

Effective business message communication

In a well-organized message, all the information is related to a clear subject and purpose, the ideas are presented in a logical order, and all necessary information is included. Good organization is important because it makes the message more effective and simplifies the communicator's job.

Organizing a message requires grouping ideas and deciding on the order of their presentation. Direct and indirect orders are two basic organizational approaches. With the direct approach, the main idea comes first; with the indirect approach, the main idea comes later. The indirect approach is best for people who are likely to react with skepticism or hostility to the message, but the direct approach is best in most other cases. When people communicate, they establish a relationship with the audience. The success of the relationship depends on the tone, or overall impression, that people create. Try to be both business-like and likable; try to look at the subject through the audience's eyes. Emphasize the positive ideas.

But what is to be done with business message when people are not face-to-face with the communicator?

Oral communication gives people an opportunity to interact with the audience; written communication gives a greater opportunity to plan and control their message.

The process of preparing business the messages consists of three basic steps: planning, composing and revising. During planning phase teachers need to analyze the audience. The information is needed to decide on the content of message. Another step in the planning is to establish the main idea of the message. Written communication gives people a greater opportunity to plan and control their message.

Revision is the final step in developing effective communication. Each message should be edited for content and organization, style and readability, and mechanics and format.