



Business

商务英语写作

English Writing

主 编 朱金花 臧庆华 Joel P. Bowman



复旦大学出版社

www.fudanpress.com.cn

商务英语系列

BUSINESS WRITING

商务英语写作

主编：朱金花

臧庆华

Joel P. Bowman, Ph. D.

(Western Michigan University)

编者：陈传兴 周德敏 王国新 周明芳

秦 凯 徐锦康 尤其达

復旦大學出版社

Preface

This textbook is meant for college students (non-English major and business major students), and for eager learners who want to improve their English writing capabilities at work. Students and learners often find Business Writing complex and difficult simply because English is not their first language. But if it is presented well, the students and learners usually derive a great deal of satisfaction from it as it helps them develop a good habit of writing and command effective writing strategies, methodologies and skills.

OVERVIEW OF THIS BOOK

Business (English) Writing has become a popular subject taught at the university and vocational college levels. This subject is a live one, full of practical application and challenges in today's ever-changing business environments. As we have seen so many changes in our economic life since the adoption of open-up policy, many modes of writing and terms have fallen out of favor within the business writing practice and vernacular. However, we have still found many textbooks in use are "what-oriented", not "how-oriented." The "what" simply refers to the writing basics, rules, principles and mechanics. These are important aspects in the teaching of business writing, but they are not enough to help the students and learners write in an efficient, effective and productive manner. Technical knowledge and skills — whether of accounting principles, biological processes, or mechanics and physics — are of little value unless you can communicate what that knowledge and those skills mean to others. Differently, the "**how**" is the writing strategies, process, methodologies and creative activities that the reader can use to solve their real writing problems and communicate with others in writing successfully in the business world. This book aims to combine these two approaches in order to facilitate the classroom teaching of hands-on knowledge of business writing for the dynamic business settings.

The clear-cut organization of this textbook is one of its foremost significant features. Unit 1 provides an introduction and deals with fundamentals of business writing so as to lay a foundation for studies and discussions of the following units. The rest of the textbook cover many modes of business writings, embracing practical or hands-on knowledge of business writing specifications. All texts have been designed, organized and written on the combination of business process topic and elementary approaches. With its high caliber of materials, its consistent humanistic and reader-oriented emphases, and its clear organization, each text is lively, sophisticated but easy-to-use, and eminently usable for the students and learners to write confidently and successfully for desired results.

A second distinct advantage of this textbook is perhaps the primary one for teaching and learn-

ing business English writing as a second language . Engagingly written (students and learners oriented) and illustrated with scores of telling examples (real scenarios) this textbook hopes that the students and learners can identify writing qualities (8 C's) that most typically distinguish good writing from bad and use practical measures (checklists) for avoiding pitfalls skillfully .

The third major strength of this textbook is the uniform apparatus that has been designed for driving business results . The apparatus is systematic in design . For each unit , there is a brief introduction , text contents and concluding remarks . After each unit , there are various writing practices . These questions (mostly thought-provoking) are organized in a common format created to reinforce essential writing , oral communication skills .

The final feature of this book design and organization reflects the writers' innermost conviction that business writing begins with purpose and ends with result . ***The textbook focuses on business results for business writing.*** In business , communication is not an end in itself . It is a critical management tool for accelerating change and improving performance , including facilitating international economic transactions . In fact , several research studies have proven that there is a strong correlation between high-performing organizations and effective written communication practices . This work is grounded in this belief — starting with a thorough understanding of employers' and employees' needs , dynamic and ever-changing business contexts , environments and priorities , including the company's human capital strategies , and planning all communication solutions or textbook design and organization , or deployment of teaching tasks to help drive business results .

