

Fundamentals of Business Communication © 2012

Chapter 7: Writing as a Process

Tools:

- Printer
- 8.5" x 11" paper
- Scissors

Directions:

1. Print
2. Fold paper in half vertically
3. Cut along dashed lines



direct approach

A method for organizing information in which the topic is followed by descriptive details; it is a very readable format often used in business writing.

- FOLD -

01 of 22 E-Flash Cards



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editing

A form of revision that is focused on sentence construction, wording, and clarity of ideas.

- FOLD -

02 of 22 E-Flash Cards



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formatting

The placement and style of the type on the page.

- FOLD -

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four C's of communication

Standards that apply to all writing processes that help to produce written work that achieves clear, concise, courteous, and correct communication.

- FOLD -

04 of 22 E-Flash Cards

indirect approach

A method for organizing information in which details come before the main idea of the paragraph; often useful when one must present bad news to the reader.

- FOLD -

05 of 22 E-Flash Cards



layout

The relationship of the text to white space.

- FOLD -

06 of 22 E-Flash Cards



objectivity

A point of view that is free of personal feelings, prejudices, or interpretations.

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07 of 22 E-Flash Cards



outline

A method of organizing information that helps clarify the relationship between ideas and sections of content; it helps to present the proper information and its sequence.

- FOLD -

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plagiarism

The illegal and unethical act of claiming somebody else's material as your own.

- FOLD -

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post-writing stage

The final edit of the document; after its final revision, the document is carefully proofread to detect any remaining errors.

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prewriting stage

The time before one begins writing used to think about the topic and purpose, plan content, and conduct the necessary research.

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primary readers

Readers directly involved in the purpose for writing.

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proofreaders' marks

Specific symbols and notations
universally used by writers and
editors to note errors and changes.

- FOLD -

13 of 22 E-Flash Cards



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proofreading

The process of checking the final
copy for correct spelling, punctuation,
and formatting and for typographical
errors.

- FOLD -

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published

A document that has been made
available to its receiver.

- FOLD -

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publishing stage

Printing the document and preparing
it for submission.

- FOLD -

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readability

A measure of whether or not the document is easy to read.

- FOLD -

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revising

Rewriting paragraphs and sentences to improve organization and content; it involves checking the structure of the document as a whole.

- FOLD -

18 of 22 E-Flash Cards



secondary readers

Readers who need to know the communication took place.

- FOLD -

19 of 22 E-Flash Cards



writer's block

A psychological condition that makes a writer feel unable to begin the writing tasks, therefore preventing a writer from proceeding with the writing process.

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writing process

A set of sequential stages for each writing task that includes prewriting, writing, post writing, and publishing.

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21 of 22 E-Flash Cards



writing stage

Begun after the prewriting stage has been completed, it includes creating rough drafts, editing, and revising the piece.

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22 of 22 E-Flash Cards



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