

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the analysis that has been conducted in this study, there are some conclusions which carefully drawn, they are as follows:

(1). The most dominant ellipses.

Ellipsis does take place in writing business communication. The most dominant ellipsis in e – commerce is that a phrasal ellipsis, then followed by lexical ellipsis and clausal ellipsis.

(2). The diversit.

Abbreviations and acronyms in international business activities are not always the same as those appear in other different fields.

(3). The number of the ellises.

There is no guarantee that the longer the business text, the more ellipses will take place. It widely depends on the writer.

(4). The privacy of the texts.

In international business communication, the more personal and more complex the communication, the longer the message will be written. Therefore the more clauses that the text can produce.

(5). The size of the text.

In normal business communication, the text seems to be much shorter than those casual or personal communication.

(6). Revision

In an international business letters must be further discussed by the two parties for mutual understanding and mutual profits.

B. Suggestions

In relation to the conclusions, suggestions are staged as follows :

(1). The costs and efficiency.

In writing a business letter as a business communication one is advised to use ellipses, abbreviation and acronyms to reduce the price.

(2). The community.

It is suggested that the business persons should use abbreviations and acronyms in international business activities and consider the community unless they are going to be useless. Also one should be extra carefull in writing his business letters, particularly in using the right ellipses. So that the reader or listener can understand the message easily.

(3). Personal or non-personal.

One must consider writing a business letter reagarding with the company's privacy. One also must consider the length and the shortness of the business texts.

(4). Information.

One should write a business letter accurately because every information s/he writes must be true. Besides they are related to the legal documents and other legal certificates.

(5). Knowledge and skills

One should learn foreign cultures to easily adopt and apply when s/he runs a cross-border business. In another words, one should be aware of mastering either spoken and written English and the computer knowledge.