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**Communication and administrative writing**  
**Courses for master's degree in management**  
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## **The General Rules of Written Communication**

### **I - General Information**

#### **1- Avoid multiplying subjects**

With rare exceptions, a single correspondence should only address one specific matter. However, the same matter may require presenting multiple facts.

#### **2- Create an outline**

Develop an outline to aid in selecting and prioritizing information. Consider organizing information in a chronological order, from specific to general, from facts to opinions, from observations to diagnosis, and from essential to detailed.

- The introduction should recap the purpose of the correspondence (previous letter or relevant matter).
- The main body should provide explanations, arguments, or regulatory information.
- The conclusion should reveal the decision made, the solution adopted, or a clearly stated proposal.

#### **3- Consider the recipient**

Recognize that the recipient may not necessarily be familiar with the matter, so it's important to provide context for the correspondence. Additionally, as any administrative document may have the status of an official act (binding on third parties, subject to challenge, etc.), it's crucial to ensure that it contains all the necessary internal justifications and that the signatory has the appropriate authority (delegated authority).

#### **4- Rephrase your request**

When responding, rephrase your request and place the information back into its context.

## 5- Choose your arguments

When writing to persuade or make recommendations, start by listing the arguments you will develop. This is a good way to ensure you don't forget any, to place them in the hierarchy of your plan, and to identify if some of them are off-topic or not very valid.

## 6- Choose your words

Depending on your recipient, select words that are likely to be part of their language. In general, avoid technical terms and unexplained acronyms (unless they are directly related to the recipient's profession).

## 7- Follow readability rules

Avoid specialist jargon and complex words.

Provide the meaning of an acronym upon its first use.

Use short sentences and develop one idea per sentence.

Simplify sentences by reducing the number of subordinates.

Ensure the paragraphs are balanced.

If the correspondence spans multiple pages, make it clear (pagination, .../...).

## 8- Choose the right tone

Avoid an emotional or authoritative tone. You can use conditional tense and adverbs. In general, it is important to adhere both to the general writing guidelines of the state administration (style guide) and to the tone expected by the hierarchical authority on behalf of which you are acting.

## 9- Get to the point

In professional writing, the goal is efficiency, which requires getting to the essential points quickly.

## 10- Cite the facts

Always mention the facts as you have observed them or as they have been reported to you. Provide numbers, dates, and statistics whenever possible.

## 11- Use positive formulations

As part of its actions, the administration may issue orders, opinions, advice, permissions, etc. Therefore, it is preferable to use affirmative forms rather than negative ones, with the use of interrogative forms being exceptional.

#### 12- Limit redundancy

The repetition of information can sometimes be deliberate and useful. Most of the time, it is unintentional and reflects a lack of precision. When reviewing your writing, eliminate repetitions or redundancies.