

BCA 1ST Semester

BCA-103 LANGUAGE AND COMMUNICATION

UNIT: 4

Written Communication :

Written communication is the process of exchanging messages (information, thoughts or concepts) between a sender and receiver(s) by making use of the written word. Effective written communication is important for businesses as it helps to bring everybody on the same page regarding overall goals and objectives. In this day and age, everybody is expected to navigate emails, bulletins, reports.

WHAT ARE THE TYPES OF WRITTEN COMMUNICATION?

Different types of written communication are used in different contexts and needs.

1. TRANSACTIONAL

When you communicate something only to get a response from your receiver, it is known as transactional communication. The online medium is the most effective way to send your message quickly, and emails or texting platforms work wonderfully. Since you expect a response, you need to be careful about the way you frame your message. Be mindful of the tone, language and style. Some examples of transactional communication are asking for a favor, scheduling a meeting or requesting a quick clarification.

2. INFORMATIONAL

When you communicate something for the benefit of the reader or to inform them about something, the message is known as informational communication. The onus is on you to deliver the message and the receiver doesn't have any role to play, except for raising doubts or asking for clarifications, if any. You need to communicate clearly, avoid complex terms and be direct so that your readers can understand the message easily. Memos are excellent examples of informational communication. They are a quick and efficient form of internal communication.

3. INSTRUCTIONAL

When your communication is meant to instruct or direct someone to do a specific task, it's called instructional communication. These messages should be detailed, giving the reader a fair idea about the topic. It should be easy to follow and should clearly instruct the reader what's expected of them. The most crucial aspect of

instructional communication is the format. Using bullet points to lay down the instructions step by step can help. Using smaller paragraphs or short sentences are a powerful way to help your reader understand your instructions.

THE FIVE CS OF WRITTEN COMMUNICATION

In some ways, written communication is more important than verbal communication. It helps you record information and refer to it in the future. It creates accountability and establishes a powerful channel to engage your audience. Effective written communication depends on various factors. You can remember them through these five Cs.

1. CONNECTION

It is the way you connect with your readers or audience and engage them through written communication.

2. CLARITY

You should have clarity of thought while engaging in written communication—it shouldn't confuse your reader.

3. CAUSE

Before you write something down, ask yourself what it is that you want to convey. Your goal or purpose should be clear to you as well as your reader. If there are any actionable items, they should also be laid out clearly.

4. CONCISENESS

Written communication is effective when it is direct and to the point. You need to be clear and put forward your points succinctly.

5. CORRECTNESS

Always use appropriate grammar, inoffensive language and the proper tone while communicating. Always proofread what you have written.

Guide On How To Write A Memorandum Effectively

A memo is a written business communication that conveys basic information. Using a simple, straightforward format makes that easy. You should always check whether your workplace has a standard form for memorandums. If not, follow the steps below for a universally acceptable memo format.

- **Title:** The word “Memorandum” should be in a significantly larger font, bolded and either centered or placed in the top left-hand corner.

- **Recipient:** Begin this heading with “TO:” and write down your recipient(s).
- **Source:** Immediately after the recipient, write “FROM:” along with your name and position.
- **Subject:** Write a short summary of the memo’s purpose (no more than about four words).
- **Date:** Include the date of when the memo is sent.

Keeping to strict styles like this improves clarity and avoids the danger of poor grammar or unclear communication.

Report :

A report is a document that presents information in an organized format for a specific audience and purpose. Although summaries of reports may be delivered orally, complete reports are almost always in the form of written documents.

Types Of Reports

This article throws light upon the top eight types of report. The types are:

1. **Formal or Informal Reports**
2. **Short or Long Reports**
3. **Informational or Analytical Reports**
4. **Proposal Report**
5. **Vertical or Lateral Reports**
6. **Internal or External Reports**
7. **Periodic Reports**
8. **Functional Reports.**

Type # 1. Formal or Informal Reports:

Formal reports are carefully structured; they stress objectivity and organization, contain much detail, and are written in a style that tends to eliminate such elements as personal pronouns. Informal reports are usually short messages with natural, casual use of language. The internal memorandum can generally be described as an informal report.

Type # 2. Short or Long Reports: This is a confusing classification. A one-page memorandum is obviously short, and a twenty page report is clearly long. But where is the

dividing line? Bear in mind that as a report becomes longer (or what you determine as long), it takes on more characteristics of formal reports.

Type # 3. Informational or Analytical Reports:

Informational reports (annual reports, monthly financial reports, and reports on personnel absenteeism) carry objective information from one area of an organization to another.

Analytical reports (scientific research, feasibility reports, and real-estate appraisals) present attempts to solve problems.

Type # 4. Proposal Report:

The proposal is a variation of problem-solving reports. A proposal is a document prepared to describe how one organization can meet the needs of another. Most governmental agencies advertise their needs by issuing “requests for proposal” or RFPs. The RFP specifies a need and potential suppliers prepare proposal reports telling how they can meet that need.

Type # 5. Vertical or Lateral Reports:

This classification refers to the direction a report travels. Reports that move upward or downward the hierarchy are referred to as vertical reports; such reports contribute to management control. Lateral reports, on the other hand, assist in coordination in the organization. A report traveling between units of the same organization level (production and finance departments) is lateral.

Type # 6. Internal or External Reports:

Internal reports travel within the organization. External reports, such as annual reports of companies, are prepared for distribution outside the organization.

Type # 7. Periodic Reports:

Periodic reports are issued on regularly scheduled dates. They are generally upward directed and serve management control. Preprinted forms and computer-generated data contribute to uniformity of periodic reports.

Type # 8. Functional Reports:

This classification includes accounting reports, marketing reports, financial reports, and a variety of other reports that take their designation from the ultimate use of the report. Almost all reports could be included in most of these categories. And a single report could be included in several classifications.