

Faculty of Liberal Arts & Professional Studies
Internationally Educated Professionals Bridging Program



Professional Communication in a Canadian Context

The Language of Business



redefine THE POSSIBLE.





Objectives

- To construct clear, accurate, concise sentences and paragraphs
- To create confident, appropriate messages that suit audience needs
- To convey a professional image



How does a sentence work?

- Sentences answer the question:

Who

(Subject)

Does

(Verb)

What

(Object/rest of predicate)



Basic sentence rules

- Each “Who Does What” is a sentence
- Multiple WDWs must be separated by punctuation or joined by conjunctions
- “Who” must agree with “does”
- Verb tense must be accurate
- Modifiers must be close to modified words



Evaluate these sentences

1. Due to some information was entered manually, resulting in a two-day delay in the project's completion.
2. Gerald and Lisa were able to work late, however Sylvia had family obligations which she could not neglect.
3. Many corporation are allowing employees the option of flex time.
4. We reprint the proposal as well as the report before we went home, which was unnecessary.



Business Sentence Rules

- Use the active voice (WDW)
- Avoid “There is” and “It is” structures
- Eliminate wordiness
- Paint a clear, accurate picture
- Take a positive approach
- Suit your style to your reader
- Edit and proofread everything



Use the active voice

- The project will be managed by Walter Chen.
- The enclosed forms must be completed and submitted by Friday.
- Your cooperation is appreciated.
- Walter Chen will manage the project.
- Please complete and submit the enclosed forms by Friday.
- We appreciate your cooperation.



Avoid “It is” and “There is”

- It is estimated that the project will be completed in three months.
- There are five stages in the project that are described in this report.
- We estimate that the project will take three months to complete.
- The project consists of five stages, described in this report.



Eliminate wordiness

Drop low-content expressions

- as per our conversation
- to the best of my knowledge
- needless to say
- at this point in time
- feel free to
- the reason being



Eliminate wordiness

Replace wordy phrases

- a majority of
- in the amount of \$30
- during the course of
- in connection with
- in order to
- most
- \$30
- during
- about
- to



Eliminate wordiness

Choose verbs vs. nouns

- have a meeting
- bring to a conclusion
- exhibit a tendency
- make a connection
- meet
- conclude
- tend
- connect



Eliminate Wordiness

Choose verbs vs. nouns

The Web Site Committee completed its meeting and made the decision that it would be necessary to have a consultation with a graphic artist to create a design of the home page.

The Web Site Committee met and decided to consult with a graphic artist to design a home page.



Eliminate wordiness

As previously discussed, it would appear that the transfer of your 5634N account from Small Change Bank to Big Money Bank took place due to the fact that the message that was sent indicating that “not all accounts” were to be transferred was not received until after the transfer had already taken place.

Your 5634N account has now been transferred back to Small Change Bank.



Eliminate wordiness

Unfortunately, we did not receive your message that “not all accounts” were to be transferred from Small Change Bank to Big Money Bank until we had already included NNNN account in the transfer.

We have now re-placed this account in Small Change Bank.



Paint a clear, accurate picture

- Be precise:

There was a change in market forces that affected return on investment.



Paint a clear, accurate picture

- Be precise

The recent downturn in the xxx sector of the yyy industry resulted in a 25% decrease in yyy share price over the past two weeks.



Take a positive approach

- The report will be delayed two weeks because we couldn't find the proper data.
- We aren't sure where to get that information.
- This report is full of inconsistencies.



Suit your style to your reader

- Adjust level of formality
 - “can you do me a favour” vs.
 - “I would appreciate your help”
- Beware of technical jargon
 - Provide explanations or use layman’s terms
- Be careful with acronyms
 - Spell out if necessary (SAS, AC, PTA)



Suit your style to your reader

Should a blaze occur in the vicinity of an individual's current position, under conditions favourable to action, with a blunt object being nearby, the subject individual may, under such condition, raise said object, and with such, thereby reduce the glass cover of the emergency communication device to shattered fragments.



Edit and proofread everything

- The project is now in it's forth week and we are still on schedule to complete it by Friday June 23.
- Julia tookover the financial review assignment form Joseph who flailed to mention that he was leaving for vacaition on monday.
- This is to inform you that the book you you ordered will arrived on Tuesday.

