



QUALITY ASSUARANCE IN BUSINESS AND TECHNICAL WRITING

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ABSTRACT

Communication constitutes the lifeline of every business. The world's business depends on transactions and relationships, both of which find expression through communication. It also helps to reinforce professional and business relations. Everyday business dealings and the ordinary activities of business would not be possible without written communication. For a continuing success, a clear insight into the varied dimensions of business communication is a must. Professionals such as administrators, scientists, business executives and engineers write to interact, to inform, to find out, to influence, to regulate, to entertain and to record for varied purposes. The importance of business writing for any professional lies in the fact that a number of business decisions and research conclusions are made on the basis of information presented or recommendations made in the draft. Its significance has increased with growing changes in the modern life. As technical communication has both communication side and technical side, one needs to establish credibility as a communicator and as a technologist. The present paper focuses on how technical writing must be clearly worked and developed to avoid confusing its audience.

Keywords: *Language, Communication, Writing, Technical, Audience*

Language is used for listening, speaking, reading and writing. When we use our mother tongue, we perform these four activities. But when we learn a language which is not our mother tongue, which is not spoken around us, we read and write more than we speak and listen.

Professionals like business executives, engineers, scientists may communicate a lot. In addition to oral communication at times they may be asked to write a report, to draft a letter, to put up a proposal or to present the scientific data. In oral communication, occasionally the use of language may be in a casual manner but the business/technical writing is governed by certain rules of formal expression. The technical/business writing is based on study or experimentation and thus convey results/conclusions.



Globalization has its impact on businesses due to mergers and acquisitions, accelerating pace of change in technology, opening up of the Indian economy to global competition, entry of several large multinational corporations in the Indian market. All these have put pressure on the most vital tool of making business – the medium of communication. (Sen Leena, 2005)

The complexity and competition of the present global business world lay stress on those who conduct the businesses. As the business communication helps in reinforcing the business relationships the material conveyed must be simple, clear, concise, courteous and pleasant. Hence a good presentation needs a careful preparation and must not be taken for granted. The following are some of the observations pertaining to the quality in business and technical communication:

What & Why:

The primary step for quality technical writing is analyzing the subject and discussing the objectives of writing. A complete understanding of the subject is needed for a better presentation. Once the subject is understood thoroughly, the purpose of writing must be identified. In this regard two questions may be answered:

What do I want to present?

Why do I want to present?

Answers for these two questions will lead in proper understanding of the subject and identifying the purpose.

Till Where:

Before starting to write, it is important to define the scope of the subject.

Defining the scope not only helps in keeping the draft precise and to the point but also guides the writer to collect the most essential and limited information.

Whom:

Many writers fail in the quality of their writing because of the lack of understanding of his/her audience. The desired results may not be achieved if the writer doesn't know who will eventually read his/her draft. Answers to the questions like Who is my audience?, What do the audience expect?, Do they need any background information? What is the audience level of understanding? How should be the nature of information? etc will help the writer to think from the audience perspective.

How:

Now that the writer knows exactly the subject and purpose, the scope and his/her audience, it may not be difficult for him/her to gather the information. He/she may derive the material either from primary sources or secondary sources.

Design:

The next step is analyzing the gathered information. The writer needs to evaluate objectively the information, make comparative analysis (if needed). After analyzing the data the writer needs to prepare an outline by concentrating on the central idea, main ideas and the supporting points.

Rough Draft:

With the help of the outline prepared the ideas may be developed in various paragraphs. The ideas must reveal logic and each paragraph should deal with only one idea. The purpose and scope should be focused while writing the first draft.

Simple and Direct language:

It is very easy to say to be simple but it is really difficult to be simple. Try using simple, familiar and concrete words rather complex, abstract and jargons as the primary purpose of the presentation is to make the audience understand what you want to communicate and get the expected response. Direct language should be used in order to avoid misunderstanding and confusion.

Courtesy & Conciseness:

A good business draft must be courteous as the basic principle of business interaction is mutual understanding and respect. The draft must portrait courtesy and consideration, as the audience is under no obligation to do what the writer requests. Moreover, good will expressions may help in establishing a long-term business relationship.

Evaluate:

Once the rough draft is prepared, review, edit and revise. While evaluating concentrate on the grammatical mistakes, spellings and whether the quality of the content can be improved, and if the purpose of the writing has been achieved.

Final Draft:

Since the rough draft has been written and revised, the writer can start writing the final draft. While writing the writer must remember that the draft should be simple, clear, and concise, and to use meaningful words, short sentences and appropriate sentence linkers and to avoid repetitions and emphasize the important points.

The technical/business writer may have to use the written word extensively.

Business/technical correspondence demands tactful approach to writing the documents. It is a known fact that time is valuable, and so the people who can communicate clearly and precisely are the big assets to the company/organization and one can drive away all his/her apprehensions only through practice. So, keep practicing for perfection.

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