

Northern New England School of Banking

Seminar in Written Communication Skills

Presented by:

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The first rule of business
communication is:

ALL of your writing

Is

ENTIRELY

PUBLIC!



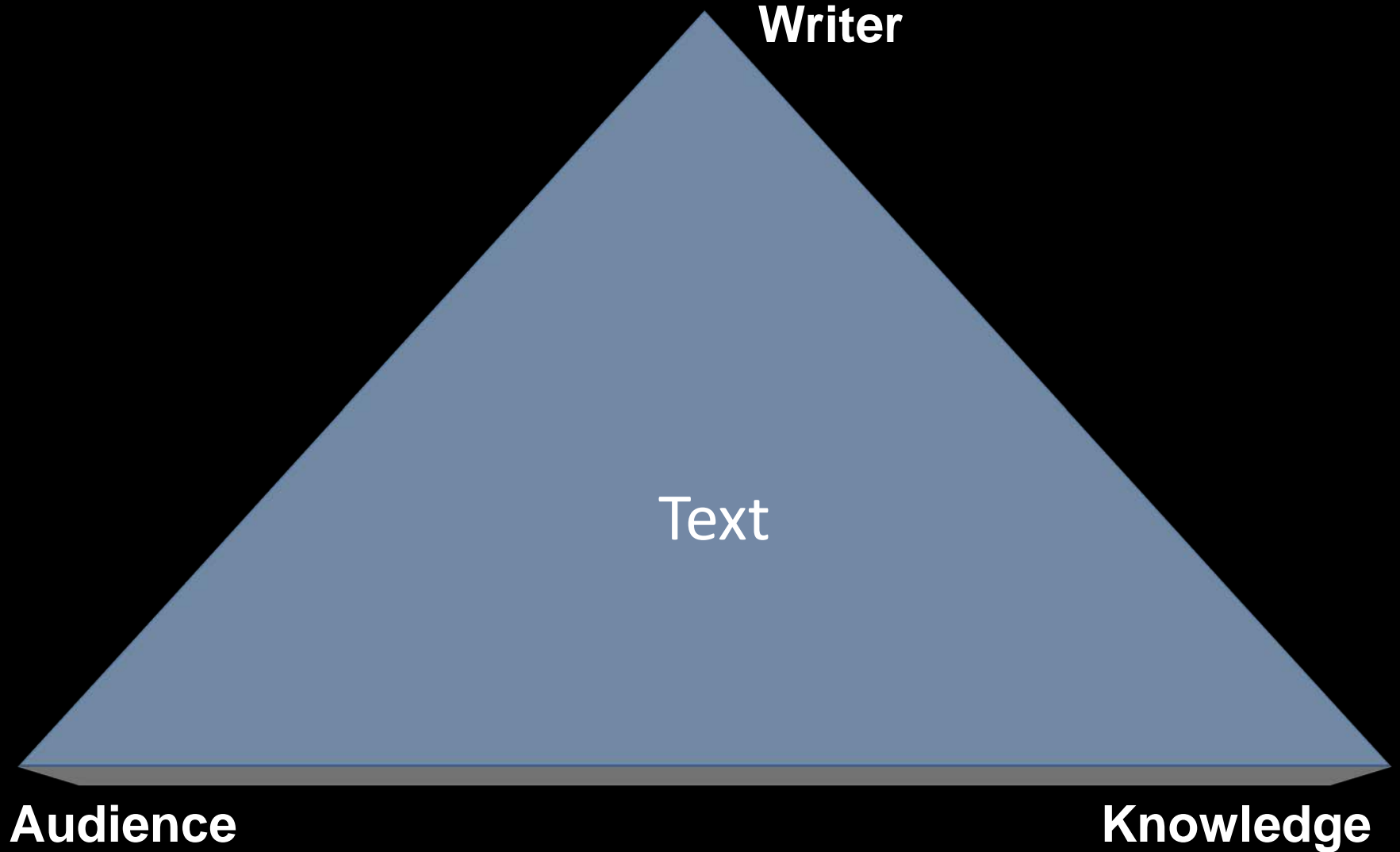
Time
Is
MONEY!



Professional Writing

- Narrative is inefficient—don't save the best for last
- Headers, bullet points, and white space should be considered—organization is a key skill in business
- Long sentences and long paragraphs can most likely be edited to communicate more quickly and efficiently

Aristotle's Triangle



Business Letter

Step One: Visualization (Audience)

Step Two: Formulation (Purpose)

Step Three: Gathering Pertinent Information
(Invention)

Step Four: Design of Plan (Arrangement)

Step Five: Compose (Style & Delivery)

Step Six: PROOFREAD!

