Qəhrəmanova Şəhla\_İşgüzar yazışmalar

1. What are the phases in the writing process? Summarize what happens in each phase.
2. What two types of purposes do all business messages have? Explain by giving examples.
3. What is audience profiling and what advantages does it provide for composing professional business messages?
4. What is bias-free language and why should business communicators avoid it? Bring 2-3 examples either from the required reading or make your own example.
5. What searching methods do you know? Give a brief description for each.
6. Summarize the legal and ethical responsibilities of business writing by bringing examples.
7. What tasks are involved in the second phase of the writing process?
8. Explain the benefits of positive expressing by giving examples.
9. Benefits of direct and indirect patterns in the writing process. Explain by giving examples.
10. What are the four basic principles of business writing? Give a short explanation for each of them.
11. What are the techniques for emphasizing important ideas in sentences?
12. What are the main requirements for building strong paragraphs?
13. List and concisely describe at least six electronic communication channels used most commonly by business people today.
14. What is conciseness in writing and why should business writers strive for conciseness while drafting messages? Explain and give examples.
15. Paragraph coherence and its role in proper delivery of the message.
16. Why is audience analysis so important in the selection of the direct or indirect pattern of organization for a business message?
17. What is the role of design elements in the writing process and enhancing readability?
18. Benefits of direct and indirect patterns in the writing process. Explain by giving examples.
19. What are the main requirements for composing professional email messages?
20. Why should a writer avoid the opening such as “I am sending this e-mail because we have just hired a new manager, and I would like to introduce her?”
21. You are planning to write an e-mail to your boss aiming to persuade him/her to allow you to attend a computer class that will require you to leave work early two days a week for ten weeks.
22. Draft a brief letter according to the below-given context: You have received a complaint from a valued customer, pointing out that furniture he had ordered for a special occasion has arrived in a damaged condition. Though the fault is of the transport company, you have decided to replace the damaged furniture immediately.
23. Draft a brief letter according to the below-given context: You are about to send an e-mail to your regional sales manager describing your upcoming visit to a new customer who called you recently and requested a special discount.
24. Draft a brief letter according to the below-given context: You are a student researching a company for your business class presentation. Write to the public relations director of the corporation what you are researching, and ask for information about their company.
25. **Revise the following sentences to reflect positive/courteous expression and readability.**
26. Titan Insurance Company will not process any claim not accompanied by documented proof from a physician showing that the injuries were treated.
27. In the message you left at our Web site, you claim that you returned a defective headset.
28. You should always have your sound and video files ready for your PowerPoint presentation. When you move the presentation to a network folder or send it to someone else, the presentation has no sound. A common problem in PowerPoint involves lost sound and video files. Create a new folder for your presentation, and copy the sound and video files to that folder before you put them in your presentation. Then you will always have your sound files ready for use with your presentation.
29. Current employees may be interested in applying for new positions within the company. The Human Resources Department has a number of jobs available immediately. The positions are at a high level. Current employees may apply immediately for open positions in production, for some in marketing, and jobs in administrative support are also available. Interested people should come to the Human Resources Department. We have a list showing the open positions, what the qualifications are, and job descriptions are shown. Many of the jobs are now open, but application must be made immediately. That’s why we are sending this now. To be hired, an interview must be scheduled within the next two weeks.

Colloquium 2\_ Questions (Autumn 2018)

1. How do you format an interoffice memo prepared on plain paper? Explain and provide an example.
2. Describe the components of effective negative messages, including opening with a buffer, apologizing, conveying empathy, presenting the reasons, cushioning the bad news, and closing pleasantly.
3. Explain the four major elements in successful persuasive messages and how to blend those elements into effective and ethical business messages.
4. What are the main requirements for composing professional email messages?
5. List and concisely describe at least six electronic communication channels used most commonly by business people today.
6. What is persuasion and what techniques can make your persuasive arguments more effective?

# What are the special requirements for business messages going abroad that might be modified to accommodate readers from other cultures?

# In promoting the value of letter writing, a well-known columnist wrote, “To trust confidential information to e-mail is to be a rube.” What did he mean? Do you agree with this statement?

# What is an apology? When should an apology be offered to customers?

# What is the difference between informational and analytical reports?

# What is a statement of purpose, and what function does it serve? (Chapter 11 Obj.2)

# Ethics of business writing - responding to a claim when the customer is at fault.

# Analyze and revise the following demanding e-mail to be sent by the vice president to all employees. Improve the tone and writing faults in this message and make it more courteous, positive, and precise. Focus on conciseness, familiar words, and developing the “you” view.

To: All Employees

From: B. A. Cartwright < bacartwright@integrity.com >

Subject: Your Excessive Use of E-Mail!

Cc:

Attached: E-Mail and Internet Policy

Once again I have the decidedly unpleasant task of reminding all employees that you may NOT utilize company computers or the Internet other than for work-related business and essential personal messages. Effective immediately a new policy will be implemented. Our guys in IT tell me that our bandwidth is now seriously compromised

by some of you boys and girls who are using company computers. Yes, we have given you the right to use e-mail responsibly for essential personal messages. But that does not include checking your Facebook or MySpace accounts during work hours or

downloading your favorite shows or sharing music.

