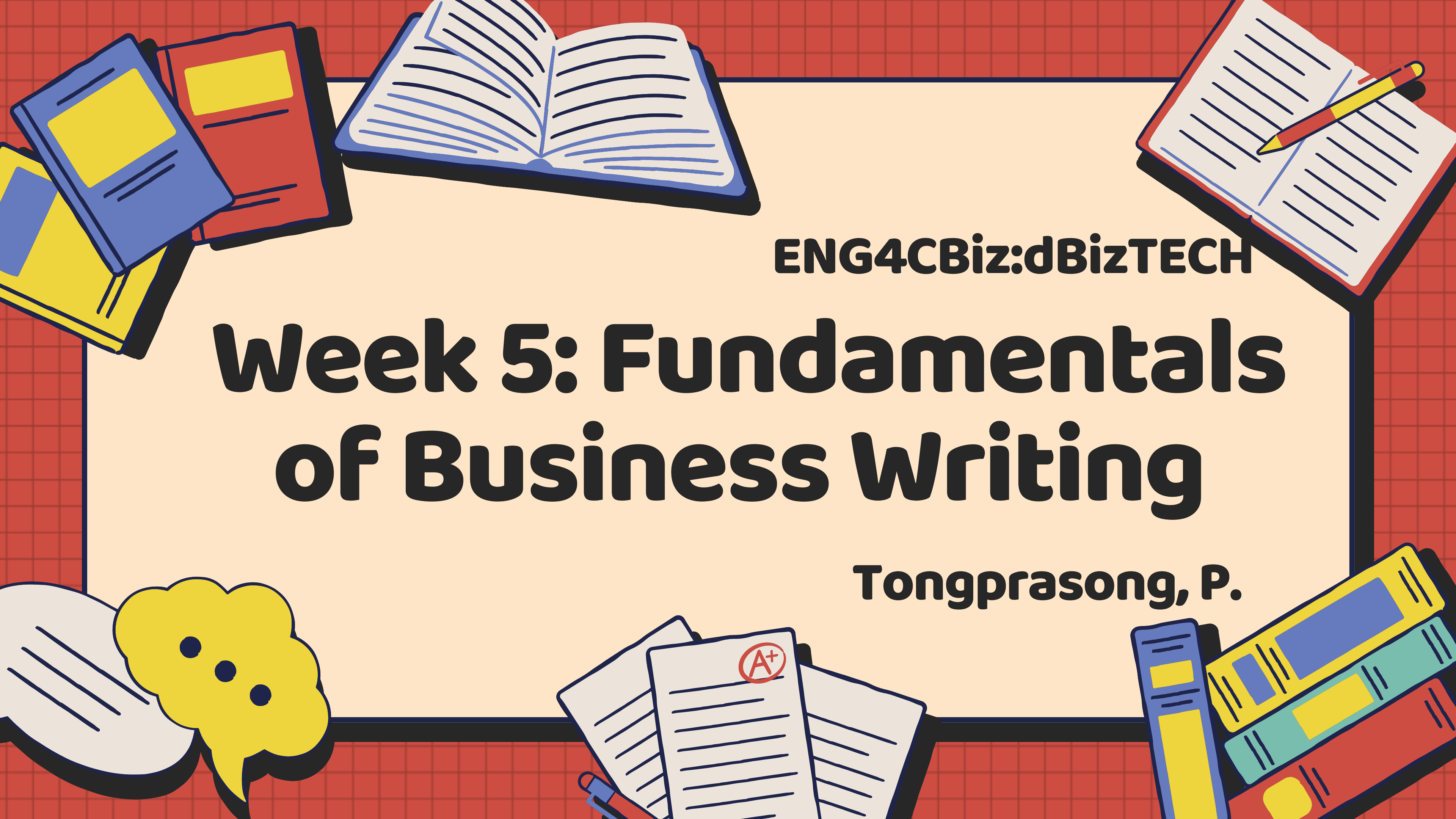


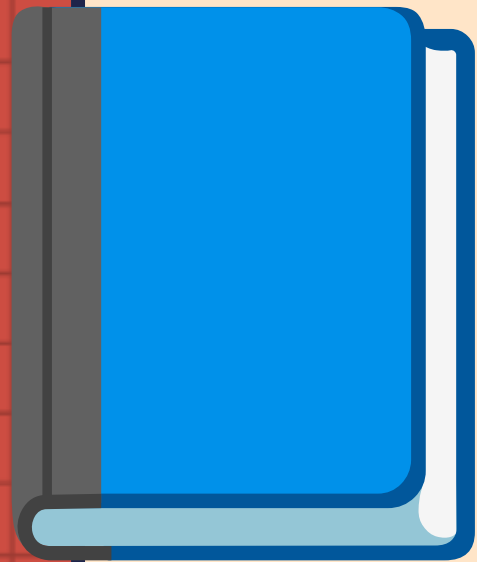
The background is a red grid. A large white rectangle with a black border is in the center. In the top-left corner, there are three books: a yellow one, a blue one, and a red one. In the top-center, there is an open book with blue lines. In the top-right corner, there is a notebook with a red cover and a yellow pencil. In the bottom-left corner, there is a yellow speech bubble with three dots. In the bottom-center, there are several papers, one of which has a red circle with 'A+' on it. In the bottom-right corner, there are three books: a blue one, a yellow one, and a red one.

ENG4CBiz:dBizTECH

Week 5: Fundamentals of Business Writing

Tongprasong, P.

Week 5: Fundamentals of Business Writing



Communicating with clarity and professionalism in the digital age
This week focuses on mastering written communication in creative business and digital technology settings.



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Learning Outcomes

3

- 01** Apply the principles of **clear, concise, and professional** writing (CLO1 & CLO4)
- 02** Identify and use appropriate **business formats** (emails, memos, reports) (CLO2 & CLO3)
- 03** Improve your **grammar, punctuation, and spelling** for professional credibility (CLO8 & CLO9)
- 04** Write **short, purposeful messages** across digital platforms (CLO5)

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Core Principles of Effective Writing

