

I. GENERAL PURPOSE/AUDIENCE

Written communication is essential in business. Business writers may convey information about services or products of an organization; assign tasks; present a plan of action; instruct, persuade, inform, or convince audiences. Business writing tends to be concise, straightforward and clear. The consideration of audience and purpose is vital to the style and intent of the writing. Audiences include executives, managers, employers, employees (in accounting, research and development, clerical support), donors, stockholders, clients, potential customers, and colleagues.

II. TYPES OF WRITING

- Reports (factual information)
- Proposals (persuasive)
- Business Plans
- Executive Summaries
- Memos and Letters
- Emails
- Presentations
- Brochures and Newsletters
- Websites

III. TYPES OF EVIDENCE

Purpose and audience will determine the type of evidence used:

- With reports or proposals, interviews, observations, surveys, or questionnaires may be used.
- For investigative reports, use facts and statistics or researched sources.
- For job applications, include past experience and qualifications.
- To promote a service, use testimonials from satisfied customers.

IV. WRITING CONVENTIONS

- Present information in easy-to-read formats with tables, graphs, charts, etc.
- Writing should be straightforward and professional, but not overly formal.
- Use respectful tone and project credible image.
- Avoid passive voice and unnecessary words.
- Use clichés and buzzwords only rarely as they can be seen as flippant, phony or insincere.
- Refrain from offensive language based on race, gender, sexual orientation or disability; be inclusive.
- Personal pronouns (*you* and *I* or *we*) can be used.

V. CITATION STYLE

- APA (American Psychological Association)
- MLA (Modern Language Association)
- Instructors typically indicate the style they prefer.