Science Fiction

**Sci-fi / SF**

It is a genre of speculative fiction that deals with imaginative and futuristic concepts based on advanced science and technology, space exploration, and extraterrestrial life. It has been called “literature of ideas”, and often explores the potential consequences of scientific, social and technological innovations. It is also related to fantasy, horror, and superhero fiction.

**Unit 2**

Modern Business Communication

-plain style

-no use of jargons

-We put across our message naturally, in a friendly, informal style.

-Use plain language

Five Key Rules of Good Writing

1. Come straight to the point

Busy business people don’t have much time to read long-winded documents. They always prefer letters that are direct to the point, and also courteous. Save your reader’s time by keeping your sentences short and simple.

1. Remember the KISS principle

Here the full form of KISS is Keep it short and simple. It means short sentences and simple words. Never try to impress your reader with big words. They will not be impressed with those words, for they have to consult dictionary many times. So, use short words in order to make your writing effective.

1. Use active not passive voice

‘Voice’ refers to the relationship of a verb to its subject. Active voice means that the subject of the sentence does the action of the sentence. Passive voice means that the subject of the sentence receives the action. Use active voice in your writing. This is more alive, more focused, more personal, and much more interesting and clear.

1. Use the right tone

You change the tone of your voice in order to convey messages in a different way. Written communications may be worded so that they sound polite, friendly, firm, bossy, sarcastic, condescending, and even rude. For example, ‘Sit down!’ and ‘Please take a seat’. The first expression is rude, but the second one is polite. So, if you use the wrong tone in a written communication, you could cause real offence to your reader.

Even if you feel angry or frustrated, try not to vent your emotions in writing. Your objectives will be achieved only with carefully considered and appropriate wording.

1. Use modern language

This means write as you speak. Always put across your message naturally. If you find yourself writing something that you would not say to the person if you were having a conversation, then you should not be writing it either.

Grammar

Identify and correct the errors in these sentences.

1. The catalogue that was published last month shows details of all our new models.
2. Mr John Tan, our Sales Manager, will visit you next Monday.
3. We have five different models, all with their own special features.
4. Although I agree with your points in general, there are a few points I would like you to explain.
5. I would like to see you, however, I am busy in meetings tomorrow.
6. Thank you for your lunch yesterday; it was great to see you again.
7. As per our discussion, I would need 15 minutes for my presentation.
8. Susan King, who has recently been appointed as new CEO, will address the conference next week.
9. We need to improve the corporate image, therefore, we are employing special consultants for advice.
10. The company has decided to change its corporate logo.

Ten key points to remember while composing letters

1. Use short sentences

We should use short sentences in letters because such sentences have clear meaning and make understanding easier.

1. Choose simple words

Simple words convey the message more clearly. The use of unaffected language helps to achieve the right tone.

1. Avoid wordiness

We should use appropriate words remembering the need for courtesy.

1. Use an appropriate tone

Our tone must suit the reader and the subject matter. It depends on the impression we wish to convey. It is the tone by which we can show whether we are firm or friendly, persuasive or conciliatory. Failure to adopt an appropriate tone diverts the attention of the reader.

1. Be precise

Letter should not be so long. It should be long enough to serve its purpose.

1. Ensure accuracy

We should use accurate figures, dates, numbers and prices, as well as spellings, punctuation, tenses, etc.

1. Check consistency

The expression as well as presentation must be consistent.

1. Use initiative

In place of ‘next week’, we should mention a day and date. If an overseas visit is planned, then we must give the arrival time and flight number.

1. Use active not passive voice

Active voice makes the writing more alive and interesting, more specific and clear, and it also makes sentences shorter.

1. Write as you would speak

We should use everyday language to make the reader feel easy.

**Fax Messages**

A fax machine is a comparatively inexpensive and essential equipment for any business. Fax transmits and receives any kind of message—handwritten, printed, word-processed; maps, messages, diagrams, photographs, etc. It takes only seconds to transmit a fax message, depending on the length of the document.

Because of its versatility (various uses) and speed, sending messages by fax has become a very popular choice of many people. Instead of telephone or memos, fax is mostly used between divisions or branches of the same company. Business letters are frequently sent by fax or replaced by fax messages.