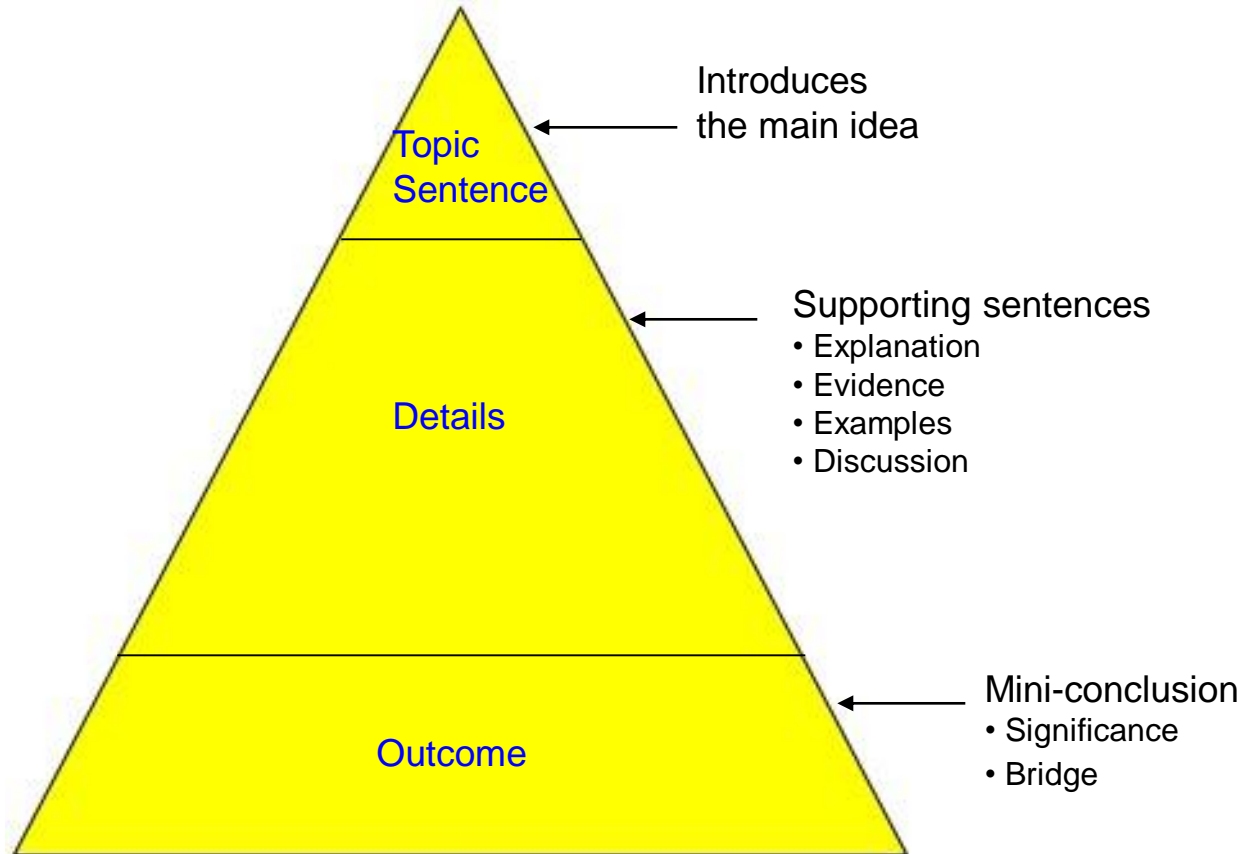


Business paragraph rules

- Build pyramid paragraphs
- Develop points logically
- Format effectively



Build pyramid paragraphs





Develop points logically

- Sequence information systematically
 - Chronologically - in order of events
 - Cause and effect - events and their outcomes
 - Evidence to conclusion - present facts, leading to conclusion
- Provide “signals” to help your reader
 - “First” “Later” “As a result” “Therefore”



Format effectively

- Use headings in longer or more complex messages or reports
- Follow conventions for capitalization, spacing, abbreviations and numbers



Paragraph Activity

Your letter of May 12 received. Your Request is being looked into, it will take at least 3 weeks to bring in a Replacement Heating Element for you're stove. That stove is so old we don't carry parts of it any more. No on does in the city - we phoned around. We had ordered an element form the manufacturer, I'll phone you when it comes in.



Conclusions

- Write for your reader
 - Be clear, concise and precise
- Develop ideas logically
 - Organize systematically
 - Provide appropriate signals
- Convey a professional image
 - Format effectively
 - Follow conventions
 - Edit and proofread rigorously