

**THE PSYCHOLOGY OF BUSINESS WRITING AND COMMUNICATION**

*Макалада америкалык жана британдык варианттардын жазуудагы жана сүйлөшүүдөгү орду.*

*В статье рассмотрены американский и британский варианты общения и правописания.*

*The article is about the styles of writing and communications in American and British variants.*

The aim of article is to help the readers to master the business letter writing taking into account national and cultural features of writing American and British firms and to make acquaintance with the structure of business letters, types and rules of writing.

We are to face the following tasks:

1. To make acquaintance with the structure of business letters
2. To determine linguistic peculiarities and rules of letter writing
3. To form and to draw the samples of documents in English

The aim of the letter is to secure the interest of the reader, and his cooperation, the letter should begin with sentences that will introduce the matter without undue delay, and polite forms to help the introduction must not to be too long. The letter should continue with the subject itself and all the necessary information or arguments connected with it, but the word must carry the reader along smoothly; jerky, over short or disjointed sentences spoil the impression.

Everyone has a characteristic way of writing, but it must be remembered that the subject of routine business letter lacks variety and certain accepted phrases are in general use.

The growing use of telephone and telegraph are also reducing correspondence in this age when, as never before, time is money. Another factor is the increasing personal contract in international trade. Other modern conditions and tendencies that have their effect on the nature of correspondence are the establishment of foreign companies by large international organizations, business tie-ups between pairs of firms in different countries, exports and import controls and restrictions, currency controls and the financial policies of governments. As a general rule, business letter should include the following elements.

To project a favorable image, most organizations use letter head.

The letterhead always includes the name of the company, the address, the telephone number, and the company logo (symbol).

Generally accepted letter styles;

Four basic letter styles are in common use in business today;

1. Full block – the easiest to type
2. Modified block – the most frequently used style with the most “eye appeal”
3. Semi block – the style used mostly personal letters
4. AMS simplified – the style that is especially good for routine, informational, or good-news messages

**Full block style.** Full block is especially useful for beginning typists just start typing everything at the left!

**Modified block style.** The modified block style has a more balanced graphic appearance and as a result, more “eye appeal” – than does the full block. Every part of the letter begins at the left margin except the date, the complimentary close, and the signature block, which begin at or just to the right of the horizontal center of the page.

**Semi block style** – the only difference between the modified block and semi block is the typing of the paragraphs. The semi block style is considered less formal and is often used personal message.

**AMS Simplified Style.** In an attempt to simplify letter writing, the Administrative Management Society has proposed the AMS letter style. In this simplified style, the formalities of salutations and complimentary closes are eliminated. To simplify letter reading, this letter includes a subject line in all capital letters.

Two blank lines are left between the inside address and the subject line and between the subject line and the body of the letter. Paragraphs are not intended, and the date, inside address, and the signature block begin at the left margin. Four blank lines separate the last line of the body of the letter and signature block. The signature block is typed in all capital letters, with your name and your position title typed on the same line

The AMS simplified style is not widely accepted in the business world, but its use is increasing especially for routine, informational or good-news letters.

### ***Eleven guidelines for solving business letter writing problems***

Eleven guidelines for solving writing problems.

1. Address the reader directly
2. Write in the active voice
3. Avoid “camouflaged” verbs

4. Choose your words with care. Avoid jargons. Define or explain technical that you can not change
5. Don't rename for the sake of variety
6. Don't use extra words
7. Write short sentences
8. Put the parts of each sentences into logical order.
9. Untangle convoluted sentences
10. Rewrite multiple negative as positive sentences when you can
11. Avoid noun strings

The first three guidelines aim at helping readers to picture themselves in the text. Some recent research in psychology has suggested that one technique people use to understand written messages is to create a scenario. Put quite simply, in trying to understand difficult, abstract prose, readers translate the words into a “scenario” in which somebody does something.

#### Original

A lender or associate may charge applicant reasonable fees for necessary services actually performed at the request of an applicant, including fees for services actually rendered in the preparation of the application

#### Scenario

If I ask the lender to help me prepare my application, the lender can charge me a reasonable fee for necessary work he actually does.

