, right in the beginning
2. Regard your written communication as a conversation
3. Profile your reader and decide how you want the reader to react to what you write
4. Consider what tone, or attitude, you want to take – firm, friendly, humorous, or apologetic
5. Open emphatically

NPTEL

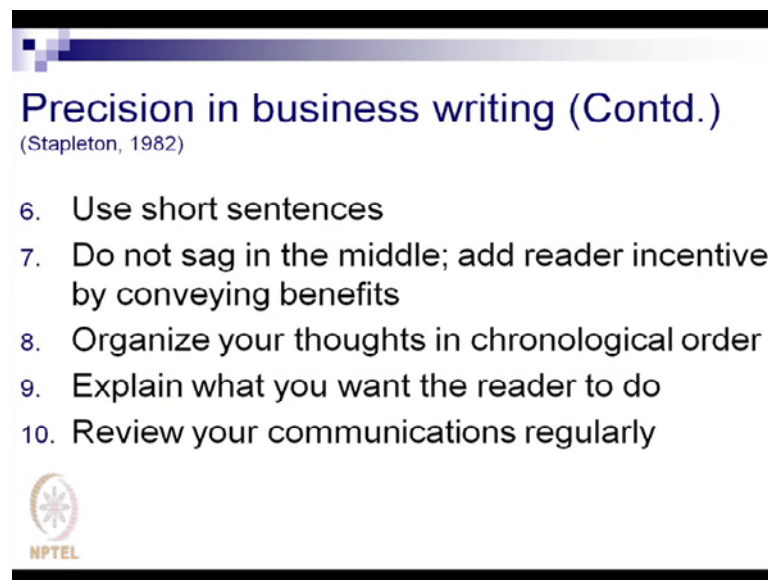
How can you bring precision into our writing clearly decide what you want to say right in the beginning regard your written communication as a conversation. And lead the leader through who different aspects of the written document profile your reader. And decide how you want the reader to react to what you write, how do you want the reader what do you want the reader to do after they write your documents. So, have understand the context of the reader and try.

And also have it clearly in your mind as to what you want to do after they have receive the document. And write it consider what tone or attitude you want to take firm friendly humorous or apologetic open emphatically. Again make sure you get them attention right




in the beginning. So, they are inclined to reading the document use short sentences as far as possible as short sentences as possible as short sentences as possible. Do not use big words that need to be looked up in a dictionary especially if you are using you are writing for business.

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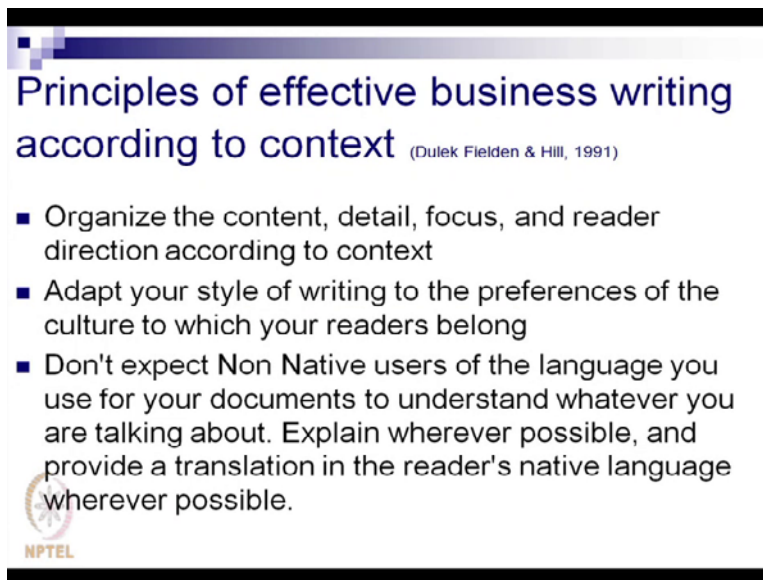
**Precision in business writing (Contd.)**  
(Stapleton, 1982)

6. Use short sentences
7. Do not sag in the middle; add reader incentive by conveying benefits
8. Organize your thoughts in chronological order
9. Explain what you want the reader to do
10. Review your communications regularly



Do not sag in the middle; add reader incentive by conveying benefits for them you know give them some reason to keep the document. And please do not give them long documents that you really need to organize your thoughts in chronological order. And again you know whatever order they should be logical order the chronologic. Something else explain what you want the reader to do. And review your communications regularly and adapt to the situation.

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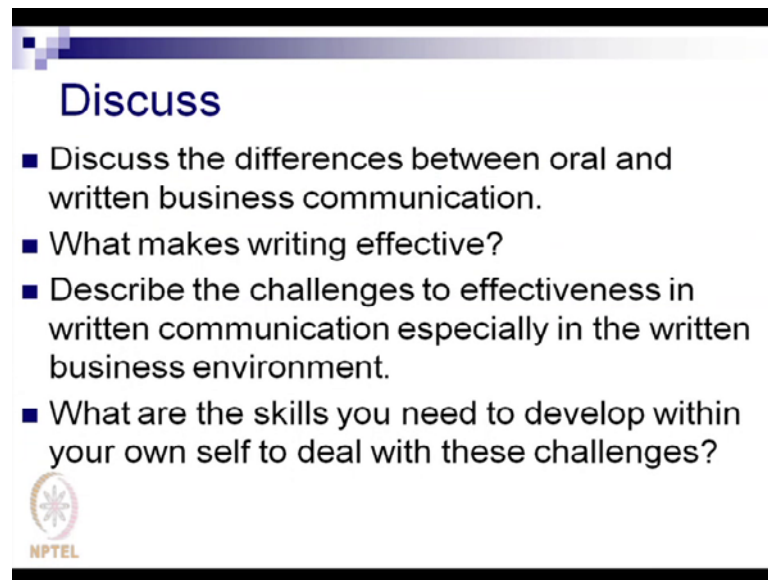
**Principles of effective business writing according to context** (Dulek Fielden & Hill, 1991)

- Organize the content, detail, focus, and reader direction according to context
- Adapt your style of writing to the preferences of the culture to which your readers belong
- Don't expect Non Native users of the language you use for your documents to understand whatever you are talking about. Explain wherever possible, and provide a translation in the reader's native language wherever possible.

NPTEL


Some principles of effective business writing according to context, specifically organize the content details focus and reader directions according to the context. Adapt your style of writing to the preferences of the culture to which your readers belong. So, please be careful, please adapt to the style please consider all of these specific challenges that we discuss in your writing. And please make sure that you write thing accordingly and do not expect non native users of language. You use for your documents to understand whatever you are talking about explain whenever possible. And provide a translation in the reader native language if and possible, but as far as possible keep your communication crisp to the point short use smaller words. And you should be and again it just tips you can you should take the tips here on move on again.

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**Discuss**

- Discuss the differences between oral and written business communication.
- What makes writing effective?
- Describe the challenges to effectiveness in written communication especially in the written business environment.
- What are the skills you need to develop within your own self to deal with these challenges?



Some questions please discuss the differences between oral and written business communication. What you think make writing effective describe the challenges to effectiveness in written communication especially in the written business environment sorry in the international business environment. It should be written business environment sorry in the international business environment. It should be written business environment; it should be international business environment I am sorry about that, what are the skills you need to develop within your own self to deal with these challenges. So, please describe the challenges and make a list of skills that you develop the deal will have to challenges we have discuss so far. And once you made that list start plugging in places should be plugged them and you will do really well.

Thank you.