13 FOREIGN LANGUAGES

4.14 PRODUCE WRITTEN MATERIALS TO DEAL WITH NON-ROUTINE WORK TASKS

- LO124: Demonstrate the necessary skills to use the foreign language in its written form (CEFR Level B2) in most occupational and social contexts including non-routine ones.

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Module Details

Work Area Code:	13
Work area title:	FOREIGN LANGUAGES
Unit Code:	4.14
Unit Title:	PRODUCE WRITTEN MATERIALS TO DEAL WITH NON-ROUTINE WORK TASKS
Learning Outcomes Nos:	124
Learning Outcomes titles:	Demonstrate the necessary skills to use the foreign language in its written form (CEFR Level B2) in most occupational and social contexts including non-routine ones.
Recommended Duration:	2 hour
Trainer:	

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Written materials in business communication

- **Specific terms and expressions in written business communication**
- ***Agenda:*** A detailed plan
- ***Advantage:*** A specific benefit or improvement
- ***Benefit:*** A specific, positive outcome
- ***Calculate:*** To do something with numbers, i.e. count, add, subtract, multiply, or divide
- ***Develop:*** Bring out the possibilities of or capabilities of
- ***Estimate:*** Guess how much something will cost or how long something will take
- ***Incentive:*** Provide a reward or offer something at a special price

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Written materials in business communication

- ***Invest:*** Spend a resource such as time, money, or effort in order to make a future improvement
- ***Maintain:*** To take care of, cover expenses, or keeping a specified state
- ***Negotiate:*** Try to make a better arrangement or get a better price
- ***Objective:*** A specific goal or target
- ***Participate:*** To take part in

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Written materials in business communication

- ***Process:*** A series of actions that achieves a certain end
- ***Schedule:*** A certain time frame
- ***Structure:*** A complex system that takes in the entire point of view
- ***Target:*** A measurable goal
- ***Thank you:*** A polite phrase to use with everyone you interact with; though simple, it goes a long way

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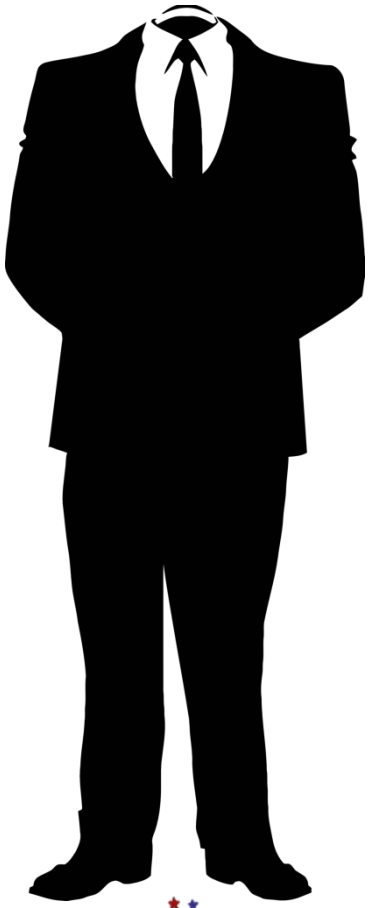
Written materials in business communication

- Choice of writing style:

- **Colloquial, Casual, and Formal** writing are three common styles that carry their own particular sets of expectations.
- Which style you use will depend on your audience, and often whether your communication is going to be read only by those in your company (internal communications) or by those outside the organization, such as vendors, customers or clients (external communications).
- As a general rule, external communications tend to be more formal, just as corporate letterhead and business cards—designed for presentation to the "outside world"—are more formal than the e-mail and text messages that are used for everyday writing within the organization.



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Written materials in business communication

- Structure of a written text:

Introduction	Body/Content	Conclusion
Report Context	Presentation	Main points
Subject/purpose	Analysis	Benefits
Main ideas	Interpretation	Action items
Overall tone	Support	Action details

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Written materials in business communication

- Structure of a written text:

Introduction	
Authorization	Opportunity or purpose
Scope of coverage	Background
Sources and methods	Terms and definitions
Limitations	Report organization

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Written materials in business communication

- **Structure of a written text**

Body/Content:

- Explanations of problem or opportunity
- Facts, statistics and trends
- Results of studies or investigations
- Discussion and analysis of potential actions
- Advantages, disadvantages, costs and benefits
- Procedures or steps in a process
- Methods and approaches
- Criteria of evaluating options

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Written materials in business communication

- Structure of a written text

Conclusion:

- Summary
- Conclusions and recommendations
- Support for conclusions and recommendations
- Action plans

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- **Description of a non routine work task**
- **Non-Routine Task** – is an activity or set of activities that are not generally performed on a routine basis. A task that an employee does not normally perform and for which the employee has not previously been trained.
- A project is a non-routine work task:

- The definition of project varies from one company to another. In some cases, the word is used loosely to describe any task, exceptional or recurring. Thus, a "project" could mean any routine that demands time. That's unfortunate because it diminishes the importance of actually planning out and managing a project.

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Non-routine work tasks

- **Description of an non routine work task**
- A project involves investigating, compiling, arranging, and reporting information outside the range of usual activities while routine is defined within the range of a department's function.

Example: The manager of a customer service department prepares monthly reports identifying customer contact trends (complaints, inquiries, suggestions) as part of her routine.