Many letters you will write in business situations are routine or good news messages. By this mean that your reader will be a willing audience – someone who will gladly accept your message.

This form of business writing can be compared to journalistic writing. The news writer has been trained to answer who, what, when, where and why in the first paragraph of the story or better yet, in the first sentence. Good-newsletters and routine letters both lend themselves to a B.I.F. (Big Idea First) approach. Simply stated, the big idea is what you want the reader to do or know. It is the purpose for writing; it is, if you will pardon the cliché, the bottom line of the message. Good news or routine messages should strive for efficiency, just as a news story does. The reader is not to be likely to be involved in the message, so we do not elaborate or phrase to avoid offending or to stir up emotional involvement. The big idea should be clearly stated. Don't assume that the reader will know what to do or know. State an idea in terms the reader can apply. For example;

Instead of this;

The company will no longer require

Try this;

You will no longer send monthly

monthly inventory reports

inventory reports

Presenting the big idea first creates efficiency in the message. It does so by;

- Immediately tipping off the reader to the purpose of the message.
- Attracting the reader's attention with a direct statement (the big idea)
- Avoiding time wasting or unimportant information at the beginning of the letter

While efficiency is an advantage in BIF letters, be careful not to get so efficient that your tone sounds abrupt, bossy or insensitive. One or two crucially placed words of courtesy can help you to avoid an autocratic tone. For example;

Instead of this;

Send me 22 freebish connectors.

Add my name to your mailing list

Try this;

Please send me 22 freebish connectors.

Please add my name to your mailing

Although the BIF approach is easy to use, be careful of one error; sometimes in an effort to be brief and efficient, a writer forgets to include needed details. We have seen letters in which.

- The return address was missing (although the reader was asked to respond)
- The reader was not told whom to make a check payable to
- The letter was not signed (implying that it may have been mailed without the writer's final approval)
- Details on how to accomplish the big idea were left out.
- Inaccurate information was included. A writer confirmed an appointment but for the wrong date, for example)
- No point number was provided, although a phone response be obvious way to handle the message

Good business presentations doesn't just happen spontaneously. They result from careful preparation. Once your purpose is clear and your listeners have been analyzed, you need to short out the main ideas of your presentation. Main ideas are those concepts that your listeners must understand for your talk to succeed.

- It is essential that the company get the expertise needed to cope with its increasing accident rate and more frequent government inspections
- The costs of hiring a safety expert would be reduced lost-time injuries and avoidance of government penalties
- This company cares about its employees' well-being and is committed to creating a safe and pleasant place to work
- A search committee must be appointed to find a qualified safety inspector.

Most letters of enquiry are short and simple, so much so that many firms have adopted the practice of sending printed enquiry forms, there by eliminating the need for a letter. As a

prospective buyer, the writer of an enquiry states briefly and clearly what he is interested in, and this is all the receiver of the letter needs to know. It is rather different when the object of your enquiry is to obtain a special price for regular orders, or selling rights in your area. In cases like these you are asking for concessions, and you have to “sell” proposal to the supplier. This requires much more skill than does the writing of a routine enquiry, and we will be returning to letters of this type shortly. A first enquiry a letter sent to a supplier with whom you have not previously done business should include;

- A brief mention of how you obtained your potential supplier’s name. Your source May be an embassy, consulate or chamber of commerce; you may have seen the goods in question at an exhibition or trade fair; you may be writing as a result of a recommendation from a business associate, or on the basis of an advertisement in the daily, weekly or trade press.
- Some indication of the demand in your area for the goods, which the supplier deals in
- Details of what you would like your prospective supplier to send you. Normally you will be interested in a catalogue, a price list, discounts, methods of payment, delivery times.
- A closing sentence to round off the enquiry.

Business letters and reports should have a central theme a major that you wish to communicate.

But major ideas are seldom functional in and of themselves. They must be supported by facts, figures, illustrations and like so that the readers will better understand the theme and what you want him or her to do or think.

