

Benefits of Completeness

Complete messages are more likely to bring the desired results. They do a better job at building goodwill. Communication that seems inconsequential can become very important if information it contains is complete and effective.

Guidelines to secure Completeness in your writing

- Provide all necessary information.
- Answer all questions asked.
- Give something extra, only when desired.

a. Provide all the necessary information

Answer the five Ws that make the message clear.

- Who
- What
- When
- Where
- Why

Example

When requesting merchandise, make sure:

- What do you want?
- When do you need it?
- To whom and where is it to be sent?
- And how would the payment be made?

b. Answer all the questions asked

Look for questions. Some may appear buried within a paragraph. Locate them and answer them precisely.

A colleague or a prospective customer's reactions to an incomplete answer are likely to be unfavorable. The customer may think that the respondent is careless or purposely trying to conceal a weak spot. In general "omissions cast suspicions" whether you are answering an inquiry about your product or recommending a former employee to a new job.

If you have no information on a particular question, say so clearly. If you have unfavorable information in answer to certain questions, handle your reply with both tact and honesty.

Example

In one instance, a software distributor when replying to a customer's letter answered only four of the seven questions. The original questions had somewhat hidden and buried five long paragraphs so the respondent apparently overlooked them. The reply was incomplete and unfriendly and caused the distributor to lose business.

- Use short names when you have mentioned the long one once.

For Shaukat Khanum Memorial Cancer Hospital, use ‘Shaukat Khanum’ or simply the Hospital.

- Use initials instead of repeating long names.

Instead of using Pakistan International Airlines, use PIA.

- Cut out needless repetition of phrases or sentences.

- Sometimes it is good to combine two or even three sentences using subordinate clauses or phrases.

Example

Following is the body of a letter from a business executive in a Company for 5 years.

“Will you ship us some time, anytime during the month of October would be fine, or even November if you are rushed (November would suit us just as well, in fact a little bit better) 300 of the regular Dell Computers.

Thank you in advance for sending these along in parcel post, and not in express, as express is too expensive.”

Concise Version of the Letter

Please ship parcel post, 300 Dell Computers before the end of November.

Preview from Notesale.co.uk
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- **Focus on ‘you’ Instead of ‘I’ or ‘we’**

To create considerate, audience-oriented messages, focus on how message receivers will benefit, what they will receive, and what they want or need to know. In some cases, this can be accomplished by emphasis; you may downplay your own feelings to make a point.

Concreteness

To communicate concretely means being specific, definite and vivid rather than vague and general. Misunderstanding of words has produced tragedies both in war and in peace, in business and non-business situations. Often it means using denotative (direct, explicit, often dictionary-based) rather than connotative words.

Benefits of using concrete facts and figures

Your receivers know exactly what is desired. When you supply specifics for the reader/s, you increase the likelihood that your message will be interpreted the way you intended.

The following guidelines should be followed to compose concrete, convincing messages:

- Use specific and definite figures.
- Use vivid image building words.

Use specific facts and figures

It is desirable to be precise and concrete both in written and oral technical communications.

Example

Vague: Students' GMAT scores are higher.

Concrete: In 1996 the GMAT scores averaged 500, by 1997 they had risen to 610.

Clarity

Getting the meaning from your head *accurately* to the reader is the purpose of clarity.

Remember

Choose precise, concrete, and familiar words.

Construct effective sentences and paragraphs.

Choose Precise, Concrete, and Familiar words

Clarity is achieved through a balance between precise language and familiar language. When you have the choice between a long word and a short word, choose the short and familiar word.

Golden Rule

When in doubt, use the more familiar words; audience will understand them better.

For example

You must use *pay* instead of remuneration and *invoice* instead of *statement of payment*.

Example

Unfamiliar