Composing Business Messages

- Collecting Information to Compose Messages

  - Formal Research Methods
    - Search Manually
    - Access Electronically
    - Go to The Source
    - Conduct Scientific Experiments

  - Informal Research and Idea Generation

    -Look in The Files
    -Talk With Your Boss
    -Interview The Target Audience
    -Conduct An Informal Survey
    -BrainStorm For Idea

  - Organizing to Show Relationships   3.3

    -Direct Pattern
      > Main Idea First

      > Advantages:
        -Saves The Reader's Time;
        -Set a peroper fame of mind;
        - Prevents Frustration.

- Indirect Pattern
> Following an Explaination and Evidence

> Advantages:
-Respects The Feelings Of The Audience
-Encourages a Fair Hearing
- Minimizes a Negative Reaction

Improving Writing Techniques:

-Acheiving Emphasis Through Mechnics
>Underlining
>Italics
>BoldFace
>Font changes
>All caps
>Tabulation

Achieving Emphasis Through Style:
>Use vivid Words
>Label The Main Idea
>Place Important Idea First or Last

- Using Active And Passive Voice
- Acheiving Parrellism

FIGURE 3.2 Format for an Outline

Title: Major Idea or Purpose

I. First major component
   A. First subpoint
      1. Detail, illustration, evidence
      2. Detail, illustration, evidence
      3. Detail, illustration, evidence
   B. Second subpoint
      1.
      2.
II. Second major component
   A. First subpoint
      1.
      2.
   B. Second subpoint
      1.
      2.
      3.

Tips for Making Outlines

- Define the main topic in the title.
- Divide the topic into main points, preferably three to five.
- Break the components into subpoints.
- Don't put a single item under a major component if you have only one subpoint; integrate it with the main item above it or reorganize.
- Strive to make each component exclusive (no overlapping).
- Use details, illustrations, and evidence to support subpoints.

FIGURE 3.3 Audience Response Determines Pattern of Organization

If pleased

If mildly interested

If neutral

If unwilling or uninterested

If displeased or disappointed

If hostile

Direct Pattern

Indirect Pattern

Good news or main idea

Bad news or main idea