

UNIT- III

LETTER WRITING

Also
called
Business
communication

letter is the oldest form of sending a message. It maintains a personal touch and serves as a record.

PLANNING THE MESSAGE

5 PLANNING STEPS:-

1.
Identify
your
purpose

information
questioning
complaining

2.
Analyze
your
audience

Keep the needs,
interests, attitudes
and culture in
mind

3.
Choose
your
ideas

- Jot
down
- Make a
list

4.
Collect
your
data

check facts,
figures,
dates,
address

5.
Organize
your
message

- Draft it mentally
- organize
accordingly

Writing a business letter requires drafting, knowledge, layouts and styles. Here are some points to keep in mind while planning a business letter :-

- a.) Previous Communication - check if there is any previous conversation with the person you are writing to. This helps in drafting the new letter.
- b.) Objective and Purpose - whether the purpose is to invite proposals, give information, request for payments. If the purpose and objective is clear, writer can give a clear message.
- c.) Considering the Reader's position -
Here, the writer pays attention to the needs of the reader.
Here, tone of the reader's previous letter also matters.
- d.) Outlining the contents of the letter -
Here, the writer makes an outline of the contents of the letter.
They prepare a draft
Then select a format.

PLANNING THE CONTENT

This involves:-

- (i.) thinking what to communicate (purpose)
- (ii.) whom to send the message (receiver)
- (iii.) what to achieve (receiver response)

For this:-

- (i.) Decide the content and write the notes.
- (ii.) Include the information in logical order.
- (iii.) Arrange this in the letter.

STRUCTURE

Many letters are written keeping in mind four points :-

- (i.) Opening / introduction
- (ii.) Giving the required information
- (iii.) Action / Response from the writer
- (iv.) Closing

Structure of a Business letter :-

- Sender's Address
- Date
- Addressee's Address
- Subject
- Salutation
- Main Body (Message)
 - Introduction of Problem
 - Details
 - Action
- Complimentary close
- Signature Block (Signature, Name and Designation)
- Attachments or Enclosures

Parts of Business letter

- 1.) Heading
- 2.) Date
- 3.) Reference
- 4.) Inside Address
- 5.) Attention line
- 6.) Salutation
- 7.) Subject line
- 8.) Body of the letter
- 9.) Complimentary close
- 10.) Signature Block
- 11.) Identification mark if required
- 12.) Enclosures
- 13.) Copy line.

1.) Heading or Letter Head - Usually printed in the top of the sheet in the center of the page. Contains information like the organization's name, address, telephone number.

eg: Excel Technical Solutions

78, Raj Vihar

Tel No: 9582 ---

Website - www.technicalsolutions

2.) Date - It is typed two spaces below the reference line.

For ~~to~~ semi blocked style → right side.

For blocked style → left side

Safest way / Example - 26 April 2010 or April 26, 2010.

3.) Reference - Written under date, aligned towards left margin. Reference should be of sender and recipient. Eg: Ref: GDS/56/555

4.) Inside Address - Under reference, at left-hand margin. eg: The District collector
Sector 42
New Delhi

- 5.) Attention line — comes b/w Inside Address and Salutation. eg - Attention : chief Librarian : HR Department
- 6.) Salutation — This is a complimentary greeting. eg: Dear Sir / Respected Madam.
- 7.) Subject line — Gives a brief theme of the letter.
eg: Subject — Inquiring about the course
- 8.) Body of the letter — main part of the letter.
(intro, central part, conclusion, ending)
- 9.) Complimentary Close - Give eg: Sincerely Yours,
: Yours truly
: Thanking You
- 10.) Signature Block — includes signature, full name, designation, address
- 11.) Identification mark — contains initials of the person who composed and as well as typed the letter.
- 12.) Enclosures — Documents attached
- 13.) Copy line — gives information about the third party to whom the letter has been sent.

