



## **The Imperatives of the Quality Language of Effective Written Business Communication**

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### **Abstract**

It has been established by Business Administration / Communication experts that those in business or business organisations spend a lot of time communicating with people within and without their organisations. Written communication is often employed when official business information is to be formally disseminated or transmitted usually via correspondence, memoranda, circulars or reports. This is because of the various advantages of the written business communication over and above the spoken or oral business communication. The written business communication is in black and white making it almost permanent, difficult to forget or misrepresented and easy to use as evidence among many others. The effectiveness of the written business communication however, is a function of the quality of the language used in wording the written business communication. The quality of the language of written business communication is also dependent on the level of compliance with fundamental imperatives of language usage. This paper analyses the clarity, conciseness, correctness, completeness of language as well as caution and courtesy in language use as the fundamental imperatives of the quality language of effective written business communication.