

UNIT X: LETTERS

Objectives:

- Review punctuation rules and sentence problems
- What a formal/informal letter is and when to use each one
- Differences between formal and informal letters in terms of vocabulary & format
- Learn letter styles & formats and expressions used in letters
- Practice writing letters
- Get to know notes, memos, and faxes

REVIEW OF PUNCTUATION, CAPITALIZATION, AND GRAMMAR

BASIC RULES OF CAPITALIZATION

Study the basic rules described below for capitalizing words in job-related communications and complete the accompanying exercises.

1. Capitalize each word in the * Exercise 1
greeting of a business letter. Directions:

Dear Sir:	underline each word that
Dear Mr. Johnson:	should be capitalized.
	Dear ms. rodriguez:
	Dear mr. cheng:
	Dear ms. collins:

-
2. Capitalize the first word in a sentence.

Please consider me as an applicant for the job.

Enclosed are the names and addresses of my references.

* Exercise 2

Directions:

Underline each word that should be capitalized.

I am a senior at Central High School, i am studying computer science, my grade point average is 3.5. i will graduate with honors.

-
3. Capitalize the first word in the closing of a business letter (but do not capitalize any other word except the first word).

Sincerely,

Yours truly, (Note that the second word, "truly," is not capitalized.)

Cordially,

* Exercise 3

Directions:

Underline each word that should be capitalized.

sincerely yours,

yours very truly,

fraternally yours,

-
4. Capitalize the names of months and days.

I have an interview on Thursday, March 4.

A meeting has been scheduled for Monday, October 4.

* Exercise 4

Directions:

Underline each word that should be capitalized.

We can see you on thursday, October 25.

My resume will be typed on monday, january 16.

5. Capitalize the names of particular places and things.

City and State – I live in Atlanta,
Georgia.

Street and Building – The Empire
State Building is located on Fifth
Avenue and West 34th Street.
Schools and Universities – L.D.
Brandeis High School
the University of Michigan
(Do not capitalize the words
of, for, or the in such names.)

*Companies, Clubs, Associations,
and Departments* – the Prudential
Insurance Company (Note that
the "the" does not have to be
capitalized unless it is a formal
part of the name or the beginning
of a sentence.)
Society for the Prevention
of Cruelty to Animals
the Association of American
Railroads
Accounting Department (the name
of the particular department)

* Exercise 5

Directions:

Underline each word that should be capitalized.

1. I work at the sears towers in chicago, illinois.
2. I attend j. f. kennedy high school.
3. The bus stop is located on berg road and outer drive.
4. Did you request information from the association of american universities?
5. The globe building is located on empire boulevard.
6. She attends howard university.
7. The white house is located on pennsylvania avenue in washington, D.C.

8. The american red cross provided assistance to flood victims.

9. Ms. Rodgers is a supervisor of the billing department.

* Exercise 6

Directions:

Underline the letters in the sentence below that should be capitalized. Study the example.

1. i received information for my report from the national epilepsy society
2. i register for classes, at union college on september 3, 199-.
3. the world trade center is located in new york.
4. i am employed in the produce department of the friendly supermarket.
5. the fisher building is located on grand boulevard and second avenue.
6. she is a member of the national organization for women.
7. i have an interview in the personnel department of the national insurance company.
8. our next basketball game will be played at mumford high school.
9. i attended wayne state university in detroit, michigan.
10. did you write the american society of travel agents for career information?
11. i visited the sears tower and the field museum in Chicago.
12. i met mrs. cruz on columbus avenue and west 84th street.
13. i have an appointment with mary johnson, a travel consultant.
14. i belong to the science club and the national honors society.
15. the meeting will be held on tuesday at martin luther king high school.
16. we visit my grandmother in march and august.

END PUNCTUATION

Job-related written communications should contain complete properly constructed sentences.

There are four basic types of sentences: statements, questions, commands, and exclamations. Each sentence begins with a capital letter and ends with a period (.), a question mark (?), an exclamation point (!). Study the sample sentences.

