Objectives

At the end of this session, you will be able to:

- Understand the importance of Official Writing skills
- Imbibe the Five C's of effective written Communication
- Identify the rules for writing an effective e-mail
- Apply some rules while drafting any official letters
Differences Between Oral & Written Communication

**Spoken**
- Spontaneous
- Immediate feedback
- Live audience
- Not a very permanent one (earlier)
- N-V imp

**Written**
- Draft and redraft
- Late or no feedback
- Assumed audience
- Record for reference
- N-V Imp
What does the following mean?:

Singular specimen of the scientific class of avis contained within the boundaries of the upper prehensile, is equivalently valuable as a doubled inventory of that item located in a low spreading thicket.'
Answer

A bird in hand is equal to two in the bush

Make it simple, precise yet clear
Five C's of Effective Communication

- Clarity
- Courtesy
- Completeness
- Conciseness
- Consideration
How to Create Effective Technical or Workplace Writings:

1. Focus on the purpose of your writing
2. Focus on your readers (Audience)
3. Satisfy document requirements (Documentation style; visuals; data)
4. Get to the point. (Concise, uncluttered sentences)
5. Provide accurate information (Research)
6. Present your material logically
7. Express yourself clearly (Grammar; Proofreading)
8. Use efficient wording (Word Choice)
9. Make your ideas accessible (Clarity)
10. Use lists for some information (organized bullets)
11. Format your pages carefully (be neat and leave white space)
12. Manage your time efficiently (Meet deadlines)
Practice

Find the errors in the following statements and rephrase them, following the five C's of Effective Communication.

1. Our earnest and humble apologies

2. Tell us what you want

3. We are very sorry for the inconvenience

4. As such situation cannot be avoided

5. You failed to enclose the cheque in the envelope
Types of Official Communication

- Reports
- Brochures
- Memos
- Newsletters
- Letters
- E-Mails
- Meeting Minutes
Deciding when to use E-mail

- To save time and money
- To assure interaction, since e-mail can be easily responded to
- To convey important information quickly
Questions please.....

THE END