

## Memo

### Definition of Memorandum →

A memorandum is a document typically used for communication within organization. Memorandum can be used as a formal business letter and to present a report.

- They are less formal and shorter than letter.
- Used most often for communication within one organization.
- The heading and overall tone make a Memorandum different from a business letter.
- All information is on single topic.

### Uses of Memorandum →

1. To give information to someone
2. To issue an instruction
3. To request for help
4. To give suggestions

### The Layout of Memorandum →

Memorandum ↓

To \_\_\_\_\_ Create the Heading  
From \_\_\_\_\_  
Subject \_\_\_\_\_  
Date \_\_\_\_\_

• Write the main body

• Introduction

• Recommendations or Conclusion

## Writing an Effective Memorandum

Three stages

Pse- Planning

Writing Sequence

Review

## Finalize The Document

Audience. Appropriate

Concise

Coherent

Readability

Terminology

Factual Tone

Appearance

A memo or memorandum meaning "reminder" is normally used for communicating policies, procedures or related official business within an organization. It is often written from a one-to-all perspective like mass communication broadcasting a message to an audience rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project, or to inform a specific group within a company of an event, action or observance.



## Difference Between Memos And Circular

### Official Memos

1. Memos are intended for selective audience.
2. Memos often contain a limited subject matter.
3. Memos serve more as an internal mode of business communication.
4. Memos may cover legal content such as MOU.

### Circular

1. Circular are intended for large audience.
2. Circular serves as a medium for general announcements.
3. Circular may approach the different audience concerning its subject matter.
4. Circular only relate to business-oriented content.

## **CIRCULARS**

Circulars are a cheap, efficient, and robust method of communicating or sharing information with employees and customers. It is also known as fliers but is essentially a letter containing crisp and crucial information to be distributed among a large number of people. Additionally, it can also be used as a cost-effective mode of advertisement. A major advantage of circulars is that minimal manpower is required to draft and distribute them eventually. The dependence on the factor of distribution can be considered a major disadvantage of circulars.

### **ADVANTAGES OF A CIRCULAR**

1. Circulars are not considered an unnecessary disturbance because people (employees/customers) can choose to read them in their free time
2. Since circulars do not contain unwanted information, there is minimal chance of confusion among the readers
3. It does not require costly infrastructure while making a circular
4. Circular may be the best time-efficient method to pass a message/information among a large section of the population

### **\*USEFUL TIPS ON MAKING CIRCULARS EFFECTIVE**

1. The heading is the key to an effective circular. Hence, come up with a heading that can be catchy but conveys the message incorporated in the circular
2. Attention must be paid to the design elements to attract the initial attention of the target audience
3. One must select the target audience



## PUBLIC NOTICE

Notices are meant to be a public form of communication and are usually not targeted at a specific individual or group. However, in some cases, public notice can be directed to be read by a particular person or a group. It can be utilised to share information about many activities or facts such as making appeals, issuing instructions, broadcasting orders, etc. Because of its public nature, maximum attention is paid to ensure that the notice reaches a maximum number of people.

### Format

1. *Name of Issuing Organization/Authority:* At the top, mention the name of the person or company that is issuing the said notices.
2. *Title:* Mention "NOTICE" at the top.
3. *Date:* To the left-hand side we print the date on which the notices have been published
4. *Heading:* The heading should make specify the purpose of the notices.
5. *Body:* We write the notice in brief and precise language, employing the least amount of words possible
6. *Writer's Name:* End the notice by mentioning the name and designation of the notice-writer

### Content

The five points that the content of the notice will cover ( the five W's )

1. What
2. Where
3. When
4. Who
5. Whom