PEDAGOGY AND POSSIBLE COURSE ARRANGEMENT

Because the textbook is more comprehensive than many available ones , it normally cannot be fully covered in one semester . The book is designed to be flexible in meeting the instructor's needs based on his/her teaching targets and limited timeframe . If you have students of vocational college , the possible approaches are suggested as follows :

Unit	Text	Exercises
1	★	★
2	★	★
3	★	★
4	★	★
5	★	★
6	☆	☆
7	☆	☆
8	☆	☆
9	☆	☆
10	☆	☆

★ — Cover most in depth

☆ — highlight key issues , basic concepts and terminology

INSTRUCTOR'S MATERIAL

The instructor's support material contains (1) answers to all end-of-unit questions, exercises and problems; (2) case studies and teaching suggestions. It is available from the writers of this book. Any instructor using this book as a classroom teaching material can request a free copy of INSTRUCTOR'S MATERIAL via e-mail at alexchzang @ 163. com and/or text-messaging at 13636397147.

ACKNOWLEDGMENTS

We are extremely grateful to all the business writing professionals, reviewers and students who have provided valuable feedback and suggestions during the development of this first edition. We will continue to do our best to improve this book in our quest for quality of teaching business writing for the Chinese students as a second language and to spread what we truly believe is a fundamentally important message to future business writers. We encourage you to contact us at our e-mail address shown above with any comments or suggestions that you may have.

TABLE OF CONTENTS

Unit 1 Business Writing / Written Business Communication	1
Text A: Art of Writing	3
Text B: Business Writing & Business Writing in English	6
Text C: Business Writing Process	10
Unit 2 Employment-Related Writings	19
Text A: Résumé Writing	20
Text B: Résumés Cover Letter Writing	25
Text C: Other Letters Concerning Employment	27
Unit 3 Memo and Letter Writing	41
Text A: Basics of Memos and Business Letters	42
Text B: 8 C's for Message Formation	51
Text C: Writing Short Documents	70
Unit 4 Meeting Documentation	102
Text A: Meeting Planning and Preparation	103
Text B: Conducting a Meeting and Taking Minutes	105
Text C: Following-up and Minutes Processing	109
Unit 5 Oral Communication in the Workplace	115
Text A: Interpersonal Communication	116
Text B: Group Communication	127
Text C: Oral Presentation	138
Unit 6 Business Documentation	151
Text A: Anatomy of Business Documentation	152
Text B: Strategic Plan Documentation	163
Text C: Writing Procedures	171
Unit 7 Business Plan Writing	184
Text A: Business Planning	185
Text B: Elements of a Business Plan	187
Text C: Deploy and Control a Business Plan	198
Unit 8 Business Proposal Writing	204
Text A: Basics of Business Proposal Writing	205
Text B: Generic Structure in Proposals	211
Text C: Managing the RFP Process	224

Unit 9 Business Report Writing	230
Text A: Form and Function of Business Reports	231
Text B: Defining and Researching Business Reports	241
Text C: Common Business Reports	250
Unit 10 Contract Writing	261
Text A: What Is a Contract?	262
Text B: Anatomy of a Contract	269
Text C: Contracting Management	278
References	292

Unit 1

Business Writing / Written Business Communication

Learning Objectives

At the end of this unit , the reader should be able to

- ✓ define some major terms and concepts related to business writing .
- ✓ discuss the art of writing.
- ✓ have a good understanding of business writing specifications and requirements .
- ✓ enumerate the major steps of writing process .
- ✓ use planning , profiling and checklist techniques to solve possible writing problems .

Introduction

Writing is sometimes referred to as humankind's greatest invention. Undeniably, the development of communication by writing was a pivotal step in the advance of human civilization . Many language historians believe that writing was initially developed as a means of communicating business matters and merchants were the first to use written symbols because of the necessities of trade and keeping accounts.

As writing became more important as a permanent record of communication , authors and books on written communication principles appeared . Some of today's principles of writing are founded on a mixture of ancient oral and written tradition. Business communication is one of the offshoots from an earliest world where communicating well was a foundation of learning .

The Importance of Business Writing

Business (including commercial , technical and official) correspondence is a vital factor in making the world of business run efficiently , effectively and productively. No modern businesses could exist for long without letters and other forms of written communications .

Outward business letters , documents and papers are reflections of a company's image. A well-developed and prepared business document will allow you and your organization to build confidence , competence and trustworthiness in your suppliers , customers , community , financial circles , regulatory bodies and other publics. Therefore , a good knowledge of written communications is crucial for the people involved in business .