*** Exercise 7**

Directions:

Put the correct punctuation mark at the end of each sentence. Then, identify the type of sentence: *Statement*, *Question*, *Command*, or *Exclamation*.

1. Send me your resume _____
2. Do you have a job application form _____
3. I applied for the administrative assistant position _____
4. I found an excellent job _____
5. Do you have the addresses of your previous jobs _____
6. List the names and addresses of your references _____
7. The company is an Equal Opportunity Employer _____
8. Your job qualifications are superior _____

BASIC COMMA RULES

Study each of the following basic rules for using commas in job-related communications. Then complete the accompanying exercises.

- 1 Place a comma between the city and state or city and province

or city and country.

Detroit, Michigan 48235
West Palm Beach, Florida
Toronto, Ontario

*** Exercise 8**

Directions:

Place a comma where it is needed in each example below.

He is visiting in San Antonio Texas.

I was born in Denver Colorado.

The conference will be held in Vancouver Canada.

Chicago Illinois is located on Lake Michigan.

2. Place a comma between the day of the month and the year.

June 8, 199_ March 31, 199_

*** Exercise 9**

Directions:

Place commas where they are needed.

School begins on September 7 199_.

My vacation starts on July 3 199_.

Your appointment is on March 24 199_.

Are you scheduled for an interview on November 15 199_?

3. Place a comma after the closing in a business letter.

Sincerely,

Yours truly,

*** Exercise 10**

Directions:

Place commas where they are needed.

Sincerely yours

Very truly yours

Cordially

REVIEW OF SENTENCE CONSTRUCTION

SENTENCE FRAGMENTS

A properly constructed sentence is a group of words that expresses a complete thought. A sentence fragment is only part of a sentence. Look over the following examples:

Fragment: While reading the Classified Section. (What happened?)
 Sentence: While reading the Classified Section, Derek found an ad for the job he had just left.

Fragment: Applied for a job.
 (Who applied?)

Avoid sentence fragments when you write business letters or other job-related communications.

Sentence: Inez applied for a job.

*Exercise 1

Directions:

Read over the examples below and identify each one as either a Sentence or a Fragment.

- | | |
|-------|--|
| _____ | 1. Working on the job. |
| _____ | 2. Jon prepared a new resume. |
| _____ | 3. Looking for a full-time job. |
| _____ | 4. Preparing for a job interview. |
| _____ | 5. Several students applied for the job. |
| _____ | 6. An exciting career with computers. |
| _____ | 7. There were many people in the room. |
| _____ | 8. Angela has three years of work experience. |
| _____ | 9. Mario asked important questions. |
| _____ | 10. Filling out several job applications. |
| _____ | 11. Typing a letter of application. |
| _____ | 12. I enrolled in the summer computer program. |

Fragments

A *fragment* is part of a sentence presented as though it were a complete sentence. The fragment may lack a subject or verb or both, or it may be a subordinate clause not connected to a complete sentence. Since fragments are not complete sentences, they do not express complete thoughts.

No subject, No main verb, No subject or main verb, Subordinate clause

Correcting Fragments

Fragments are often created when phrase and subordinate clauses are punctuated as though they were complete sentences. Remember that phrases can never stand alone because they are groups of words that do not have subjects or verbs. To correct phrase fragments, add the information they need to be complete.

Subordinate clauses, on the other hand, do contain subjects and verbs like phrases, however, they do not convey complete thoughts. You can complete them by connecting them to main clauses. They can also be completed by dropping the subordinating conjunction. Correct each fragment in the way that makes the most logical sense within the context of the passage.

Phrase fragment: a big house

Corrected:

A big house at the end of the block burned down last night.
(Fragment becomes subject; predicate is added.)

My sister recently bought a big house.
(Fragment becomes direct object; subject and verb are added.)

She earned enough money for a big house.
(Fragment becomes object of the preposition; subject, verb, and direct object are added.)

Did you hear about his newest acquisition, the big house on Mao Zedong Blvd.?
(Fragment becomes appositive; subject, verb and prepositional phrase are added.)

Subordinating clause fragment:
If it is as pleasant as you expected today.

