

Technology and the “Three T’s of Business Writing”

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Course: BUS 302

Title: *The Gateway Experience* (3 units)

“The Internet changes everything.”

---William Gates (1955-)

Introduction

The purpose of this brief document is to help students understand the subtle contexts and uses of contemporary business writing. The three “T-s” illustrated in this document only hint at the variety of future environments (both within and across organizations) for which BUS 302 students will find their writing enmeshed.

If this document is unclear, please contact the instructor.

Transfer

If your writing is valuable, then you are valuable. A supervisor or client may “forward” your report to others, occasionally without your knowledge. Since you can’t always know the context, your writing needs to “stand on its own.” Good writing “stands on its own.” It is best to always assume that your business writing, especially impactful business writing, will be transferred.

Translation

Internationalization is the process by which we communicate culture and engender response. Localization is the process by which we understand, at a deep level, the nuances of language for a narrow region of the world. Both internationalization and localization often require translation; increasingly, some fraction of those translations are assisted by a computer-based procedure. Good writing helps computers with good translations. Again, it is best to always assume that your business writing will be translated at some point in the future.

Transformation

Technology is changing how documents are consumed. Occasionally, a document that originates in a written format needs to be transformed into another format; for example, a spoken (verbal) format. Writing with focused attention to rules will assist the technology in generating a new format that does not inadvertently alter the meaning of the original document.