Your career success , from both a personal and professional stand point , will depend to a great

extent on your ability to communicate. Regardless of your specific profession and responsibilities, your ability to think and write — precisely, thoroughly, originally — represents the most valuable contribution you can make to your organization. There are undoubtedly other men and women who can do what you do, perhaps not quite so well, but well enough to get the job done. But no one can duplicate your thought and writing processes. So anything you can do to improve your ability to think and write is additional success insurance. People evaluate you both formally and informally by your communication skills (We typically tend to gauge the intelligence of others and their ability to do a given job by their use of language and other communication skills). Knowing your job responsibilities won't be enough for success on the job. You need to be able to get your ideas across to others especially in writing.

Cost of Poor Communication

In today's fast-paced business environment, poor communication is expensive, a typical one-page business letter will take the average person about an hour to plan, compose, and revise — or about RMB ¥10 Yuan (assuming the writer's daily wage is ¥80), and that does not include the costs of equipment and materials used to produce the letter, and mailing.

Badly written messages have a number of hidden costs. They are, for example, difficult to read and waste the reader's time. The reader may require additional explanation and a greater investment in time — for both the writer and the reader. Even worse, badly written messages may not produce the desired result; they don't result in a sale, contract, or customer loyalty.

Benefits of a Good Business Writing

The benefits of good business writing include, but not limited to, the following:

- ◇ **Saving the reader's time** — A well-written statement of writing purpose, a logic-based organization of a unified and coherent message, a clear and simple style, a proper tone, and a powerful visual impact of the message help the reader read, understand, and act on the information as quickly as possible.
- ◇ **Saving your time** — Reduce reading time. Eliminate time needed to rewrite badly written materials. Reduce the time taken by asking writers "What did you mean?"
- ◇ **Increasing confidence** — Having a good command of fundamentals of business writing will allow you to communicate with confidence.
- ◇ **Increasing efficiency and effectiveness** — Understanding the fundamentals of business writing, combined with an understanding of the psychology of communication and dynamic business settings, will allow you to prepare written materials more quickly and to avoid unnecessary revision or repetition. In a word, you will be able to communicate more clearly and persuasively.
- ◇ **Building goodwill** — A good writing will allow you to build a positive image of your team and organization and to build an image of yourself as a knowledgeable, intelligent and capable person.

This unit discusses and explains art of writing, business writing and writing process aiming at arousing the reader's interest in the subject of business writing.

Text A: Art of Writing

In his paper addressing *The Philadelphia Gazette* in 1773, Benjamin Franklin (1706 ~ 1790) offered sound writing advice for “all lovers of writing” who were seeking improvement. The following text content is partly constructed on his “sound writing” consisting of the purpose of the writer, the style and manner of writing and the duty of all lovers of writing.

Writing has laws of perspective, of light and shade just as painting does, or music. If you are born knowing them, fine. If not, learn them. Then rearrange the rules to suit yourself.

Truman Capote (1924 ~ 84)

I Purpose of the Writer

The purpose of the writer can be classified into two categories: expressive writing and communicative writing.

1. Expressive Writing

Why do students write? Easy, most students would say: *Because we have to.* Honest, perhaps, but discouraging. Isn't there something more positive we can say about writing?

In a very real sense, the writer writes in order to teach himself, to understand himself ...

Alfred Kazin (1915 ~ 98)

Yes, there is. Many good writers have seen writing as an indispensable part of thinking and learning. When you write you discover that you really understand something, or just think you do; and the very process of writing makes you think, and think hard.

Expressive writing is personal and informal, employed to encourage comprehension and reflection on the part of the writer. Open-ended and creative, expressive writing is a good way to start learning about a topic. The process of writing — a restless cycle of inquiry, composition, and revision — pushes students and learners toward the true goals of higher education: critical thinking, creativity, analysis, synthesis, and informed judgment. In this view, then, writing is primarily about thinking and learning, not showing off what you already know. If a writing task teaches you nothing, assignment has been a failure.

Writing as learning begins with expressive writing. Everything is unfamiliar. It's like being in a strange land where not only the terrain but even the signs and maps are unfamiliar, and the words themselves are foreign. That's the situation students find themselves in when they begin studying a field like history or anthropology or biology or business. Expressive writing gives students an opportunity to start to make sense of the world they find themselves in, to bring the myriad facts, definitions, rules, theories, and perspective to life and to impose some order on them.