Corrected:

It is as pleasant as you expected today.
(Subordinating conjunction dropped.)

If it is as pleasant as you expected today, we will be able to go to the beach.
(Fragment connected to a main clause.)

Exercise:

Directions:

Add a word or words of your own to each sentence fragment below to make it a complete sentence. Then copy it over and add the correct punctuation at the end. If a sentence is already complete, simply add the end punctuation. Study the examples.

1. Addresses for the names of your personal references

Where are the addresses for the names of your personal references?

2. She has the qualifications for the job

She has the qualifications for the job.

3. Many employees were laid off

4. John's supervisor insists on workers being prompt

5. Several job applicants

6. Asking the right questions during the interview

7. Having previous job experience is important

8. Applied for the position of computer trainee

9. All applicants must have high school diploma

10. The salary is high for an unskilled job

Run-ons

A *run-on* is two complete ideas incorrectly joined. Run-ons are generally classified as either comma splices or fused sentences. A *comma splice* incorrectly joins two independent clauses with a comma.

Sophy walked into the room, she found a mouse on her desk.

A *fused sentence* runs two independent clauses together without an appropriate conjunction or punctuation mark:

Many people are afraid of computers they do not realize how easy it is to learn basic tasks.

Correcting Run-on Sentences

There are four ways to correct both comma splices and fused sentences.

1. Separate the clauses into two sentences.

Sophy walked into the room. She found a mouse on her desk.

Many people are afraid of computers. They do not realize how easy it is to learn basic tasks.

2. Insert a comma and coordinating conjunction between clauses to create a compound sentence.

Sophy walked into the room, and she found a mouse on her desk.

Many people are afraid of computers, for they do not realize how easy it is to learn basic tasks.

3. Insert a semicolon between the clauses.

Sophy walked into the room; she found a mouse on her desk.

Many people are afraid of computers; they do not realize how easy it is to learn basic tasks.

4. Subordinate one clause to the other to create a complex sentence.

When Sophy walked into the room, she found a mouse on her desk.

Many people are afraid of computers because they do not realize how easy it is to learn basic tasks.

Exercise:

Directions:

Rewrite each run-on sentence below as two sentences. Use correct capitalization and punctuation.

1. Congratulations on your job performance you have met all your monthly goals.

2. The meeting has been canceled, it will be rescheduled.

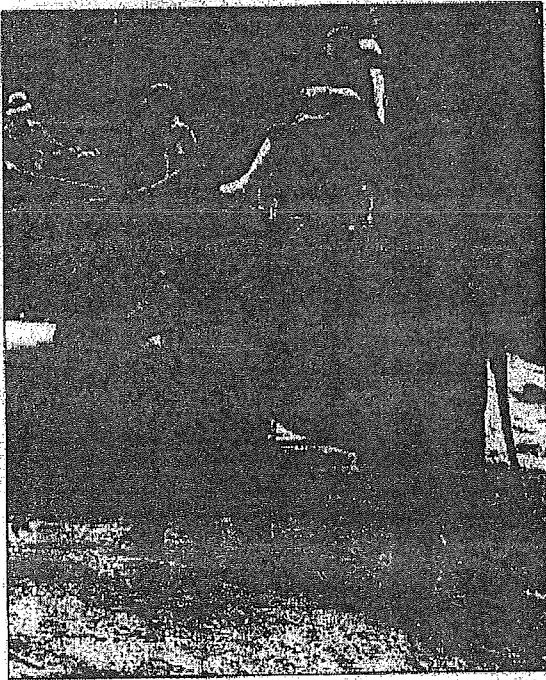
3. I was employed as a cashier this position taught me how to manage large sums of money.

4. I can come for an interview, my phone number is 012 123456.

5. I have complete two years in accounting and finance I have maintained an "A-" average.

Skills work

Reading



A Dear Simon,

B Maria

21 April

C

D I'm having a wonderful holiday in Thailand. We arrived last week. Every day, we visit a different place in this area. Yesterday, we went up into the mountains and rode elephants. I took lots of photographs.