Business Letter Format

123 Main Street
Portsmouth, NH 03824

October 31, 2013

Mr. Bob Jones
Widgets Inc.
123 Main Street
Portland, ME 12211

Dear Mr. Jones:

Body of letter

Sincerely,

Cristy Beemer

Business Memo

Date: October 31, 2013
To: All NNESB Students
From: Dr. Cristy Beemer
Subj: Writing Memos Effectively &
Efficiently

Audience & Rhetorical Situation

Form & Format

Style

Business Email

1. Impart Information
2. Save Time & Eliminate Needless Questions
3. Provide a Permanent, Dated Record

Social Media

Five key areas where social media is changing financial services around the world:

1. Customer Service
2. Marketing
3. New Product/Service Development
4. Reducing Costs and Improving Efficiencies
5. New Business Models

Netiquette

By Virginia Shea

Rule One

Remember the Human

Rule Two

Adhere to the same standards
of behavior online that you
follow in real life

Rule Three

Know where you are in
cyberspace

Rule Four

Respect other people's time and
bandwidth

Rule Five

Make yourself look good online

Rule Six

Share expert knowledge

Rule Seven

Help keep flame wars under
control

Rule Eight

Respect other people's privacy

Rule Nine

Don't abuse your power

Rule Ten

Be forgiving of other people's
mistakes

Make it Shareworthy

- Build trust
- Use data
- Have a purpose: inform, teach
- Be mobile friendly
- Catchy headline
- Think KEYWORDS
- Have SHARE buttons!

Company Tone

- Know your mission statement
- Who is your audience?
- How are these social spaces different?

In this social space should you be:

- Casual
- Serious
- Professional
- Helpful
- Funny

Risks

- Phishing
- Out of date or incorrect information—hard to fix!
- Confidential information (by users too)
- Disparaging, defamation, harrassment
- Privacy and vulnerability
- Laws and Oversight

Texting

- Can be a useful tool
- Shortcuts and L33T speak
- Tone
- Voice to Text--PROOFREAD

L33T speak

RU there?

Im gr8

CU l8r

Advice Columnist Carolyn Hax

“And you both badly need to stop communicating by text. Texting strips away context, facial expression, voice inflection, and elaboration, also known as everything human beings use to indicate their tone. It also creates false courage. You’ve both basically asked for a fight by using such a blunt medium to have such a delicate exchange.”

Know Your Audience!

Audience/Reader Centered Communication

Your audience comes first

Professional writing is meant to be USED



Editing for Clarity & Direct Style

- Write Clearly & Concisely
- Use Short, Simple Words
- Use Strong Verbs
- Use Positive Language
- Avoid Passive Voice
- Use a Variety of Sentence Types
- Arrange Sentences Strategically
- Keep Paragraphs Unified
- Transition Between Paragraphs

Bullet Points

Draw attention to important information

Make scanning a document for important information easy

Communicate efficiently rather than establish rapport with your audience

NOTE: Bullet points should never be used for sensitive topics.

How to Use Bullet Points

- Group items
- Use the same font and margin width
- Keep bullet points short
- Use Parallel form:
 - Begin with the same part of speech (active verbs!)
 - Craft all to approximately the same length
 - Ensure format consistency

Follow up a bulleted list with a sentence or two to give readers some closure.

Common Bullet Point Mistakes

AVOID:

- Mixing complete sentences with fragments
- Mixing declarative statements with questions
- Using commas or semi-colons
- Using transitions in a bulleted list
- Using too many bulleted lists within bulleted lists

Sentence Structure

- Simple Sentence
- Compound Sentence
- Complex Sentence

Three Types of Sentences

A **simple sentence** has just one independent clause.

You had me at “hello.”

A **compound sentence** has at least two independent clauses.

They may take our lives, but they will never take our freedom!

A **complex sentence** has an independent clause and at least one dependent clause

If you build it, they will come.

Compound Sentences

Compound Sentences are sentences that contain two independent clauses joined by a coordinating conjunction.

The comma comes before the coordinating conjunction

FANBOYS: For, And, Nor, But, Or, Yet, So

Exempl: Northern New England School of Banking is one of the oldest banking schools in the nation, but they are experts in today's modern banking industry.

Dependent Clause

A **Dependent Clause** contains a subject and a verb, but the clause can't stand independently. They can appear at the start, middle, or end of a sentence.

Hint: Dependent Clause Markers

Because	Though	Since	Although
When	Unless	While	After
Until	Before	If	Once
As	Whether		

When the dependent clause is at the beginning of the sentence, place a comma between the dependent and independent clauses.

Example: Before it rains, let's head to the beach.

If the dependent clause is AFTER an independent clause, DO NOT use a comma.

Example: We went to the beach because the weather was nice.

Active Voice

Active: Subject, Verb, Direct Object

The dog bit the boy

Passive: Subject=Object or receiver of Verb

The boy was bitten by the dog



Effective Paragraph Development

Self-Contained Units

Topic Sentences

Transitions: Logical “Flow”

Anatomy of a Paragraph

- Topic Sentence
- Coherence
- Development

- Introductory Paragraphs
- Closing Paragraphs

Organizational Patterns

1. Spatial
2. Chronological/Historical
3. General to Specific
4. Specific to General
5. Narrative
6. Process
7. Definition
8. Classification
9. Comparison
10. Contrast
11. Cause/Effect

Transitional Phrases

Sequence

Compare

Contrast

Give Examples or Intensify

Place

Time

Repeat, Summarize, Conclude

Cause or Effect

Modifiers

- Dangling Modifier
- Misplaced Modifier

Tightening Your Language

You can **ALWAYS** edit more!

Parallelism

Consistent grammatical form

Revision Workshop

Self-directed revision for your final paper

Lower Order Concerns: Spelling, Punctuation

Higher Order Concerns: Re-order, message

You don't have to be a grammar PRO.

Look and Listen!

Just LOOK at it!

READ ALOUD!

Purdue's OWL:

<https://owl.english.purdue.edu/owl/>

WIRMS

What I Really Meant to Say is...