4

1 ✨ Clarity

2 ✂ Conciseness

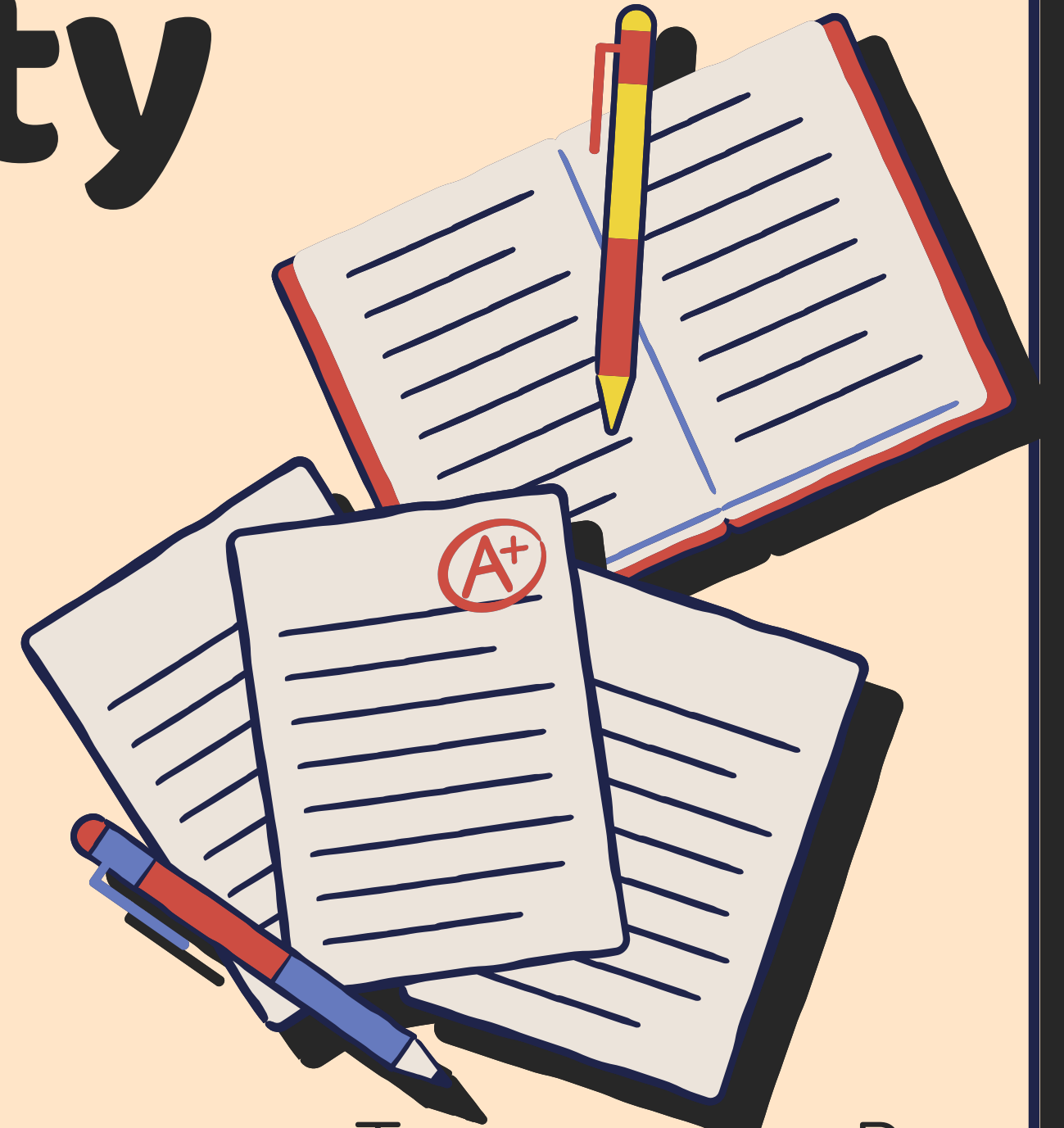
3 📁 Professionalism



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1. ✨ ✨ ✨ Clarity

- Know your audience
- One idea per sentence
- Use logical structure and specific language



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2. Conciseness

- Eliminate redundancy
- Use strong verbs
- Avoid filler words
- Use bullet points for clarity



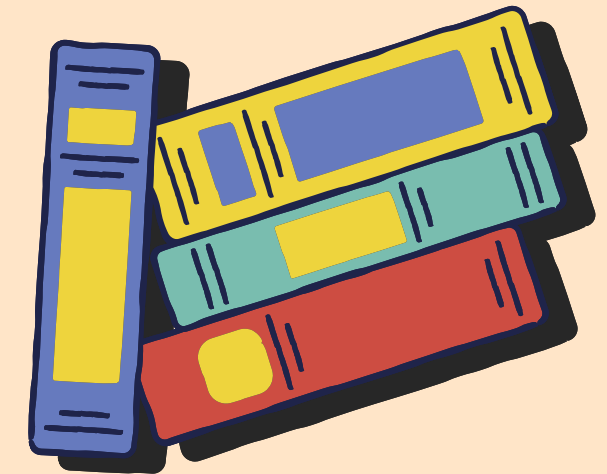
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Professionalism

7

- **Maintain respectful tone**
- **Be ethical and objective**
- **Proofread for grammar and formatting**
- **Follow standard business formats**