E PS Can you return my library books, please?

F Tomorrow, we're going on a boat trip down the river.

G The Orchid Hotel
Chieng-Mai
Thailand

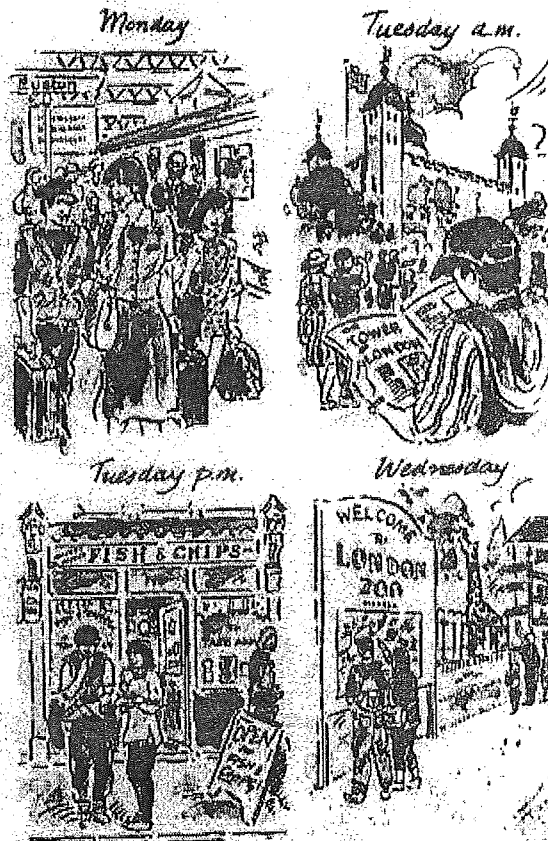
H Lots of love,

1 Put the different parts of the letter in the correct order.

G, _____

Writing

2 Peter is on holiday with his mother and his sister. Look at the pictures and complete his letter to Stella.



THE LION HOTEL
LONDON

Thursday 5 June

Dear (1) _____,

I'm having a great time in (2) _____.

We arrived on (3) _____. On Tuesday,

we (4) _____.

That night, we (5) _____.

Yesterday, we (6) _____.

Love,

(7) _____

(8) _____ Please don't forget to feed my cat!

Differences Between Formal and Informal Letter

1. Read the parts of letters below. Decide which is a friendly (informal) letter and which is a formal letter. Check the correct boxes.

Dear Ms. Clinton:

I would like to apply for the position of Tour Guide that was advertised in the *Daily News* of June 20.

I am a college senior living in Dallas, and I have worked as a part-time assistant tour guide for the past year.

I have enclosed my résumé for you to review. I would like to schedule an interview. I will call you early next week.

- ☐ Formal
☐ Informal

Dear Susie,

Hey, thanks for your letter. It was great to hear about your vacation. Wow! Sitting in a hot spring by a river and watching the sun set sounds like heaven! I'm glad to hear how much you're enjoying California.

I'm just getting ready for final exams here, and everybody is going crazy around the dorm. Some people are staying up all night in the library already!

- ☐ Formal
☐ Informal

2. Now take a closer look at what makes the formal letter formal and the friendly letter less formal. Copy examples from the letters to complete the chart below.

	Topics	Greeting or Salutation	Special Vocabulary	Verbs and Contractions	Punctuation
Formal Letter			<i>Apply, position, enclosed, review</i>		<i>Dear Ms. Clinton:</i>
Friendly Letter	<i>Vacation, college life</i>	<i>Dear Susie,</i>		<i>I'm, don't, you're</i>	

3. What is the purpose of the letter to Ms. Clinton?

WRITING BUSINESS LETTERS

Have you formulated career goals? Can you find career information that will help you make important career decisions? Once you have a career goal, do you know how to prepare for a job? You may be surprised to know that basic writing skills are important in preparing for a career and maintaining a job. Writing business letters is one of the most important of these skills. It is also a skill you will require throughout your adult life.