2. Communicative Writing

By contrast, communicative writing is analytic, formal and more or less impersonal. It presupposes that the writer already has considerable knowledge and understanding of the topic, and is writing to inform or to persuade a reader. It demands adherence to established conventions of tone, voice, diction, evidence, and citation; these conventions will vary according to discipline and type (e.g. memo, E-mail, business report, plan, and proposal, lab report, history paper, legal brief). Writers *communicate their thoughts to others in writing* via proper application of *methods* of **Persuading** and **Informing**.

Your ability to advance sound and compelling arguments is an important skill in everyday work – ing life. You can use persuasion to make a point in a class , persuade your parents to let you borrow the car , and talk an employer into giving you a raise . But , it does not mean that you can write a persuasion paper . *The difficulty is not to write , but to write what you mean , not affect your reader , but to affect him precisely as you wish* (Robert L. Stephenson). No matter how intelligent the ideas , a paper lacking a strong introduction , well-organized body paragraphs , and an insightful conclusion is not an effective persuasion paper .

The term persuasion may refer to logical argument , emotional appeal , or ethical appeal . In a persuasion paper , the business writer hopes to convince the reader and attempts to do so through a series of steps : (1) gain the reader's attention (A well-constructed introductory paragraph immediately captures the interest of your reader) , (2) outline the problem or situation (giving appropriate background information of the paper's topic) , (3) anticipate or recognize opposing points of view , (4) appeal to both reason and emotion in the choice of examples and details (advancing or elaborating your argument(s) or point(s) in your body paragraph , not just to describe the content of the paragraph) , and (5) offer an insightful conclusion (giving the reader reasons for bothering to read your paper) .

II Style & Manner of Writing

1. Clarity

To write clearly , not only the most expressive , but the plainest words should be chosen. If there's one writing

Manifest plainness , embrace simplicity ...
Lao Tzu (604 ~ 531 BC)

quality that Great Writers and experienced writers have emphasized more than any other , it's clarity. Being clear in your thoughts and your words — saying what you actually intend to say , and doing it in such a way that your reader understand you — is your highest duty as an expository writer , more important than beauty or elegance or even originality . Without clarity you're not really communicating , just going through the motions .

And yet many students use a writing style that makes clarity difficult or impossible to achieve : instead of *short active verbs* (to convey action) , *subjects that match up with their actors* (to bring the main action into the central subject-verb structure of their sentences) , *concision* (to keep the reader focused on what really matters) , and a *sustained flow of sentences from a single point of view* (to keep the story unfolding in a way the reader can follow easily) , many students choose the opposite approach on each of these points : *passive voice* , *being verbs* , *nominalizations* , *wordiness* , and *herky-jerky jumps in point of view and time* . This wordy , inert style makes it hard for the writer to convey what he/she means .

2. The Plain Style

The simplest style is the most beautiful. Learning to write well in college and at work means learning or relearning how to write plainly and clearly . This doesn't mean that plainness is the *only* good style , or that you should become a slave to spare , unadorned writing . Formality and ornateness have their place (see the upcoming section on rhetoric) , and in competent hands complexity

If any man wish to write a clear style , let him first be clear in his thoughts ...
Johann W. von Goethe (1749 ~ 1832)
The greatest enemy of clear language is insincerity .
George Orwell (1903 ~ 1950)

can carry us on a dizzying, breathtaking journey. But most students, most of the time, should strive to be sensibly simple, to develop a baseline style of short words, active verbs, and relatively simple sentences conveying clear actions or identities. It's faster, it makes arguments easier to follow, and it increases the chances a busy reader will bother to pay attention.

3. Concision

Concision is intimately connected to clarity. Business writing style as a practical matter — action-oriented subject-verb constructions that match syntax with logic — tend to make you a more concise writer.

But concision remains a struggle for every writer. As our ideas swirl around us, and as we struggle to give them order, clarity, and vigor, our words swirl around us, too. It's typical for good writers to produce wordy early drafts, and then work through several stages of revision to find and eliminate all the flab.

