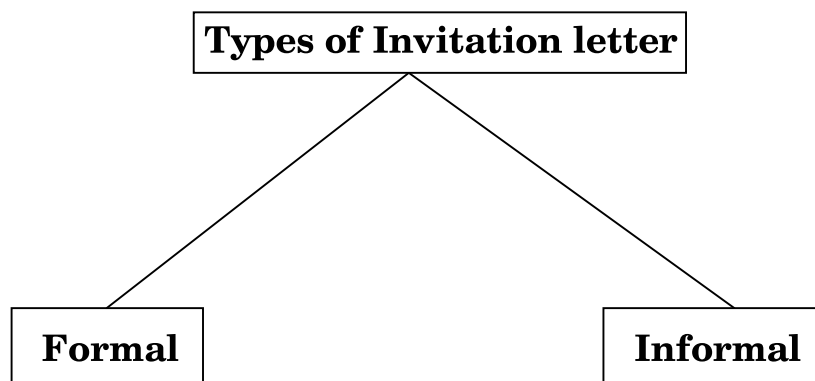


INVITATION

An Invitation is a written or spoken request to come an event such as meeting , party , meal.

Invitation letter :-

Invitation letter are those letter that are written individual to our specific event. The main purpose of writing Invitation letter is to Co-ordinates the no. of guest coming a few days before the date of the event. It helps the host to handle the arrangement accordingly.



Formal :-

Formal invitation letters are written for formal event like graduation ceremony, or business event. And the other side **Informal** letters are written to friend or family , the event like dinner , party, or get to getther.

Steps for writing Invitation letters :-

- Purpose → write the subject line.
- Add your header → add your letter head or header.
- Mention the sender's address.
- Write the date.
- Mention the recipient address.
- Include the celebration.
- Write the main body of letter.
- Include the closing and signature.
- Proofread the letter.

Tips for writing Invitation letters :-

- Use the suitable tone and language.
- Be respectful and positive.
- Give complete information about the event.
- Preview the letter before giving it.
- Don't forget to mention contact information.
- Give proper instructions or specific requirement if any.
- Follow the format.

ADVERTISEMENT

Advertising the action of calling public attention to an offering through paid amount by an identified sponcer.

According to '**KOTLER**', "Advertising is any paid form of non-personal presentation and promotion of ideas, goods or service by an identified sponcer."

It is the process to developing a paid communication message intended to inform people about something o influence them to buy, try or to do something.

