

Business Writing – Language Function Plan

Unit 1	Language Structures	Titles
Key Point 1	Discussing the use of email and its impact on the workplace. Reviewing different formats and styles used for emails. Considering the transactional and relational functions of language.	Email exchanges concerning arrangements
Key Point 2	Considering the use of English as a lingua franca in relation to clarity and correctness and the achievement of aims.	Emails written by speakers of English as a lingua franca, requesting and providing information
Key Point 3	Analyzing ambiguous or offensive emails and reviewing ways of avoiding communication problems.	Unclear, ambiguous and inappropriate emails

Unit 2	Language Structures	Titles
Key Point 4	Discussing the use of letters as opposed to emails. Reviewing the format and generic features of letters.	Follow-up letter
Key Point 5	Reviewing the use, format, structure and style of memoranda.	Memorandum concerning procedures in case of fire
Key Point 6	Reviewing the format and style of faxes.	Fax concerning forthcoming office move

Unit 3	Language Structures	Titles
Key Point 7	Analyzing a letter of complaint, focusing on structure, use of linking words in the development of a strong argument.	Letter of complaint concerning a training course
Key Point 8	Analysis of style and tone, and discussion on strategy in dealing with difficult issues in writing.	Response to the letter of complaint on the training course
Key Point 9	Considering the need for directness and features of style that avoid ambiguity, but are not offensive. Reviewing direct and indirect language.	Disciplinary memorandum

Unit 4	Language Structures	Titles
Key Point 10	Considering types of reports and conventional formats and terminology used for reports and proposals.	Report on problems at a fashion store
Key Point 11	Analyzing alternative formats for reports, including the nature and purpose of executive summaries. Reviewing features of formal and impersonal style used in reports.	Incident report
Key Point 12	Considering proposals and their uses. Analyzing the role of structure in building persuasive arguments.	Proposal concerning the choice of a relocation firm

Unit 5	Language Structures	Titles
Key Point 13	Reviewing the standard format of agendas and terminology concerning agendas and minutes.	Management meeting agenda
Key Point 14	Considering the purpose and structure of minutes and the language used in minutes.	Minutes of management meeting
Key Point 15	Analyzing different approaches to writing minutes, including stylistic features of formal minutes.	Excerpt from the minutes of a board meeting
Unit 6	Language Structures	Titles
Key Point 16	Considering the notion and importance on effective writing in business. Discussing aspects of good and poor writing. Reviewing writing as a systematic process involving planning, writing and revising.	Memorandum on effective writing
Key Point 17	Analyzing and revising/rewriting a poorly written text using an editing checklist. Considering the use of graphics in text.	Email for revision
Key Point 18	Considering the importance of tone and individual voice in writing social letters. Considering sources of offense or irritation in writing.	Letter of condolence