In this unit you will learn how to write six types of business letters. The first focus is on career preparation: requesting career information, and applying for a job. The second focus is on letters you write on the job: ordering merchandise, letters of complaint, letters requesting permission.

GENERAL APPROACH TO BUSINESS LETTERS

The following suggestions will help you write a business letter correctly:

1. Use correct business letter form. Study the style sheet on page 106. It summarizes the correct form for business letters along with basic letter writing rules. You may also refer to the sample business letter on this page.
2. Type it, if possible. Otherwise be sure that your handwriting is legible. Do not print.
3. Use 8-1/2 by 11-inch unlined paper. If the letter is to be handwritten, place an 8-1/2 x 11-inch sheet of lined paper under the unlined paper. The lines from the lined paper will guide you in writing evenly and neatly on the unlined paper.

SAMPLE BUSINESS LETTER: REQUESTING CAREER INFORMATION

Heading	3043 Clark Street Apartment 4C Los Angeles, CA 90054 October 4, 199.
Inside Address	National Association of Legal Assistants, Inc. 1601 South Main Street Suite 300 Tulsa, OK 74119
Greeting	Dear Sir or Madam:
Body	<p>I am a sophomore at Roosevelt High School where I am enrolled in the Academy of Finance Program. I am interested in becoming a paralegal assistant after I graduate from high school. I know that I need more realistic information about the legal profession than what I see on television.</p> <p>I would appreciate it if you would send me the following information:</p> <ol style="list-style-type: none"> 1. Courses to take in high school 2. Standards and guidelines for the paralegal profession 3. State certification requirements 4. Approved schools that offer paralegal training in California 5. Information telling me where I can get additional information <p>I appreciate your assistance, and I look forward to hearing from you.</p>
Closing	Sincerely yours,
Handwritten Signature	Angela Cruz
Typed Signature	Angela Cruz

Use 1-inch margins on all four sides of letter.

A business letter should contain the following parts:

Heading. The heading is the first part of a business letter. As in a friendly letter, it should include three to five lines for the address of the sender (include zip code) and date. The heading is placed in the top right corner of the letter.

2054 Mark Twain Avenue Apartment 3A St. Louis, MO 63105 May 4, 200__

Inside address. The inside address is the second part of a business letter. It usually includes the name of the person you are writing to, his or her title and department, the name of the company, and the mailing address. In some cases, the name and address of the company are sufficient, without the person's name, title, and department. The inside address is placed on the left side of the letter, just above the greeting.

Mr. Donald Lewis,
Vice President - Personnel Media Graphics, Inc.
2046 Madison Avenue New York, NY 10015

Greeting. The greeting is the next part of a business letter. It is contained on one line and has three parts. The first part is usually the word *Dear*. The second part includes a title, such as Mr., Mrs., or Dr. The person's last name is the final part. In a business letter, a colon (:) is placed after the person's last name instead of a comma.

Here are examples:

Dear Mr. Lerma:
Dear Ms. Williams:
Dear Dr. Chung:

Use the following greeting when you do not have an individual's name:

Dear Sir or Madam:

Body. The body is the fourth part of a business letter. It is the main part. It should be brief and contain an introduction, a summary, and a requested action.

Closing. The closing is the fifth part of a business letter. This tells the reader that you are ending the letter. Capitalize the first word in the closing. Do not capitalize any of the other words. Place a comma (,) at the end. In a business letter, you should use a formal closing such as the following:

Sincerely,
Yours truly,
Sincerely yours,
Very truly yours,

Do not use such closings as *Fondly* or *Your friend*.

Signature. The signature is the last part of a business letter. The sender writes his or her full name at the bottom of the letter. If the letter is typed, the signature is written just above the typed name.

Rosemarie Malloy

Rosemarie Malloy

STYLE SHEET FOR A BUSINESS LETTER

Directions:

Study the outline below to strengthen your knowledge of the organization of a business letter.

Except for the state abbreviations, use no abbreviations.

Heading or Return Address

Inside Address

Salutation or Greeting

You can also use:
"Dear Ms. _____:"
"Gentlemen:"

Body
(or message)

Indent at the beginning of each paragraph.