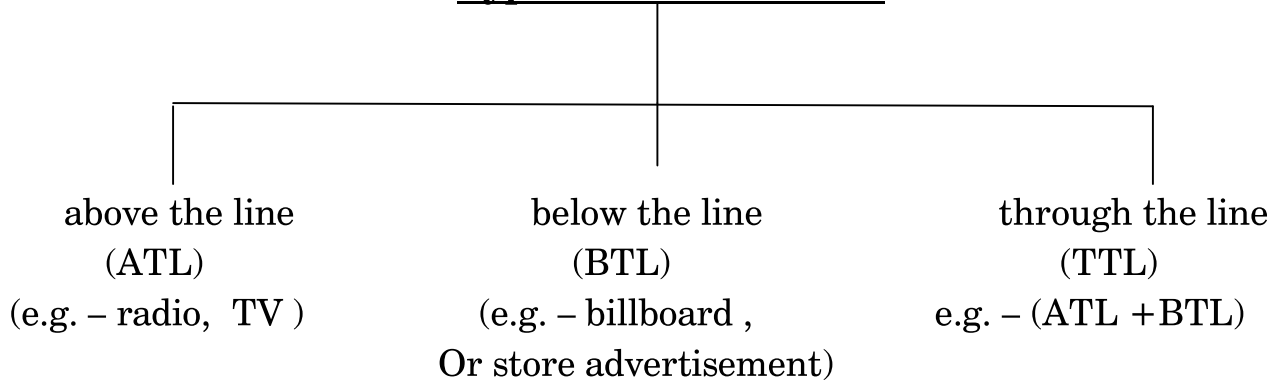
Objective of Advertisement :-

- To inform
- To persuade
- To remind

Characteristics of Advertisement :-

- Paid form
- Tool for promotion
- One way communication

Type of Advertisement



Five type of advertisement :-

- i. **Print advertisement** – (Newspaper, magazine)
- ii. **Broadcast advertisement** – (TV and radio)
- iii. **Outdoor advertisement** – (banner , hoarding and flag)
- iv. **Digital advertisement** – (advertisement on the internet and digital device)
- v. **Product on brand integration** – (YouTube videos)

Important of advertisement for customer

- i. Awareness
- ii. Better quality
- iii. Convenience

Importance of advertisement for business

- i. Product differentiation
- ii. Increases goodwill
- iii. Value for money

Notice writing :-

A notice is a written or printed message or information that is shown prominently or published in newspaper or periodicals. Its tone and style are formal and factual using straightforward and formal language because it includes a formal notification or information. rather than being lengthy Notice are always brief and to the point.

Format

Name of the organisation

NOTICE

(Heading of the notice)

(Date)

(Body of the notice)

(Name)

(signature)

(Designation)

MEMOS

A memo is the short official note that is sent by one person to another within the same company or Organisation . It is normally used for communicating policies ,procedure or related official business within a organisation.

- It is also known a memorandum which is known as reminder .

It is often written from one to all prospective rather than one to one or interpersonal communication . It may also be used to update a team on activities for a event project, or to inform a specific group within a company for an event or action.

A memos purpose is often to inform , but it occasionally includes an element of persuasion or a call of action.

Format of memos

To:

From

Date

Subject

Body – Declarative sentence

- Discussion

Conclusion

Tips for effective memos :-

- Audience orientation
- Professional , formal tone
- Subject emphasis
- Direct format
- Objectivity

AGENDA

Meaning of Agenda :-

An agenda, also called a Docket or Schedule, is a list of activities in the order they are to be taken up, from the beginning till the Adjournment . It helps in preparing for a meeting by providing a list of items and a clear list of topics objective and time frames. That are needed to be discussion upon.

Format of an agenda

Meeting agenda title

Meeting information

objective

date

location

time

meeting type

time of arrival

time of adjournment

attendees

Preparation for meeting :-

- Please read
- Please bring action item
- Other notes

According to **Rajendra pal** and **Karlahalli** , “Agenda is a document that outlines the contain of a forth coming meeting .”

Generally Agenda is said along with the notice of the meeting .

Official letter		Commercial letter
1.	It is written for exchanging the official information only .	It is written to exchange business information.
2.	Official news and information are the subject matter.	Only commercial information is subject matter.
3.	It is fully office orientated .	It is commercial and trade orientated .
4.	The method is indirect.	Method is direct and persuasive.
5.	Language is traditional.	Language is technical and clear.
6.	Letter size is small.	It may be small or medium.
7.	Clarity is complex.	Clarity is varying with simple.
8.	Relation between the writer and Readers not considered.	Business relation as well as personal relation considered .
9.	Defined structure is followed.	There is no defined structure.
10.	Complimentary close may be omitted.	Complementary close is a essential part.
11.	Grafting method is written in both direct and indirect.	Grafting method is only direct.

JOB APPLICATION or COVER LETTER

A job application letter is a essential detail pitch to convince a prospective employer of your eligibility for the open position for which you are applying together with your expressing your interest in the job, the letter will highlight your qualification, skills; experience, achievements,. It will explain by you might be the best person for the job. And convince the recruiter to shortlist you for an interview . overall a well written application will present a creditable picture of your as an individual and professional and can make a favourable impression on employer.

How do you write a job application letter

- Read the job advertisement details.
- Review professional letters format.
- Write a clear heading.
- Address the letter to the right person.
- Beginning by expressing interest in the job .
- Describe your eligibility for the job .
- Highlight your attributes.
- End the letter with 'Thank you'.