



Connotations of Using of Right Words for Business Stratagem

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ABSTRACT	Almost every one of us might have experienced that we keep on writing, and writing, and writing, yet we feel discontented with the picture of the words that we create. We feel something is desperately missing in absence of right word at the right place for creating right impact either in oral form or written form. Here comes the usage of words wisely for business firms or organization. As it is being unanimously accepted that language plays crucial role in gaining and loosing the stakeholders of the business.
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Muse Over

Have we ever surprised whether there’s a clandestine in engaging our readers with the exact words? And sell our products with persuasive phrases? It is very much essential that we craft the write-up or presentation that can demonstrate the excellent use of words for the correct context. Let us comprehend some of the canons that can help us to perceive the significance of words in business stratagem.

Canon – I Decide on the words our readers exercise

Very often we would like to embellish things for their extensive coverage or use. We endeavor to compose our products or services further exceptional, more fine-looking than the straightforward truth. But fancy and convoluted words can muddle the connotation of our content as well as presentation. They may sluggish our reader down, or worse: our reader might just pay no heed to our terminology. Then we indeed do not feel good as our aim is to make our readers contented reading what we write for them.

Our first job is to make our readers feel that we are talking to them in their language. Web visitors are in a rush; and they distinguish what they’re looking for. Make use of the same phrases they draw on and they are acquainted with then instantaneously they’re in the correct place.

Are your clients extraterrestrials who adore to converse with a *world-class IT solutions provider*?

Great!

However if you covenant with sheer corporeal beings, you might plainly affirm: *IT support for small businesses*.

When you next entertain an email from a prospective customer, pay attention to the words they employ to inquire for a quote. What is it they’re on the lookout for? When you subsequently converse an assignment on the telephone, discern how your purchaser devises his questions or comments. Fasten together the tête-à-tête that’s by now going on in your reader’s head. Bring into play the phrases he’s using. You can utilize jargon – but only if your reader dynamically uses the similar lingo. Remember who you’re writing for.

Canon – II Opt accurate lexis

Use a thesaurus to enthuse your script, although be cautious: self-styled synonyms over and over again have a vaguely unlike gist.

Let’s look at an example ...

She struggled to write her next blog post is a rather bland sentence.

A lexicon put forwards these substitutes for *struggling*: *fraught, harassed, besieged, slaving over, fighting hard or working like a dog*. Each of these phrases is stronger and more specific than struggling, but each has a diverse connotation:

1. She slaved over her blog post, reviewing her sentences one by one.
2. She fought hard with her demons to write her most inspirational post ever.
3. All day she worked like a dog on her blog post; at 2am she finally finished editing.

To put across your communication, you necessitate picking precisely the accurate word with exactly the right undertone.

Canon – III Prefer sensory words

The most influential words are sensory expressions, as they make your reader see, hear, smell, taste, or feel something.

When you’re reading non-sensory words, your brain processes text. But when you read sensory words – like *bland* or *sickly sweet, dazzling* or *silky smooth* – different areas of your brain light up.

Your brain processes sensory words as if you **taste** an insipid or wan sweet cake, as if you **spot** a stunning flaunt of colors, as if you **experience** a coarse texture. Sensory words make your facsimile more superb and swaying, for the reason that they entail more brain processing power than normal words.

In his book *How to Write a Damn Good Novel* James N. Frey mentions motion as another sense. By using active words or describing movement, you help your readers experience your

copy, too.

Let's have a look at the 3 sentences again, and see how we can make them more sensory:

- She slaved over her blog post, buffing each sentence and fine-tuning each word.
- She fought her evil spirit and tranquilized to engrave her most inspiring post ever.
- The curtains were drawn. The abode was calm. At 1am she heaved a profound sigh and sat down to amend her blog post.

Research has verified that touching merchandise increases your longing to own it. To seduce your web visitor to buy from you, appeal to their senses. Use sensory words to let them envisage holding your product or working with you.

Your service doesn't require to be a sensory know-how – you can *blow away* your audience with your *vibrant* presentation; you can coach your clients to feel *calm* during *hectic* days; you can provide an app that *seamlessly* integrates with other apps.

Canon – IV Make every word pertinent Is less always more? Hell no!

When you append a word to make your sentence more unambiguous or to coat an added flamboyant representation, then extra words can boost up your expressiveness.

Compare the following product descriptions:

Too many ideas in a sentence are tiring for your readers:

The sky blue glass drops of this amazing 3-tiered light pendant reflect light beautifully and add a touch of sophisticated elegance to any home.

Shorter, but rather bland:

The glass drops of this light pendant reflect the light to add a touch of elegance to your home.

More specific and more sensory:

This 3-tiered adornment features “drops” made from sky blue glass. These dangling drops reflect light to add an elegant sparkle to your room.

When each expression adds connotation, your readers stop skimming and start comprehension. That's when your content become seductive – no matter whether it's sales copy, a blog post, or a business email.

Canon - V Use your editing time intelligently

A poet has an ocean of time to rephrase a few lines. To find an added stunning figure of speech. To reinstate a scrawny word with a more vigorous expression. To let the words flow

with the perfect rhyme and rhythm.

As a business proprietor, you require to focus on the content that's most imperative: your home page, about page, and sales pages. Or when texting a blog post, spend your time fine-tuning your caption and polish your first and last paragraphs – for the reason that, it's where you need to engage and stir your reader.

Finally the knack of picking the accurate words...

It can be inferred that choosing the right words is simple, although applying the 4 rules takes practice.

When you subsequently stopover a website or read a book, pay interest to the words that appeal you. And observe the sentences you don't like, because they're intricate or disorganized, or lackluster. Use a uncomplicated text file to pull together words, phrases, and sentences that fascinate you.

See how words outline a panorama. Comprehend how words make you experience. Be pleased about the magnificence of language. Let your inner rhymester engage in recreation with language.

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