Closing

You can also use:
"Sincerely,"
"Yours truly,"

Signature

TOP MARGIN

LEFT MARGIN

RIGHT MARGIN

BOTTOM MARGIN

Each side should have 1-inch margins.

"GOLDEN RULES" for writing letters (including faxes and memos)

1. Give your letter a heading if it will make it easier for the reader to understand the purpose of your letter.
2. Decide what you are going to say before you start to write a letter, because if you don't do this the sentences are likely to go on and on and on until you can think of a way to finish. In other words, you should always plan ahead.
3. Put each separate idea in a separate paragraph.
4. Use words that the reader can understand.
5. Think about your reader. Your letter should be...
 - ... CLEAR so that the reader will be able to see exactly what you mean.
 - ... COMPLETE so that the reader will be given all the necessary information.
 - ... CONCISE because the reader is probably a busy person with no time to waste.

... COURTEOUS so that it has a sincere and polite tone.

... CORRECT so that the reader will not be distracted by mistakes in grammar, punctuation, or spelling.

* A dull or confusing layout makes a letter difficult to read.

Exercise on Formal Letters

Decide whether each of the following statements is true (T) or false (F).

1. If the letter begins with the receiver's name, e.g. *Dear Mr Row*, it will close with *Yours faithfully*. _____

2. If you were writing a letter to Mr Peter Smith, you would open with *Dear Mr Peter Smith*.

3. In the UK, the abbreviated date 2.6.95 on a letter means 6 February 1995. _____

4. If you did not know whether a female correspondent was married or not, it would be correct to use the title Ms- instead of *Miss or Mrs*. _____

5. The following is an example of a blocked letter format: _____

Peter Voss

Oberlweinfeldwe33

5207Therwil

Switzerland

6. The abbreviation for 'doctor' is *Dt*. _____

7. The abbreviation for 'company' is *Co*. _____

8. Instead of using the UK closing *of Yours faithfully*, Americans use *Yours truly*. _____

Expressions in Business Letters Used

Business letters typically follow a number of steps, including the following:

1. Greetings

Dear Sir or Madam:

To Whom It May Concern:

Dear Mr./Ms./Mrs. Jones:

2. Stating the reference at the beginning of the letter

With reference to ... Thank you for your letter of July 1. Further to our telephone conversation, ...

3. Requesting

I would be grateful if you could ... I would appreciate it if you could...

4. Explaining the reason for writing

I am writing to inform/apply for/request...

5. Thanking

Thank you for ... We were very pleased to...

6. Enclosing documents

If other documents are attached with the letter, you can say:

Please find enclosed/attached...

7. Apologizing

I regret that...

I am afraid that...

8. Expressing urgency

... at your earliest convenience.

... without delay.

... as soon as possible.

9. Confirming

I am pleased to confirm that...

I confirm that...

10. Closing

Yours sincerely,

Practice: Select expressions from above to complete this letter.

Dear Mr. Phillips:

_____ (stating the reference) your letter of August 10,

_____ (confirming) my participation at the International Sales Workshop in October.

_____ (requesting) if you could send me details of the other participants and the program. _____ (enclosing documents) some suggestions for contributions.

_____ (apologizing) that I will not have the chance to see you before the workshop, but I look forward meeting you in October.

Yours _____, (closing)

P. Denton

P. Denton

LETTER REQUESTING PERMISSION

As an employee, a sudden emergency may occur and you may need to take time off from work. For example, you may need to take a personal day to attend a relative's funeral. Perhaps you "need to take a week off to have minor surgery. Maybe you are scheduled to work on a Saturday when you have to attend a wedding. Let's say you first discuss the problem with your supervisor. The supervisor tells you that before any decision can be made, you will have to write a letter requesting permission.

A letter requesting permission can be organized into three short paragraphs.

Paragraph 1:

Describe the problem or situation. Give essential facts and details.

For the past few months, I have been experiencing pain in my left knee. My orthopedic physician recommended that I have minor surgery to correct the problem.

Paragraph 2:

State your request. Be specific.