The most valuable of all talents is that of never using two words when one will do.

Thomas Jefferson (1743 ~ 1862)

Less is more.

Robert Browning (1812 ~ 1889)

4. Rhetoric

The study of rhetoric stretches back to classical Greece. Today the term is most commonly taken pejoratively, meaning bombastic or exaggerated language. But rhetoric also has a neutral meaning, which we can use for our business writings — rhetoric as the art or science of persuasion by means of stylistic and structural techniques. The study of rhetoric is useful because it encourages learners to think of writing as series of strategic choices. Every attempt to put words together includes choices of which words to use and how to arrange them. In this sense all writers, like it or not, use rhetoric. Even simplicity is a rhetorical choice. Rhetoric is also useful because it encourages thinking about one's audience. Different audiences require different rhetorical choices.

III The Duty of All Lovers of Writing

Robert Louis Stevenson (1850 ~ 1894) reminds us, "There are two duties incumbent upon any man who enters on the business of writing: truth to the fact and a good spirit in the treatment." "Truth to the fact is of importance to the education and comfort of mankind, and so hard to preserve. The second duty, far harder to define, is moral."

Writing traditions require a writer to follow proven writing skills, conventions and mechanics. However, modern business writing demands more. A dramatic development or change is an ethical factor. It requires the business writers to communicate ethically in the business arena.

Business ethics is a complex issue. Business writer is not free from ethical considerations arising in communication contexts when handling the writing assignments. They put an extra onus on us, and can affect our professional success in the business world. However, eastern and western ethical criteria and standards have been rooted in the different cultural evolutions and heritages. We are facing the same problems, but approaching them differently. Here, we only talk about some ground rules regarding business writing.

Business writers enjoy a remarkable degree of freedom. With that freedom comes the duty or responsibility to practice crafting or writing skills in accordance with the highest standards to be accountable for what we write and publish, and to avoid conflicts of interest. Otherwise, we could lose

our most important asset: the trust of our readers, reviewers and endorsers in the credibility of the information and insights we provide.

We believe our business future depends upon preserving and enhancing this trust. Therefore, we (including the authors of this book) must ensure that

1. our (political, ethical and business) integrity is of the highest caliber.
2. we base our business research and writing on accurate information, gathered honestly and presented fairly.
3. we are striving to avoid any possible distortion, plagiarism, fabrication, falsification and conflicts of interest.
4. we are striving for writing standards of accuracy, honesty and fairness beyond a just-the-facts approach.
5. our professional conduct is unassailable.
6. our personal conduct, as it reflects on our writing products, is beyond reproach.
7. we must uphold these principles and abide by the specified corporation's Code of Business Ethics.

Text B: Business Writing & Business Writing in English

As the term suggests, business communication includes all communications that occurs in a business context, and presupposes an understanding of foundations, aspects of communication, communication technologies, English, business, communication. That is a lot of territory. Although courses in business communication have their roots in the "Business English" and "Business Correspondence", courses common in the late nineteenth and early twentieth centuries, business communication or writing has evolved over the years into a broad discipline providing an overview of all communication that occurs in organizational settings.

I Foundations

Business communication draws on information derived from a wide variety of other disciplines, including (but not limited to) **linguistics** (the study of language), **semantics** (the branch of linguistics most concerned with meaning), **rhetoric** (the art of using words in speech or writing effectively), **psychology** (the study of mental processes and behavior), **sociology** (the study of social relations and societal change), **graphic design** (the use of visual image and typography to create special effects), **management** (the study of controlling and directing operations and personnel), **marketing** (the study of moving goods and services from producer to consumer, including everything from advertising, to packaging, to sales), **economics** (the study of the production, distribution, and consumption of wealth), and **information technology** (the study of the ways in which technology can be used to create, locate, store, retrieve, and transmit information). All of these subjects or disciplines have bearings on the learning process of business writing and writing performance at work.

II Aspects of Business Communications

Different authors typically select specific aspects of communication in business on which to focus. The following related areas of study, which have evolved over time, will help the learners understand in which areas (or level) you are writing for effectiveness.

