

## UNIT - II

## WRITTEN COMMUNICATION

In written communication, every message is black and white conveyed by writing, typing, printing or other mechanical devices.

Eg: - Notices, reports, complaints

### Objectives of Written Communication

1. Future reference
2. Record of Evidence / legal Requirements
3. Measurement of progress eg report cards
4. Avoiding mistakes
5. Effective decision making
6. Organisational efficiency → It can't be achieved with confusion and lack of guidance. So, the records are most useful to guide the employees to take decisions.

### Forms

- Directives → an official or authoritative instruction.
- Pay envelope inserts
- Memorandum → written message in business or diplomacy
- Office orders
- Circulars
- Leaflets
- Bulletins
- Handbills → just like a leaflet but is used for the third party i-e outside the organisation.

Office order → It is issued competent authority. It contains instructions related to office works, change of working hours, instruction on holidays, message by senior authorities, promotions, etc. They are issued periodically. It is mandatory of compliance by all.

Circulars → It is used for wide distribution. It need not be issued by competent authority but generally it is issued officers & managers. Circulars are for specific purpose or event like meeting, etc. It is basically an information for all.

Leaflets → (pamphlet, booklet)

A piece of paper / several pieces <sup>of paper</sup> containing information or advertising something. It is usually distributed free of cost. It has lot of graphics for better visual connectivity.

Bulletins → short official statement or broadcast summary of news about something that has just happened. It is made publically to inform people about an imp. matter.

Pay envelopes → envelope in which someone's wages or salary are given to them with the message.

## Merits and Demerits of Written Communication

### Merits

1. Work relating / no rumour, no gossip / relevant
2. Reliability
3. No distortion
4. Long distance communication
5. Record of evidence
6. Suitable for lengthy matters
7. Secrecy of matter
8. It has permanent value.

### Demerits

1. Confusion and mis-interpretation
2. Lack of personal touch
3. It is a one way channel / no feedback
4. It is a slow movement. (slow accessibility)
5. No interaction (same as point 2)

(B) Ignores subordinates

(C) Bureaucratic / Authoritative

## Persuasive Writing

Persuasive Writing aims at convincing the reader about a matter that is debatable. It ~~expresses~~ expresses opinions rather than facts.

This writing is called argumentative as it supports and argues for a certain viewpoint.

The writer seeks to influence and convince the reader to accept the position he / she has put forward. A persuasive writing must be convincing, well argued, reasoned, logical and clearly arranged.

## Principles of Persuasive / Effective Writing

1. Accuracy (Correctness) → All facts and figures, choice of words should be checked and double checked.
2. Brevity (avoiding unnecessary words, to the point, no superfluous words)
3. Language, tone & level of formality

Standard language should be used & tone should be neutral.

#### 4. 'YOU' attitude

↳ empathy: putting yourself in the situation of the reader and then understand the feeling of the reader.

The reader's point of view is called 'YOU' attitude.  
The author should write from reader's point of view by viewing things as reader would.

#### 5. Active Voice: → Use active voice to write the document.

#### 6. Natural language → Day-to-day language should be used.

#### 7. Sexist language → Any discrimination on the basis of gender should be completely avoided.

### How to write persuasive letters?

① Opening sentence / line should catch the reader's attention.

② The middle section should give details of the benefits to the reader. (product or services)

③ After arousing the reader's interest, the letter requests a "yes" action or response.

- (1) The last paragraph acts as a reminder to the reader of the special benefits.

Q: Write a good news and a bad news letter.

### Business letters

Essentials of Business letters | Why we write it?

- ① To provide information
- ② To issue ~~an~~ instruction
- ③ To convey a policy decision
- ④ To offer suggestions
- ⑤ To record or report an agreement.

NOTE :- Essentials of persuasive letters  
are same as that of business letters.

### GOOD NEWS LETTER

Ahicon International School  
Mayur Vihar, Phase - 1,  
Delhi - 110091

12<sup>th</sup> September, 2018

144, SURYA NIKETAN  
DELHI - 110092

Dear Karishma Gupta,

Congratulations on your excellent academic performance during the year 2017 - 2018 in class 12<sup>th</sup>. In recognition of your achievement your name has been invited to attend the Appreciation Day.

We are proud of your hard work and dedication. While the success is yours to enjoy, we want you to know that it is also a rewarding experience for our faculty and staff.

We wish you continued success. Keep up the hard work.

Yours sincerely  
XYZ

### BAD NEWS LETTER

ABC Medical Store

438, Preet Vihar

Delhi - 110092

12<sup>th</sup> September, 2018

144, SURYA NIKETAN

DELHI - 110092

Dear Mrs. Karishma Gupta,

We ~~were~~ want to tell you that helping you with your medicines was a pleasure. You are one of our best customers.

But we regret to inform you that we won't be able to supply medicines from now onwards. A recent fire has placed an unusual financial burden on us.

~~You've been great to work with,~~  
we are extremely sorry for the inconvenience.