My physician scheduled me for surgery at Memorial Hospital on June 6, 200_. At his suggestion, I am requesting a two-week sick leave from June 6 until June 20.

Paragraph 3:

Thank the person for assisting you.

I appreciate your assistance.

Copy of Letter to a Secondary Person

If another person is involved, send this person a copy of the letter. To let the receiver of the letter know this, write in the left-hand corner below the signature-"cc: (Secondary Person's Name)" for each carbon copy sent.

Situation:

You are employed as a salesperson at Wonder World Electronics. You are scheduled to work on the weekend in December (Saturday and Sunday). On that weekend, you would like to attend your sister's wedding in Battambang, which is 291 kilometers from Phnom Penh.

Directions:

Write a business letter to Mr. Hector Rodriguez, Manager, Wonder World Electronics, # 35, Sihanouk Blvd., Chamkar Morn, Phnom Penh.

In your letter, be sure to:

1. Use acceptable business letter form. Refer to the style sheet on page 106.
2. Use correct capitalization and punctuation.
3. Write complete sentences in well-developed paragraphs.
 - A. In the first paragraph, explain the problem. Include all the facts.
 - B. In the second paragraph, state your request.
4. Proofread and edit your first draft. Make changes and corrections.
5. Write your final draft.

SAMPLE LETTER REQUESTING PERMISSION

3063 Calvert Avenue
Apartment 402
Iowa City, Iowa 52248
December 01, 201__

Ms. Carole McDonald
Personnel Director
Hixby Electronic, Inc.
300 Industrial Drive
Iowa City, Iowa 52243

Dear Ms. McDonald:

I am employed as a stock clerk in the Receiving Department. A serious emergency has occurred and my supervisor, Peter Diaz, recommended that I contact you. Last night, I learned that my brother in Peterson, New Jersey, was in a serious automobile accident. He is now in the hospital in critical condition. Since I am his nearest living relative, I want to be with him at this time.

I am requesting a one-week leave from December 2 until December 9, Mr. Diaz approved request and assures me that my absence will not upset the department workload. I would appreciate it if you could let me know before the end of the day so that I can make travel arrangements.

I appreciate your assistance.

Sincerely yours,

Richard Davis

Richard Davis

Cc: Peter Diaz

Notes

Friday morning, Sept 1st

Arantxa,

Just a quick note to say thank you. Staying in your flat has been fantastic. I'm afraid I got here 2 days late & both your goldfish had died. Very sorry, but hope that you like the new fish.

Don't forget my party on Nov 5th - I'm so looking forward to seeing you & hearing all about Morocco. I'm off now to the airport. See you soon.

Rachel

PS I'll leave the keys with Josune.

Feb 10

Daro,

I'll have lunch at Tola's house. Will be back in the evening before dinner.

Piseth

Memo

A Memorandum (Memo) are primarily used for conveying factual information. They are usually shorter than an executive summary, often less than a page. Typically too, memos are directed towards groups of people; not just one individual. Memos may be directed upwards, downwards, or horizontally within the organization.

Memos are often used when a written record is preferred, for example, when describing a schedule. The written, permanent aspect of the memo serves as a constant record of the information. Memos usually address only one issue. If managers want to convey information about several issues, they typically would write several memos.

Memo language is business English. Memos are printed and are usually circulated through a group, or copies are given to each member through office mail.

There are many different techniques used in memo writing, but several basic rules should always be applied:

- Since memos are rather informal documents, it is best to use simple language and a conversational tone.
- Keep your memo clear. Use short, simple sentences.
- A memo should not be longer than one page. Most people do not have time to read long memos.

The E-Mail

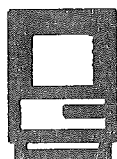
E-mail is the perfect medium when the message must be communicated rapidly. Transmission time, for most computer networks, is just seconds or minutes after completion of the message. On the other hand, all that wonderful technology has a downside: it can break. When the sender clicks to send an email, they feel they have communicated. But the receiver may not be on their computer, their network or computer may not be working, or the sender's network may not be working. Thus, with emails, feedback assumes even more importance, to assure the sender that the message was received.