1. **Managerial Communication** — It usually refers to an emphasis on communication strategies for setting and achieving specific organizational objectives.
2. **Organizational Communication** — It usually covers established communication networks and the communication flow within organizations and an organization's communication climate.
3. **Human Relationships and Team Building** — Over the past 25 years or so, business and industry have increasingly recognized the importance of good interpersonal communication between and among those who work together. Such skills are also important to the success of customer relations programs and strategic alliance. By whatever name, courses on these topics typically cover the fundamentals of understanding other people, differences in perception, differences in motivation and other common behavioral strategies, establishing rapport, developing mutual respect, and reaching consensus.
4. **Sales Communication** — It includes all communication specifically designed to produce sales, from media-based advertising, to telephone solicitation, to direct-mail advertising and direct (face-to-face) sales.
5. **Business Documentation** — It focuses on generating documents, typically including everything from short, informational memos, notices, letters, e-mails, policy statements, procedures, work instructions, codes of conduct, manuals, standards, to report writings (short & long, analytical & informative, and formal & informal).
6. **International Communication** (Intercultural Communication) — It focuses on the ways in which cultural differences influence communication expectations and behavior, including the length of time it takes to establish business and personal relationships, differences in the conception of time itself, differences in nonverbal communication, and differences in perceptions as they are influenced by language and culture.

III Communication Technology (Electronic Communication)

Whether word processing, page layout and graphic design, electronic mail (email), electronic conferencing, Internet-based services, audio or video conferencing, or multimedia presentations, the technology we today to communicate with — information technology — has changed radically over the past few years.

These changes, especially since the advent of the computer, have altered the way we think about communication, and we have yet to see the end of these changes. Car phones, cell phones, and pagers help ensure that one can communicate from virtually anywhere to virtually anywhere else at any time, and email have recently become the principal means of exchanging written communication in organizations.

As the volume of communication increases, the chance of information overload also increases.

To avoid “getting down” in the vast ocean of information ; business writers need to learn how to process information in an efficient and effective manner .

IV Business Writing and Business Writing in English

Many people have had erroneous assumptions about the course of Business English Writing . They believe this course deals with the methods of using English to answer the concerns from their overseas counterparts. It needs a detailed explanation so that we can reach the consensus .

1. Business

The American Heritage Dictionary defines the term of business as : (1) a. the occupation , work , or trade in which a person is engaged ; b. a specific occupation or pursuit ; (2) commercial , industrial or professional dealings ; (3) a commercial enterprise or establishment ... From the above , we can reach the following conclusions :

- ◇ The term of business covers operations of all organizations , not just confined to the commercial or - organizations as the Chinese term “Shangwu” suggests ;
- ◇ Business Writing and Speaking is a useful art , not a fine art ;
- ◇ The Business Writing course should be taught to every college student , and it should be designed in a way that will help college learners and workingmen -and-women enhance job performances via effective , efficient and competitive communications .

Every organization or every business transaction (or dealing) requires communication — a phone call , meeting , letter , memo , oral presentation , formal report , contract , complaint or claim — and the success of the business dealings depends on the effectiveness of the oral and written communications. One of the clichés in business is that nothing happens until somebody sells some - thing. Communication is central in business because it is central in life ; it establishes relationships , and makes human organization possible .

For many business or non-business people , dealing with their internal customers orally , verbally and nonverbally is hardest facet of any profession . One secret to success is good communication . Good communication is good for business .

Working across international and cultural boundaries can be difficult and frustrating , but we believe passionately that everybody and every organization can deepen their understanding and build their skills in order to become more effective when working at an international level .

The mission of business writing course is to build the capability of individuals and organizations to communicate , interact , influence and enjoy constructive relationships with partners from other countries .