We distributed an e-mail policy a little while ago. We have now found it necessary to amplify and extrapolate that policy to include use of the Internet. If our company does not control its e-mail and Internet use, you will continue to suffer slow downloads. You may also lose the right to use e-mail at all. In the past every employee has had the

1. You conducted an interview to recruit a customer service manager. After the interview you write a letter to the candidates who are not selected.
2. Draft a letter on the below-given context: You are a sales representative for your company. Write a letter to a potential customer (who represents a company), introducing one of your new products or services. Be sure to give important details about your product/service.
3. Draft a letter on the below-given context: An Azerbaijani NGO dealing with the problem of child labour wants to conduct a survey in southern regions of Azerbaijan and based on the results of the survey to contribute to prevention of violation of children' rights. As the NGO is new and does not have enough experience it needs to take advantage of someone's experience. Director of the NGO knows that Italian NGO's had a great success in this sphere and decides to send a letter to the Italian Embassy to help them to establish relations with relevant Italian NGO's.

Your task: Draft a letter to the Italian Ambassador. Name of the NGO, its director, name of the Ambassador is conditional.

1. Draft a letter on the below-given context: You are the financial manager of a big company that has three branches located close to each other. The company has an onsite gym and several employees from all three branches attend it on a regular basis. Now, due to the financial difficulties the top management has decided to close the on-site exercise facility and subsidize the active users of the gym with membership at local health clubs. As a financial manager, you have to inform the managers of your business units about the news (about the necessity of closing the gym) and ask them to communicate the decision to their staff. Imagine yourself in this situation and draft a letter to the managers of branches. What do you think would be the content of your letter? How would you act? How you will organize your message?

Consider the steps in the “planning messages” part.

1. When a customer problem arises and your company is at fault, how should you react? P.270
2. Describe some strategies used in other cultures for revealing bad news.
3. What’s Legal and What’s Not in Sales Messages (p.315 in Ethical insight)
4. What are the techniques of motivating action in sales messages without being insisting?
5. Compare effective persuasion techniques in high- and low context cultures by bringing examples. Chpater 10. Obj.6
6. What is an effective technique in announcing rate increases and price hikes?
7. Describe what is a business reports and explain how to prepare effective reports?
8. Describe effective techniques for refusing typical requests.

+ 25 for Final Exam

1. Critical Thinking: Suppose you applied for a job that you really wanted, but the company hired someone else. To notify you of the bad news, the company sends a letter. How do you think the company should deliver the negative news: blurt out the bad news immediately or soften the blow somewhat?
2. What goals should you try to achieve when you have to give disappointing news to customers, employees, suppliers, or others on behalf of your organization?
3. What can the writer of a bad news message strive to achieve in minimizing bad feelings? P.258
4. Avoiding Legal Liability in Conveying Negative News. When does language become legally actionable P.259
5. We learned that many actual bad-news messages are organized indirectly, beginning with buffering and explaining reasons. However, in some situations the direct strategy for delivering a news of negative character may be more effective. Explain in which situations direct and indirect strategy is more advisable to use and bring appropriate examples. P.261
6. Explain and apply effective techniques for handling bad news with customers including
7. Describe the main effective persuasion techniques and ways of gaining attention in persuasive messages?
8. The importance of tone in business messages and the techniques of using proper tones. P.298
9. Persuading Employees: Messages Flowing Downward
10. Persuading the Boss: What Messages Flowing Upward
11. Explain what is legal and what is not in sales messages by bringing examples. P.15\_Ethical insight
12. Explain the purposes of effective business reports by including information about report functions and types?
13. Creating Effective Visual Aids in writing reports p.364
14. **Draft a report according to the below given task.**

As a summer intern at the State Quality Insurance Agency you are asked to prepare a short report on the canteen of a school for disabled children where you during the period of 10 days have conducted a monitoring. The school is seeking a greater community involvement to boost its public image and they asked your agency to provide recommendations to improve shortcomings if there any. Draft a report (Decide whether it should be informational or analytical).

1. The role of social media in XXI century business world. What internet behavior (i.e. written communication in social media) could get employees fired?
2. What is a problem statement, and why should you prepare one as you begin work on a report?
3. Describe the main functions and types of reports
4. How can you reduce resistance in requesting favors, making claims, and delivering complaints? (Capter 10 Obj. 3)
5. Before composing a letter to sell a product, what should the writer do? (Capter 10 Obj. 5)
6. Draft a request letter asking your former professor to write for you a reference letter.
7. One of the 20 cases that you have received from your suppliers contains goods that you did not order. Draft a complaint about it asking for its quick replacement.
8. Draft a circular letter announcing the new policies regarding holiday leaves and overtime compensation in your organization.
9. You are a sales representative for your company. Write a letter to a potential customer (who represents a company), introducing one of your new products or services. Be sure to give important details about your product/service.
10. You conducted an interview to recruit the customer service manager. After the interview you write a letter to the candidates who are not selected.