An important step in preparing a business document is to determine your theme your focused statement of purpose. Some central themes are;

- A plant safety training class should be given to all first-line supervisors
- We should try a mail-order approach for our new line of coaxial coordinators
- My departmental budget must be increased by at least 5 percent to meet current workloads
- Each employee should understand pension program eligibility and how benefit amounts can be calculated
- Customs should be aware of our guarantee on all repair jobs
- Our new laser cloth-cutting machine is a smart buy for this company

***Interviewing to get the job you want***

People feel a lot of pressure as they prepare a resume and letter of application. Students recognize that this form of business communication can have a real and immediate payoff. But resumes-along do not result in job offers.

*The purpose of a letter of application is to get the reader to review your resume.*

*The purpose of a resume is to get the reader to offer an interview.*

The selection interview is a joint process in which both participants the interviewer and the prospective job candidate have their own purposes in mind. Ideally, each is attempting to measure the strengths and weakness of the other. The interviewer is looking for good employees. The interviewee is shopping for a job that suits his or her career interests and needs. Each of these purposes is important.

Most frequent complaints about interviewees.

- Poor communication
- Ill prepared for the interview
- Vague interests
- Lack of motivation
- Unrealistic expectations

There are at least four different ways that we need to prepare as we go into the interview situation. We can best prepare by.

- Understanding ourselves what we are seeking
- Understanding something about the organization
- Assembling materials to take to the interview
- Practicing effective communication skills

Self- understanding is small task, but some interesting guides are available. One source we found useful is a workbook called the Mind Test. The book consists of thirty-seven psychological tests and instructions for scoring and interpreting them. The results of working through these tests can be unique into your social skills, your job attitude, your relationships and your personality.

Letter of apology

Dear Mr. Show

You may remember that when we last met I offered to send you details of our Packard Bell 425 model computer. I have been looking back at our records and have seen that I failed to make a note, and so have not sent you the information required by you.

I am enclosing the brochure. Please accept my apologies for this oversight. I hope the delay has not inconvenienced you.

Your sincerely

Bob Bright

Уважаемый мистер Шоу!

Вероятно, Вы помните, что во время нашей последней встречи я предложил отправить Вам подробную информация о модели компьютера Packard Bell 425. Просматривая наши прошлые записи, я обнаружил, что не сделал соответствующей пометки, и поэтому не отправил Вам запрошенную информация.

Искренне Ваш

Боб Брайт

There are some cases when you are not right and you should apologize immediately and preferably in written form. The content depends on the situation. Try to be sincere, express your readiness to take all responsibility for your actions. The letter should be short and polite.

Business writing is an essential part of any business and it presents some difficulties and requires certain experience and skills. We tried to show some peculiar linguistic peculiarities and rules that should be taken into account, while writing business letters. With the intensive development of business cooperation, international trade and commerce, appearance of joint companies, arise need in business communication. In spite of development of mass media, TV, faxes-mail, the letter still remains one of the important means of communication.

### **Bibliography**

1. Effective Letters for Business, Professional and Personal use. Neal Publications, Inc.1998
2. English for manager. I.P.Agabeckayn. 2002. Rostov. Fenix
3. English Business Letter F.W.King D.Ann Cree. 1994 Moscow
4. Letter writing L.B.Lang. hal per Collins Publishers, 1994
5. Longman Dictionary of English Language and culture Longman Group (UK) Ltd, 1992
6. James Calvert Scott, Teaching Business Students to Write the Psychologically Sounds Letter of Condolence, Utah State University, 1989
7. Basic Business English and Communication P.Timm. R.L. Young.1986.
8. Business Correspondence in English. L.Vasilyeva. 2001 Moscow
9. Деловая корреспонденция и документация на англ.языке. – М.
10. Памухина Л.Т. Английский для деловых людей. – М.: Лист-ню, 2003.
11. Кутний Е.А. Бизнес-корреспонденция на английском языке. – М.: АСТ, 2002.

12. Деловая переписка на англ. языке: Уч. пособие для неяз. вузов.