



# Exploring Business Effective Business Communication Master the Message

The language and style of writing that a business uses to deliver a message will change depending on the method of communication and the demographic of the audience.

Choose one (1) of the fictional businesses below and deliver its message in each of the three ways listed. Ensure that your language and writing style changes to suit the communication method and its intended audience.

## Communication methods

1. Press release | Audience: time-poor journalists
2. Facebook post | Audience: community who 'follow' the business
3. 30 second radio advertisement | Audience: wider public

**Bob's Bakery** – Signature beef & bourbon pie has been judged #1 in the country.

**Save the Seals** – As ice melts, many seal species are battling to survive.

**Hikes and Bikes** – New guided tour of Patagonia. Bookings available.

**Reflection Funerals** – It's important to talk to your family about your wishes after death.

