

## **Creative Aspects of Business Writing**

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### **Abstract**

The global workplace forces us to enhance our communication skills. One needs to be an effective communicator to move up on the career ladder, irrespective of the field, job, and expertise. Business communication consists of documentation. Documents are an essential part of a business. Every business document has its purpose. An executive writes a business proposal to attract investors or to find partners. He sends emails to reach potential customers. He writes a report to impress his boss. When proper written communication is used it leads an executive from one successful project to another. As a result, the business executive becomes more confident and inspired. The purpose of this paper is to enhance the writing skills of business administration students by working on the creative aspects of their writing. Data from secondary sources are used in this study.

**Keywords:** Writing, Business Writing, Business Communication, Writing Skills

## **Introduction**

Business is all about presentation. Business owners aim for an effective online presence. Effective online presence helps potential customers discover an organisation and its products. To attain this goal, business executives create websites, blogs and social media accounts. Quality content is a decisive factor on websites, blogs and social media accounts. A person who can gracefully present business and convince people to buy products or services is an asset to an organisation.

There exist a long list of articles that comes with underwritten business communication. It includes emails, letters, reports, company brochures, presentation slides, case studies, sales materials, visual aids, social media updates, and other business

documents. Whether someone communicating internally with colleagues and executives or externally with clients, the way he writes can either give his career a boost or hamper his progression within the organisation.



The content of formal business correspondence shows the same level of politeness and considerable attention to detail that is shown in face-to-face interaction. A courteous business letter expresses the writer's respect for the receiver and the organisation they work for. Professionals take into consideration etiquette and formatting. They also pay attention to their tone, clarity, and logic. They avoid the poor choice of words and incorrect usage of grammar. These things can portray taken for granted attitude, laziness or even rudeness.

### **Importance of Creativity in Writing**

English language writing skills are essential and applicable to any career we choose. It increases our credibility and makes us more valuable in our chosen industry. It helps us to stand out from the rest. Writing helps to enhance our imagination and creativity. While writing a story, we are forced to think of the plot, and points, from different perspectives and to make the content engaging and interesting. Writing down dreams or maintaining a diary again pushes us to find the right words to describe something; therefore, broadening our knowledge of vocabulary, sentence structures and ability to think creatively.

Writing can never go out of style. It will always be in demand, and once we learn how to write well, we can use our skills to build a side a career, engage in cathartic writing or just personal musings. Important skills, like the organisation of ideas, articulation, patience and continuous learning and improvement, are developed through regular writing. A writer also learns to accept criticism and feedback, putting their work before their ego, eventually.

## **Practice of Reading**

The importance of the practice of reading cannot be stressed enough. Reading is extremely essential because it familiarises us with the language. It introduces an individual to different styles and approaches to writing. Reading books, newspapers and articles. It exposes one to diverse perspectives. It expands a person's worldview and makes him more creative. This exposure leads to a better vocabulary and understanding of the language, and further, to better writing skills. A non-reader can always start by reading basic material for shorter intervals and then move on to more complex books or stories.

## **Learning the Basics of Good Business Writing**

There's a serious misconception about good business writing. Using complicated phrasing, relying on proprietary terms, and sounding smart and knowledgeable might seem like good practices, but they just confuse. A better approach is to write clearly and succinctly. State what you mean, and do not worry about sounding ultra-professional.

It is best to avoid complex phrasing and write with an obvious noun-verb construction. Good written communication is often short and to the point. Start by making your sentences shorter, and pick a strong verb. Be direct. The best business writing flows easily and isn't hard to read or understand. For anyone who wants to learn the craft of writing without taking a full course or earning a college degree in the field, there are a few steps he can take. The first one is to read as much as he can. The more he read, the more he will see how to write. As long as he pays attention to how a story is crafted and why words are arranged as they are to make well-written sentences, he will pick up on the basics of exceptional writing, almost by osmosis.

Another common writing tip is to stick with a logical flow. You might switch to a clear and concise writing style, and that's great, but if you jump around when you write a document and don't maintain an obvious structure for the entire document, you will still confuse the reader. A good place to start is by making a rough outline. It shouldn't be overly detailed – just jot down the key points so you can stick to a roadmap when you're halfway through your email, article or even social post.



## Conclusion

Following the given advice and sticking to a clear and concise writing style, one might be tempted to only use that writing style in official documents like a marketing plan. The truth is that all writing in business these days is official because it is often easily accessible. On social media, one might think a post or comment is a throwaway that no one will notice. It's a mistake to think like that. Nothing is throwaway when it comes to business writing. Everything is accessible. Business writing should be clear. The tone depends on the target audience and the goal of the message. For example, one may use the conversational style in letters and emails, the legalistic style is for contracts, formal style for an internal memo.

Every job demands less or more writing skills. Business writing and technical writing are one of the most popular writing styles that often get confused. It happens because they share the same main goal, which is to communicate complex ideas efficiently. These two styles use specific word choices, concise language and a formal voice.

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