

LA COMMUNICATION ÉCRITE

La communication écrite

La communication écrite aide l'entreprise à soigner et valoriser son image. Elle assure aussi son bon fonctionnement et son efficacité.

L'analyse d'une situation

Une communication écrite avec des personnes externes ou internes à l'entreprise nécessite toujours :

- Une analyse de l'objectif de l'écrit, des enjeux et de la stratégie de communication ;
- Une prise en compte de l'historique des communications écrites ;
- Une réflexion sur le choix d'un plan, d'un registre de langue et d'une forme adaptés ;
- Une réflexion sur le choix du mode de diffusion ;
- La rédaction de l'écrit lui-même.

La structuration des idées

Les écrits se composent toujours de :

- Une introduction qui vise à définir le cadre du sujet afin d'intéresser le lecteur ;
- Un développement argumenté pour éveiller son attention ;
- Une conclusion qui incite à prendre une décision ou à agir.

L'argumentation

C'est la manière de présenter ses raisonnements à l'interlocuteur pour le pousser à partager son opinion, que ce soit pour la soutenir ou pour l'opposer.

| Techniques de mise en argument | Type d'argument |
|--|------------------------|
| L'argumentation s'appuie sur une personne dont l'autorité est reconnue et entraîne l'adhésion. | Autorité |
| L'argumentation repose sur l'exemple et permet d'établir une correspondance ou une opposition entre deux situations. | Analogie |
| L'argumentation insiste sur des valeurs qui sont déjà partagées par d'autres. | Communauté |
| L'argumentation insiste sur certains aspects pour les amplifier et en minorer d'autres. | Cadrage |

La Communication E Eacuted En Fiches Bts Communication T

J Dewey



La Communication E Eacuted En Fiches Bts Communication T:

The Enigmatic Realm of **La Communication E Eacuted En Fiches Bts Communication T**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing lacking extraordinary. Within the captivating pages of **La Communication E Eacuted En Fiches Bts Communication T** a literary masterpiece penned with a renowned author, readers embark on a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those who partake in its reading experience.

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