2. Business Writing

It goes without saying that “business” covers an extremely broad spectrum of entities and activities , and you probably also aware , at least intuitively , that “business writing” covers an equally broad spectrum of organizations and business activities . Therefore , when we talk about “business writing ,” we’re talking about a great many different things . In other word , nobody reads business documents or writings for pleasure . Business writing differs from other writings in the following features :

- ◇ **Purposeful** — It solves problems, conveys information, calls for actions, records events and so on;
- ◇ **Transactional** (result-oriented) — Each writing or document must accomplish one specific task. If not, the writing is meaningless;
- ◇ **Reader-oriented** — It focuses on the receiver, not the sender;
- ◇ **Dynamic** — Business writers are writing in the dynamic and changing business environments;
- ◇ **Economical** — Time is money, and resources are limited. We must make full use of them, including time.

Any business document is intended to meet one or more of the following four generic purposes:

- ✓ to inform somebody of something (a procedure, contractual obligation, etc.)
- ✓ to persuade somebody to do something (buy a product, accept a proposed solution, etc.)
- ✓ to instruct somebody on how to do something (operate a machine, file a claim, etc.)
- ✓ to regulate somebody (rules and policies, etc.)

3. Is Business English Used as a First or Second Language?

English is used as an international language for communication in business and commerce. Maybe, it is very easy to draw the line between a native and non-native speaker/writer. However, it is, indeed, difficult to tell the difference between a first and second language in international business arena. When it comes to the communication effectiveness, there is no *special* English, or English as a second language, simply because the only purpose of business English correspondence or communication is to make speaker's/writer's thought as clearly and simply as they can. All involved in international business English communication should normally be in standard current business English, avoiding colloquial, mangled language, slang, etc. That is to say, we must speak and write business English as a first language.

4. Business Writing Course

The most commonly-asked questions by the Chinese students are "What are the best writing skills I can learn from this course?" "Could you tell us something more about the "secrets" of writing a good essay", etc. Our answer is always the same: There is no best writing skills. If there is, your writing approach and skills meet the specific needs. For instance, "I2cu" (I want to see you) believed to be the worst writing practice may turn out to be the best one in the situation of text-messaging. So, learning writing skills (methods, techniques or whatever called) is not enough to make your writing more effective and powerful. The Business Writing course has the following features:

As a workshop, this course adopts a hands-on, process approach to the business writing in English, which gives the students the skills necessary to analyze and criticize writing, to find target areas for improvement, and to establish practical techniques for making their writing more powerful and effective. Most importantly, business English should be taught in a first language. Through this program, the learners will be able to:

- ✓ define good writing and communicate their definitions to others;
- ✓ list and identify the steps for each writing task under different business settings;
- ✓ identify and correct common writing problems;

- ✓ understand and know the steps to transfer their college learning to workplace writing ;
- ✓ meet with the challenge of writing assignments tasked upon them at work successfully .

Text C : Business Writing Process

Like any other skills , business writing can be improved with practice . While there's no simple recipe for writing well , learning the processes typically used by experienced writers can help those less experienced improve their writing skills .

An understanding of the writing process (consisting of series of steps carried out to complete a writing job in a definite order) provides a framework to learn about business writing . Since writing is a recursive rather than linear business activities , it compels us to realize that writing is an ongoing , dynamic process (Fig. 1.1 — The Writing Process) . Indeed , a piece of writing is never really finished — it's merely delivered to a deadline .

I Planning

When given a writing assignment , inexperienced authors frequently start typing right away . This approach usually leads to a jumble of rambling thoughts that readers cannot decipher .

Just like military officers must develop a plan before actual deployments , writers should develop a plan for composing their documents before they sit down at the computer . Writing planning (or pre-writing) is a mental activity of generating ideas or information to include in your writing . Since it is a mental process , planning (gousi in Chinese) should include all thinking you do . It includes such activities as assessing the problem , defining the purpose , analyzing the reader , thinking of the ideas , choosing a pattern of organization , making an outline and devising strategies for the document . In planning a business document or writing , you may first examine purposes , objectives , and audiences .

1. Purpose

The writing purposes can be classified into :

- ◇ general purpose — the main objective of your writing ;
- ◇ specific purpose — a brief summary of your reason for this writing ;
- ◇ core idea — the central message in your writing (purpose statement) . It is ideally written in one sentence placed at the beginning of the document .

2. Audience

Audiences are the readers that your writing is targeting at . Writers often go wrong when they

Fig. 1.1 The Writing Process