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Business Writing Formats

8

Format

Purpose Key

Tips



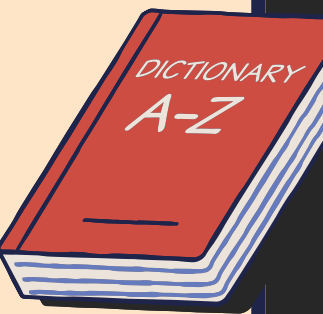
Email Everyday communication

Clear subject,
short body,
reply etiquette



Memo Internal announcements

Direct,
well-structured,
action-oriented



Business Writing Formats

9

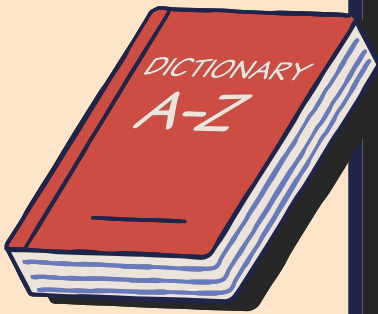
Format

Purpose Key

Tips



Report Present findings/analysis Use headings,
objective tone,
concise data



Notice Announce events/info Who-What-When-
Where-Why +
action if needed

Business Writing Formats

10

Format

Purpose Key

Tips



Social Media

**Public engagement
(LinkedIn etc.)**

**Professional tone,
hashtags, short &
clear**

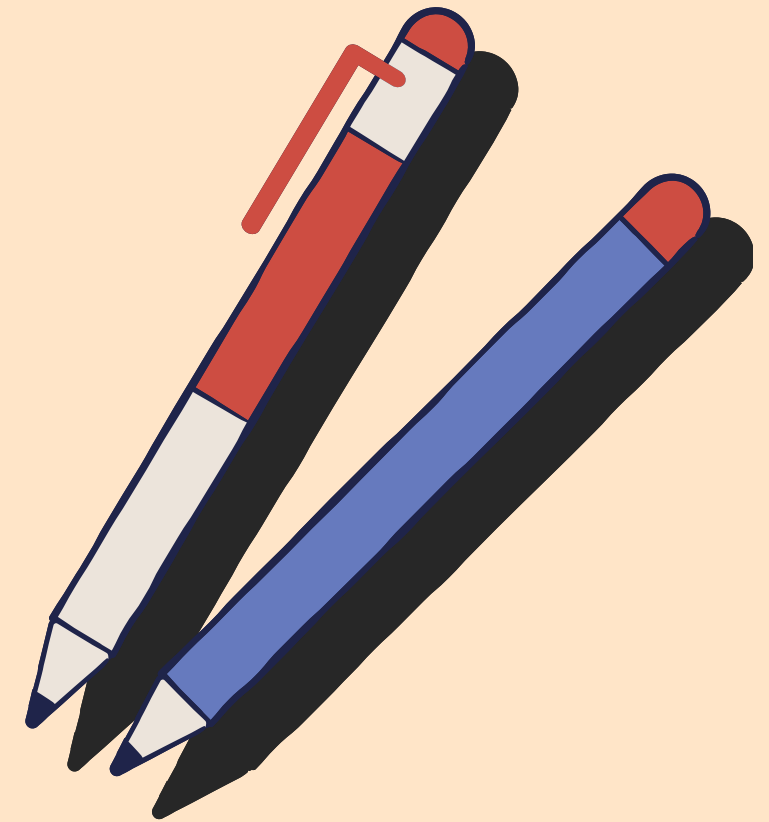


Grammar, Punctuation & Spelling

📌 Accuracy builds credibility

Common areas to focus:

- Grammar
- Punctuation
- Spelling



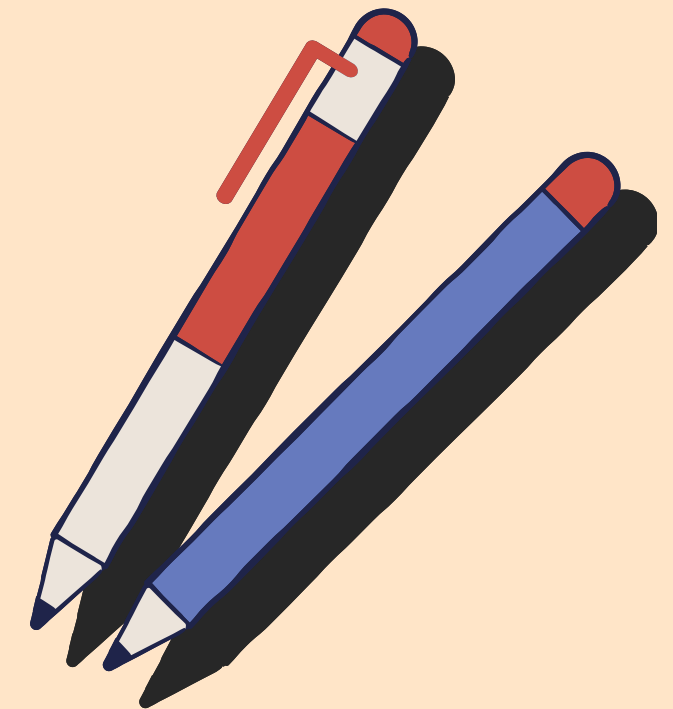
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Grammar, Punctuation & Spelling

Grammar

12

- Subject-Verb Agreement
- Correct Tense Usage
- Sentence Structure
- Pronoun Agreement

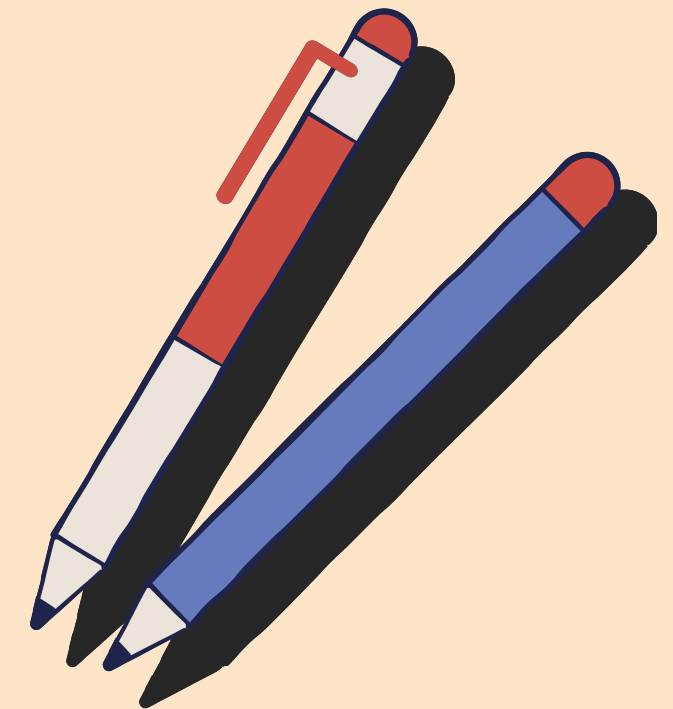


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Grammar, Punctuation & Spelling

Punctuation

- Commas[,], periods[.], question marks[?], colons[:], semicolons[;], etc.