Most companies have a special fax letterhead for fax messages. The fax headed paper is often used with a brief covering note explaining an accompanying document. The salutation and complimentary close are generally not used but the message is signed.

**Ten key points for dealing with fax messages**

1. Use fax to send a printed copy of any document, especially diagrams and illustrations.
2. Prepare the message on the company’s standard fax template where one exists.
3. Make up a fax letterhead if necessary, including headings like To / From / Date / Fax Number / No. of pages / Ref / Date.
4. Do not use a salutation or complimentary close on fax messages.
5. Use the same techniques in writing a fax message as you would do in a business letter.
6. Remember numbers if this would help your display.
7. Sign the fax in the usual way.
8. Send a cover fax with an accompanying document, and remember to indicate the number of pages being sent in total.
9. Key in (type in) the fax number correctly.
10. Keep a copy of important documents.

Grammar

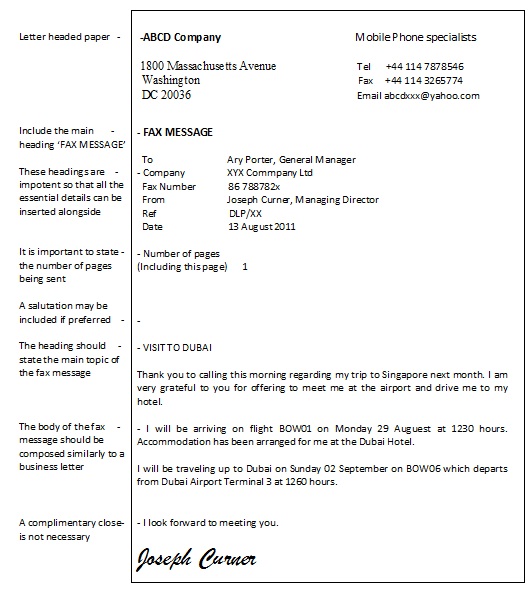
-Bring / Fetch

-Fewer / Less

-Fill up / Fill in / Fill out

Identify and correct the errors in these sentences.

1. When you go to Robinsons, will you please return back this blouse for me.
2. The workshop will be held between 9 am to 5.30 pm.
3. Sherran said she was very boring in the lecture.
4. My luggages are in the boot of John’s car.
5. All the new equipments are being delivered tomorrow.
6. Either of the applicants are suitable for this new position.
7. Looking forward to see you at next week’s meeting.
8. The company’s football team are playing well this season.
9. Although I didn’t think it was possible, but I still passed my exam.
10. Running to catch the bus, the car hit me.



Question:

1. You work for New Nepal Print, New Baneshwor, Kathmandu, and have received instructions to print business cards for Mrs. Shanti Sharma, Personnel Manager at Kathmandu Training College, Putalisadak, Kathmandu. The artwork has been prepared, but you need to obtain approval from Mrs. Shanti Sharma. Compose a fax. [5 marks]

Introduction to E-mail

- today’s business, highly competitive market

- need of high speed communication and information transfer

- most of the activities today electronically, using computer-based technology

- e-mail as an effective, low-cost and instant method of communication all over the world

- messages keyed in and transmitted to the recipient

- a single message simultaneously to many recipients

Advantages of E-mail

-saves time and effort; formal, printed memos, faxes and letters / short e-mail messages deleted after a few days or weeks / long or important messages retained on electronic file or printed out as a hard copy

Some advantages are:

1. High speed send / receive cycle;
2. Direct input and retrieval from keyboard;
3. Virtually instant dispatch / retrieval;
4. Simultaneous circulation to pre-selected groups;
5. Other files can be attached to e-mails.

- e-mail quick and easy to use / but basic rules of good business writing required

- use of abbreviations when e-mailing personal friends only

- through e-mail our personality is revealed / crisp, clear messages; prompt reply; very good co-operation

- long-winded and pretentious in e-mail messages; dangerous

- casual, friendly, conversational style for e-mail

Ten complaints / pitfalls about e-mail in practice

1. **Vague subject line**

Mail headed ‘urgent’ or ‘hello’ not opened by readers

So, SMART subject line is today’s need. (Specific, Meaningful, Appropriate, Relevant, Thoughtful)

1. **No greeting**

No Dear Pradip / Dear Mr. Sharma as in letters

More informal here (Hi Pranita, Hello Nikhil)

1. **No sign-off**

Just your name, no signature at the end / not ‘Regards’ or ‘Kind regards’

1. **Poor formatting**

Space between paragraphs is required. It helps the readers.

