

商务英语精品课程辅导连载UNIT4 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/151/2021\\_2022\\_\\_E5\\_95\\_86\\_E5\\_8A\\_A1\\_E8\\_8B\\_B1\\_E8\\_c85\\_151161.htm](https://www.100test.com/kao_ti2020/151/2021_2022__E5_95_86_E5_8A_A1_E8_8B_B1_E8_c85_151161.htm) Unit 1 Functions &

Essential Qualities of Business Writing 1. Functions of Business

Writing Generally speaking, the functions of business writing are: (1) to inform, (2) to influence and (3) to entertain. 1.1. The First

Function To Inform Messages to inform are used to convey the large amount of information needed to complete the day-to-day operations of the business, such as explaining instructions to

employees, announcing meetings, acknowledging orders, accepting contracts. The major purpose of most of these messages is to have the receiver understand a body of information and concentrate on the logical presentation of the content. 1.2. The Second Function To

Influence A business message must also influence the readers' attitudes and actions. These messages might include letters

promoting a product or service and seeking support for ideas and worthy causes presented to supervisors, stockholders,

customers/clients, and others. 1.3. The Third Function To

Entertain To secure the desired response, it is necessary to have an adequate knowledge of the English language and an understanding of human nature. The writer should have an acquaintance with the

particular interest and, if possible, the emotions of the reader. It seems easy enough, for example, to ask payment of a bill, but it is

quite difficult to secure payment without offending the reader and losing his or her future patronage. No communication is wholly

successful unless it retains the reader's goodwill.<sup>2</sup> Essential Qualities of Business Writing Effective business writing has five characteristics, which can be summed up in the Five C's, i.e.

1) Correctness. 2) Clearness. 3) Completeness. 4) Conciseness and 5)

Courteousness.  
2.1. Correctness Correctness means using standard grammar and spelling. It means choosing suitable stationary and a format acceptable for the situation. It means avoiding obvious

erasures or corrections. Certainly, it means choosing the exact word, selecting the appropriate sentence structure, and creating careful paragraphs. Above all, it means accuracy of facts and figures. In

short, every effort should be made to ensure the correctness of business messages in all respects.  
2.2 Clearness

Clearness is the keynote of the other four characteristics. Clarity relates most directly to the effectiveness of business writing. A business message does not fulfill its function if its reader does not understand it. So a business message must be clear so that it will be understood the first time it is read. You achieve clarity by thinking before you write, by defining your purpose and by using clear, plain language, avoiding jargon and fancy words. They will only conceal the meaning of the

message. Don't puzzle your reader with long, involved sentences and make sure that what you have written cannot be misunderstood. But you should include necessary details for the reader to understand the subject completely. Inclusion of pertinent information is necessary to make the meaning clear. Good, straightforward, simple English is what is needed for business writing.  
2.3. Completeness

In addition to clarity, business message must be complete. Completeness refers to

providing enough information so that the intention of the message is understood by the reader. Business writing that leaves out necessary essential information invariably leads to extra work, extra letters, extra memos --- hence extra cost --- to add information that should have been included in the original. The businessman who forgets to include any relevant details in his message will make a poor impression on his reader. An incomplete message is almost worse than none. Exclusion of pertinent information is exasperating. Compare the following notices: Incomplete: All sales representatives will meet at 9:00 on Monday. Complete: All sales representatives will meet at 9:00 on Monday, February 27, in Conference Room C. Be Sure you include all the details that will be needed by the reader of your message. Say every thing that must be said but do not waste your readers time. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)