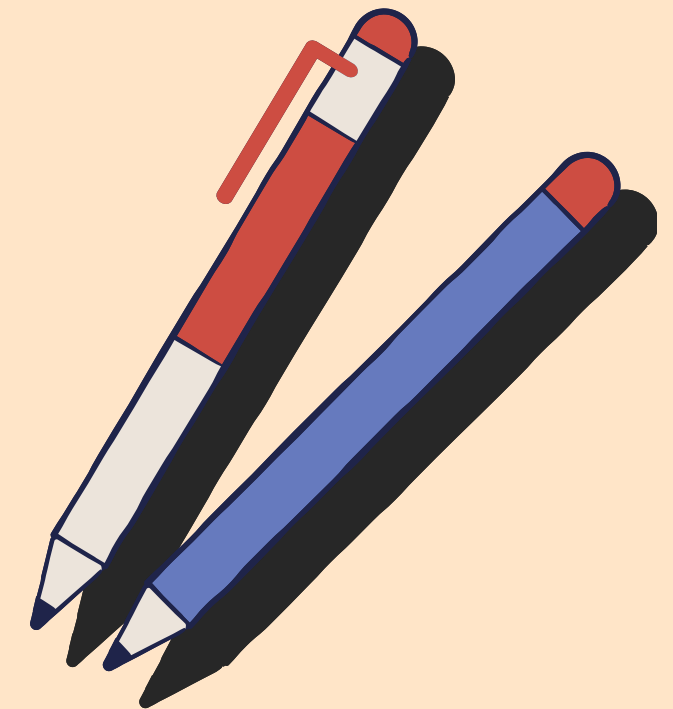


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Grammar, Punctuation & Spelling ¹⁴

Spelling

- Commonly confused words (e.g., their/there/they're)
- Use tools, but always proofread manually



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Practice – Writing Short, Clear Messages



Practice Activities:

- Write a brief email for a request or confirmation
- Draft a memo for internal communication
- Create a notice for a team update
- Compose a social media post for LinkedIn
- Simulate instant messages in a team chat

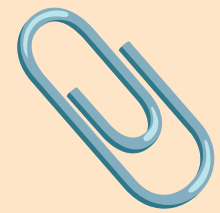
✓ Focus: Clarity, conciseness, and tone

🕒 Goal: Message should be understood in 5 seconds or less



Summary & Reflection

16



Key Takeaways:



- Effective business writing = **Clarity + Conciseness + Professionalism**
- Use the **right format** for the right purpose
- Accuracy matters: Check **grammar, punctuation, and spelling**
- Practice helps build **confidence** and **communication skills**

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Summary & Reflection



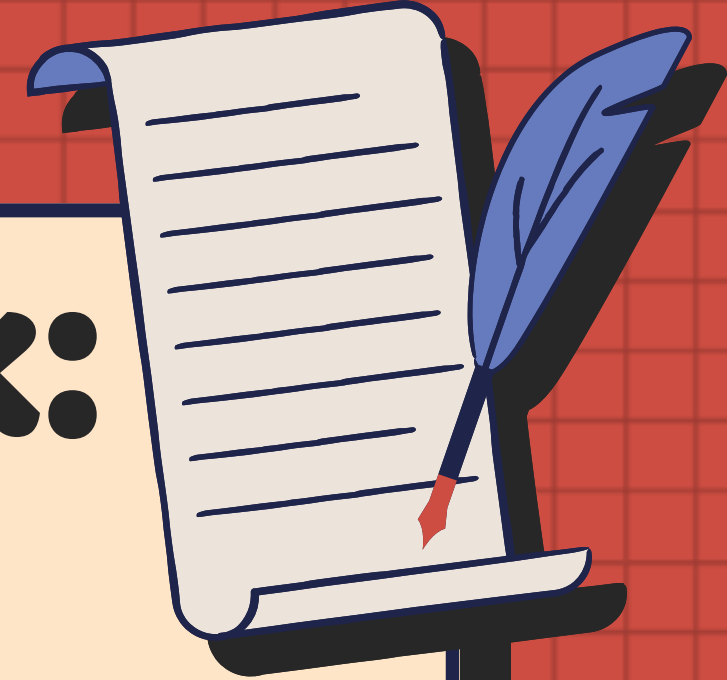
Review Questions:

1. What makes writing clear, concise, and professional?
2. What are the elements of a great business email?
3. Why is spelling/grammar accuracy important?
4. How do you shorten a wordy sentence?
5. Reflect on a message you've written — what could you improve?

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Yours Work:



The background is a red grid pattern. In the top left, there is a stack of three books with yellow, red, and blue covers. In the top center, an open book with blue pages is shown. In the top right, a notepad with a red cover and a yellow pencil is visible. In the bottom left, there is a white speech bubble and a yellow thought bubble. In the bottom center, there are several papers, one of which has a red 'A+' grade. In the bottom right, there is a stack of books with yellow, blue, and red covers.

Thank you for attentive listening!

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Resource Page

