**ENG 4C BUSINESS ENGLISH: INTRO**

Wilson

**Business English** is the reading and writing that occurs in the workplace.

It is based on three main goals:

* DIRECT PURPOSE: either to solve a problem or give information
* ECONOMICAL: Attempts to be clear and to the point
* READER-ORIENTED: Writing directed at a certain audience

All types of Business English focus on two important things:

**PURPOSE:** What the writing is about

**AUDIENCE:** Who the writing is directed at

When writing business English a specific writing process is followed to make sure that the message is kept clear for the readers. It has three steps and each of those steps has three smaller steps that are followed:

**The 3x3 Business Writing Process:**

|  |  |  |
| --- | --- | --- |
| 1. **PREWRITING** | 1. **WRITING** | 1. **REVISING** |
| **Analyze**  Figure out why you are sending a message | **Research**  Make sure you know about your topic | **Revise**  Read over to make sure message meets goals |
| **Anticipate**  Imagine how the audience will respond to you | **Organize**  Prepare information to make it clear to reader and audience | **Proofread**  Edit work for spelling and grammar errors |
| **Adapt**  Plan to write to meet the needs of your audience | **Compose**  Begin the actual writing of your information | **Evaluate**  Is your writing as effective and clear as possible? |