

WRITING IN THE DISCIPLINES: BUSINESS

THE BASICS

Business writing aims to inform, persuade, instruct, or record/document. The purpose of an assignment is often dictated by the audience or client.

WRITING STYLE

- Simple language in short sentences and paragraphs
- Easily digestible data
 - Examples: Pie charts, graphs, bullet points
- Content often divided into sections
- American Psychological Association or Chicago Manual Style citations
- Clear focus and main idea
- Be concise and conscientious
- Personable
- Active voice
- Present tense whenever possible

TYPES OF BUSINESS WRITING

- **Report:** Details a major project and generally requires research
 - Examples: Consumer reports, organizational reports
- **Proposal:** Persuades a specific audience to adopt a plan or process
 - Examples: Funding request, business strategy
- **Memos and Correspondences:** Convey information to others for a variety of purposes
 - Examples: Policy update notification, notice of email domain change, legal notice
- **Presentation:** Persuades or informs an audience, often orally, with supporting materials
 - Example: PowerPoints, product launches, pitches
- **Brochures, Newsletters, and Websites:** Convey information or advertise a product or service
 - Examples: School brochure, company newsletter, online store
- **Executive Summary:** Provides a concise synopsis of key points within a longer document

TAKEAWAY TIPS

- Evidence is essential
- Use inclusive language
- Respect all identities
- Use personal pronouns
- Put important information first
- Use positive, active verbs
- Framing matters
- Avoid buzzwords and jargon
- Assume reader will skim



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