Emails may address one individual or a group, and they are usually short and focused on one issue. They are often just 1-2 sentences in length. The purpose of an email could be just about any purpose, and the language varies considerably, but is usually informal. For a professional email to someone who is not well-known to you, business English is the preferred style.

All written communication presents challenges in security and confidentiality. (If the information exists on a piece of paper, it's easy for that paper to get into the wrong hands.) E-mail presents an even more challenging case, because programs exist which allow others to view e-mail. Some companies even have policies allowing them to view their employees' mail! An additional concern: make sure you're sending the e-mail to the correct receiver!

Exercise:

Look at this memo, then match each numbered section to the labels which follow.



Computex Ltd
71-73 Bemer Street
Bingley
West Yorkshire BD5 4PL
Telephone: (0274) 785392

MEMORANDUM

- ① — Date 9th June
- ② — To Anne Woods, Sales Manager
- ③ — From Bill Greenberg, Research & Development Manager
- ④ — Subject Presentation of PX 12 laser printer
- ⑤ — { There will be a presentation of our latest project, the PX12 laser printer, on Tuesday 25 June at 2.00 in the main conference room. The agenda is as follows:
- ⑥ — { 1 A brief description by the R & D Dept. of the stages in the development of this project.
- 2 A demonstration of the product's main characteristics: speed, quality of print, low noise level and numerous options.
- 3 A presentation by the Marketing Dept. of PX12's position on the laser printer market.
- ⑦ — { The PX12 will gradually replace all our existing models. I therefore strongly-recommend that all sales team members attend.
- ⑧ — BG

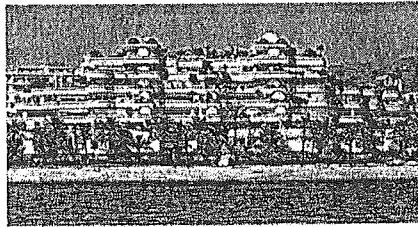
- ☐ The 'body' of the memo, usually divided into numbered paragraphs which develop the information.
- ☐ A short heading, which tells you what the memo is about.
- ☐ ① Date on which the memo is sent.
- ☐ The conclusion of the memo, which often recommends a course of action.
- ☐ Name of the person sending the memo.
- ☐ Unlike letters, the memo does not contain forms of address (such as Dear Ms X) or the sender's signature. The sender usually types his or her name or initials at the end of the memo.
- ☐ Name of the person to whom the memo is sent.
- ☐ A brief introduction to the memo giving the most important information.

WRITING

Sending a fax

1 Janet Cooper wants to go to Spain on holiday with her family. She decides to fax the receptionist at the Hotel Plaza in Alicante to see if they have the accommodation she requires.

Look at the information on this page, and fill in the first part of Janet's fax. She will get all the information on one page. The code for Spain from the UK is 00 34.

HOTEL PLAZA

This luxury Hotel is situated on the water's edge of one of the most beautiful beaches in Spain.

Janet and Peter Cooper
8 Fast Lane
Chesswood Herts WD5
8QR
tel 01923 284908
fax 01923 285446

7 June

Dear Lynette

It was lovely to see...

2 Write out the words of Janet's fax message in the correct order.

For reservations and enquiries:

PHONE (6) 527 21 56

FAX (6) 527 15 02

Lane

Janet

FAX TRANSMISSION

From _____

Page 1 of _____

To _____

Date _____

For the attention of _____

To fax no _____

From fax no _____

Message

- a. rooms hotel I to some would like reserve at your
- b. in 28 July We on Alicante are arriving
- c. ten hope stay to We for nights leaving 7 August on
- d. and husband like room I My double balcony a would with preferably a
- e. require Our a two teenage daughters twin room
- f. are all en-suite that we understand your bedrooms
- g. you this confirm Could?
- h. a sea view possible Is have it rooms to with?
- i. available if me let you Please for know have dates these rooms
- j. grateful if I be would also me you could tell room each price the of
- k. from I forward look you to hearing

Yours faithfully

Janet Cooper