When he is given the task of investigating and comparing automated customer service software, he is responsible for a project.

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Non-routine work tasks

- **Steps to deal with a non routine work task**

- Analysis and comprehension of the subject
- Writing the text (report, letter etc.)

- **How to translate – tools and techniques**

- Read the source text- circle items to be researched
- Research terms
- Produce rough draft
- Do sentence- by- sentence comparison
- Read out loud
- Compare again
- Reread
- Establish a glossary as you go along

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Non-routine work tasks

- **Practice in written at work tasks**
- **Writing a business letter:**

- It is a letter written in formal language used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties
- They are used for different purposes, like placing orders, making inquiries, credit request, requesting claims and adjustment, to apologize for wrong or simply to convey good will etc.
- Even today they are very useful, because they produce a permanent record, they are confidential and deliver persuasive, well – considered messages.
- Style of letter depends on the relationship between the parties concerned.

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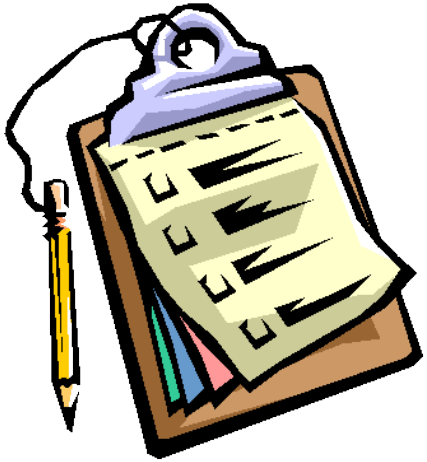
Non-routine work tasks

- **Writing a business letter:**

TIPS:

- Draft your message, revise, edit, rearrange and proofread
- Use the right tone, be brief and professional
- Don’t be too blunt and flattery
- Read before you send it



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Non-routine work tasks

- **Writing a business document:**

- A business document can be any form of writing connected with commerce, administration, government, industry, or non-personal communication — any of the following:
- Business letter
- Commercial invoice
- Delivery order
- Executive summary
- Five year plan
- Invoice
- Memorandum
- Purchase order
- Annual report

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Non-routine work tasks

- **Writing a business document:**

- These are normally documents printed onto paper, but modern business also includes documents in the form of email messages, web pages, Powerpoint presentations, and online instruction manuals.

- **Writing a business email:**

- **Email:**

- Email is fast
- Email is now the dominant method of communicating in business
- Convenient for communicating with people in different places and different time zones
- Excellent mechanism for follow-up or action items after a meeting
- Messages can be saved and retrieved easily

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Non-routine work tasks

- **Writing a business email:**
- **Greeting**

Using a name in the greeting:

- Ensures recipient that the message is for him/her
- Is a social nicety
- Develops rapport and connection
- Creates a more professional impression

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Non-routine work tasks

Deciding on the title:

- Formal greeting – use Mr. or Mrs. , e.g. “Mr. John Smith” or “Mrs. Sager”
- Informal greeting – use only first name, e.g. “John”
- Casual greeting – use full name without title, e.g. “John Smith”

- **Closing**

Choice of words

- Use “sincerely” or “regards”

Punctuation in closing

- Use comma
- E.g. sincerely, regards

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Non-routine work tasks

- **Writing an informative text:**

- You need to think about who you are writing for. For example, are you writing for a child, a friend or a work colleague?
- This will make a difference to how you organize the writing and the language you use.

Informative text usually:

- Avoid repetition
- Contain facts
- Give information in a clear way – introducing it and then developing it

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- **Written communication with a customer:**

Good communication:

- Should be complete, concise, clear, concrete, correct, considerate, and courteous.
- answers basic questions like who, what, when, where
- be relevant and not overly wordy
- focus on the receiver and his or her interests
- uses specific facts and figures and active verbs
- uses a conversational tone for readability
- includes examples and visual aids when needed; be tactful and good-natured
- be accurate and nondiscriminatory.

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Non-routine work tasks

- **Written communication with a customer:**

Good communication:

- Unclear, inaccurate, or inconsiderate business communication can waste valuable time, alienate employees or customers, and destroy goodwill toward management or the overall business.

Benefits of written communication:

- Creates a permanent record
- Allows you to store information for future reference
- Easily distributed
- All recipients receive the same information
- Necessary for legal binding documentation

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Non-routine work tasks

- **Written communication with a supplier:**

- One of the most important things you can do when it comes to managing your relationship with your supplier involves putting things in writing.
- For the business that operates in multiple locations there are professional document sharing solutions to help manage your project and relationships effectively. Doing so is an easy and efficient way to avoid confusion and to make sure everyone has an idea of what goals you are collectively working towards.

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- **Written communication with a supplier:**

- If any questions arise, your supplier will always have a hard copy of a document they can refer back to. They'll always be able to clearly know what your objectives are without necessarily getting in direct contact.
- The need to develop good writing skills is only highlighted by the fact that in the information age, it is not uncommon to have business relationships with customers and suppliers that are established and maintained exclusively through the use of written communications.

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Methodological tool

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Multiple choice test

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Module Review Questions/Activities

- Name some specific terms and expressions in written business communication
- Give an example of a non routine work task.

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Module Key Points

- Produce written materials to deal with non- routine work tasks
  - Written materials in business communication
  - Non- routine work tasks

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Well Done!

You have completed this unit

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