Yours sincerely,

XYZ

### Letter Styles and layouts

A letter enables us to sell products, to put out ideas when good will and to invite actions of various kinds.

The different types of letters are:-

- a legal letter
- descriptive letter
- confidential letter
- official letter
- technical letter, etc.

Descriptive letter → letter with full description and details.

Narrative letter → (third party)

### Parts of a letter

1. Head Address → It is a printed letter head used by individuals or business organisations.
2. Date Line
3. Reference → It carries the reference no..
4. Inside Address → Receiver's address
5. Attention line → when we want to address a particular person.
6. Salutation
7. Subject line
8. Body of the letter (at most 3 paras)
  - [ Para 1 ]
  - [ Para 2 ]
  - [ Para 3 ]

9. Complementary close → Yours sincerely, etc..
10. Signature.
11. Enclosures.
12. Copy Notations → The document will go to all the persons mentioned below.
13. P.S. (Post-Script) → Something important that has been left is mentioned here.

### Styles of the letter

#### 1. Indented Form

In this type, the inside address, body of the letter and all first lines of each paragraph are indented 5-7 spaces from the margins.

#### 2. Full Block Form

In this type, the lines of inside name, address and ~~each~~<sup>first</sup> line of each para - is not indented. Nothing is indented. Everything is left aligned. (no spacing)

### 3. Block Form

Date line, Complementary close, signature and designation are written at the right hand side.

Double space b/w the paras is used.

### 4. Semi-Block Form

full

- Address ~~is~~ is in block form.
- First line of each para is indented 5 mm.
- Complementary close, signature and designation are right hand side.

## REPORT WRITING

~~Essent~~ Report → It means a statement or a description of what has been said, seen, done, etc.

### ~~Int~~ Types of Reports | Classification of Reports

#### 1. According to use

- a) External Report
- b) Internal Report

External Reports → They are prepared for the use of external parties like govt., press, shareholders, investors, etc.

Internal Reports → They are meant for various persons inside the company.

2. According to duration / period / tenure.
- a) Routine Reports
  - b) Special Reports

Routine Reports → They are also called periodic reports and cover day to day working causal.

Special Reports → It is in certain areas of operations ~~situation~~ or crisis situations.

3. According to level of management.
- a) Reports to Top Management
  - b) Reports to Functional Management
  - c) Reports to Junior Management

Reports to Top Management → Reports related to profit and loss, balance sheet, statements of fund, cash flow, etc. are sent to the top management.

Reports to Functional Management → Reports related to sales, purchase, financial, production reports, etc.

#### 4. Corporate Reports

- a) Statutory Reports: → These reports are required to be prepared under law.
- b) Director's Report
- c) Auditor's Reports

#### 5. Other Reports

- a) Review Reports

- b) Interim Reports: A report submitted before the final submission.

#### FORMAT OF A REPORT

CS Ryadus.

##### 1. Preliminary Section.

Business Report

Academic Report

Research Report

→ cover : Title of the report, name of the author, year and month.

→ Fly leaf : It is a blank page which precedes the cover page.

→ Title Page : Details of a person for whom the report is made / prepared with year and month of completion.

→ Authorisation : It indicates the authority in terms of reference under which a report is prepared. It also establishes scope and powers given.

- Letter of transmittal : A letter used to transmit the report from the writer to the ~~writer~~ recipient.
- Acceptance of message : It indicates agreement or acceptance to take up the report work.
- Preface : It contains the author's opinion on the report.
- Acknowledgement : Giving credit to the people who have contributed in the report.
- Content Page / Index Page
- List of tables and figures
- List of abbreviations

## 2. Body of the Report.

- Introduction : Background of the problem and relevant information.
- Body of report : The main content.
- Abstract : Quick reading statement of the problem and important conclusions and recommendations.
- Discussion : It includes analysis, synthesis and interpretations.

→ Headings and Sub headings

→ Findings

→ Conclusions → the result of the report.

→ Suggestions and recommendation

→ Signature: Taking guarantee of the whole report drafted.

### 3. Supplementary Section

→ List of references

→ Appendix : The extra information at the end of the report.

→ Glossary : List of words with meaning related to the subject

### Cover Letter

→ Enquiry Cover letter

→ Response Cover letter

### Resume

→ A resume / covering letter should be tailored to the job one is applying for.

### Cover letter

must

It tells briefly and precisely the qualification skills and experience of the candidate.  
It should not be long form and highlight on brief achievements.

GOOD WRITE

## Structure of a cover letter

Opening Paragraph contains why are you visiting, name the position or type of work and how you learned about it.

Middle Paragraph contains why are you interested in this job / employer.

Relevant work experience / educational qualification

## Closing Paragraph

Mention to attach your C.V. and have an appropriate closing to pave way for the interview.

## Types of Covering Letter

### 1. Response letter

It is written when you apply in response to an advertisement.

### 2. Inquiry letter

It is written when you are initiating a search for a job in an organisation. It is like a cold call.