1. **Vague messages**

What the writer is trying to say, or what the writer expects of you / use appropriate structure / be clear in writing / the reader should favour

1. **Tell me what to do**

Connected with 5 / the writer doesn’t tell you what action he or she wants you to take after reading the message / three r’s: guide the Reader towards the Response that is Required

1. **Unfriendly tone**

Use of proper words / right tone / right emotion / no misunderstanding then

With wrong words the person easily offended and the important business contact lost

Good writers learn to choose their words carefully, and get the tone just right.

1. **CC to the whole world**

CC: Courtesy Copies, not carbon copies

Don’t send a cc to everyone you know. Just send a cc to people who need to know.

Send a cc only when it is essential.

1. **Bad grammar, bad spelling and bad punctuation**

Sloppy work / all the messages in one continuous paragraph / poorly structured messages that don’t state what response is needed

Poorly written messages with errors in grammar, spelling and punctuation

Remember all these, and make sure it gives a good impression

1. **Just plain sloppy**

Replying to e-mails because of the urgency of e-mails / rushed messages : garbled, unclear, unfocused, with poor structure, poor tone and poor spelling

Readers don’t understand such messages / generally offended / even not knowing what they have to do in response

How to Create Electronic Rapport (friendly relationship)

Some techniques for creating electronic rapport with e-mail correspondents:

1. Don’t just dive into your message

Some basic background information at the start / warm and friendly in opening where possible / examples:

* It was good to speak to you this morning. I’m glad we were able to clarify this issue.
* Thanks for calling me today. It was so good to speak to you after all this time.
* Thanks for a great lunch yesterday. Your new project certainly sounds very interesting.
* I’m sorry to hear about the problem you’ve experienced with your new LCD projector.

1. Show some feelings

Just facts without any concern or feelings-----not good / add texture to the message by using emotive and sensory words / empathy in message forms a better bond with readers

Examples:

* I appreciate your understanding.
* I certainly see what you mean, and hope we can resolve this problem.
* I am happy to offer you an extra discount of 10%.
* I am pleased to know you will be visiting Mumbai next month.

1. Keep your message positive and focused

* Keeping a positive attitude towards the readers and maintaining a focus on their needs
* Diplomatic / not to be afraid to apologise if wrong

1. Tailor (adapt) the tone of your message

Be careful to tailor the tone of message accordingly.

Personal e-mails vs business e-mails

Avoid using abbreviations, exclamation marks and slang when writing to clients.

1. Be precise and clear

A clear and professional message / pay attention to what is being asked and respond clearly

Sample of e-mail message

To [sharma.madan98@gmail.com](mailto:sharma.madan98@gmail.com)

From [koirala.kishan34@gmail.com](mailto:koirala.kishan34@gmail.com)

Date Mon 31 August 2020

Time 11:35:40

Subject Business Communication 4th edition

Hi Madan

Thanks for your email today. I’m glad you enjoyed your vacation in Pokhara.

I’m happy to report that I’ve been able to progress very well with the new edition of Business Communication. I’ve received help from some friends and colleagues, which has been very valuable. I’ve also been in touch with lots of big companies who have very kindly given permission to me in order to use some of their documents in my book.

I should be able to wrap everything up by the end of this month. Would you like to come up and collect the work next week? Shall we say Friday 4 September at our usual table in the Everest Hotel at New Baneshwor?

Please let me know if this is OK with you.

See you soon.

Kishan

Question:

1. You work in the Training Department at ST Electronics. Approximately 12 of your staff need to attend a training course on Customer Services. You need to arrange a meeting with Mahesh Nepal, your usual contact at Pioneer Training Services, to discuss this. Send him an e-mail to find out if they have a suitable course available--within the next couple of months would be ideal. If so, ask for relevant details. If not, ask if they could conduct a special course for these staff at your own premises. [5 marks]