Inquiry letter

XYZ Apartment,
AB Society,
Delhi - 1100--

Sender's address

26 January 2023] Date on which the letter
is written

ABC lane
Model Town,
Delhi

Receiver's Address

Subject: Inquiry about the shipment

Dear Rohan,

I hope you receive the shipment
latest by 10 February 2023. Thank you in
advance. The shipment contains 5 bags and
10 packages.

Yours truly,

Ankit

ANKIT

Letter To The Editor About Road Problems

Raman
B, Gandhinagar
Mumbai

Dated: 11th January 2018

The Editor,
The Times of India
Mumbai

Subject: Complaint about road problems.

Respected Sir,

I am Raman, a resident of Gandhinagar. I am writing to you in order to raise the issue people face in my locality due to the bad condition of the road.

The road is constructed in a bad way which often leads to traffic jams and water clogging. Hence, it is my sincere request to you to highlight this through your newspaper, so that the government will take some action.

Thanking you
Yours sincerely,
RAMAN (A concerned citizen)

Job Application

Ravi,
 Park Extension, Bangalore
 ravi52@gmail.com
 9862 ---

] Name Your Name
 your address
 Your email address
 Your phone number

22 Feb 2023

] Date

Arijum
 The HR Manager
 Ankon Technologies
 Bangalore - 560012

] Name of hiring manager
 Title of hiring manager
 company name
 company Address

Respected Sir,

] Salutation

FORMAT OF BODY.

- Outline where you saw the job position and express your interest in working in this role.
- Discuss some of your qualifications that would make you a good fit for the job.
- Discuss your past experiences in a way that emphasizes your personality and skills, while also showcasing how you align with the goals of the company.
- Express appreciation to the hiring manager for receiving your application.
- Include follow up information if required.

Sincerely, Best
 Ravi

] closing
 Your Sign
 Your Name

LANGUAGE USE

Following are the ways of useful use of language

* Asking for Action

1.) For making request

- Please make the payment before 15th.
- Please dispatch the following, on usual terms.

2.) Direct Commands

- Book your order before the 18th.
- Inform us immediately about the order.

3.) Indirect question form of asking for action

- May we expect your reply in a week?
- May we have your cheque for our bill of ₹8200/-?

* Handling Negatives

Don't use negative words like 'NO, DO NOT, REFUSE, STOP, MISTAKE, ERROR, CANNOT.'

Negative

1.) Our office closes at 5:30 P.M.

2.) We shall avoid delay in future.

Positive

1.) Our office is open till 5:30 P.M.

2.) We shall ensure fast delivery in future.

Position - Write positive ideas in beginning or end
Negative ideas in the middle.

AYOUT

Appearance of a Business letter depends on the following :-

- 1.) Stationery must be of good quality.
(white paper, black print)
- 2.) Typing must be neat, without cancellations
- 3.) Paragraphing is needed for breaking up the text in readable and logical form.
- 4.) Folding of the letter must be neat.
- 5.) Address should be way-way down and one-third inward from the left.

TYPES OF PRINTED STATIONERY

- 1.) Letter heads (includes name, address, phone)
- 2.) Continuation sheets (used when letter does not fit in single sheet)
- 3.) Envelopes.

Styles of Layout

layout refers to the design.

- 1.) Indented Form - Here, the address was indented and every paragraph began five spaces away from left margin. This style is not used today.
- 2.) Full Block Form - Here, there is no indentation. Everything begins from left margin. Here, address does not have punctuation at the end. Salutation does not have comma at the end. This style is used today.
- 3.) Modified Block Form - All paragraphs here begin at the left margin. This eliminates shortcomings of full block style.
- 4.) Semi- Indented Form - Here, date and complimentary close are on the right side.
- 5.) Hanging Indentation Form - Here, only first line of the paragraph is at left margin and following lines are intended five spaces.

Illustrations of all the styles are given below:

8 November, 2007

Excello Typing Institute,
14, Green Avenue,
Mumbai 400 053.

Dear Sirs,

This is the Indented form which is considered old fashioned now. The inside address is indented, i.e., each subsequent line is indented 2 spaces from the previous line; each line is followed by a comma, and the last line by a full stop. Each paragraph begins five spaces away from the margin.

This form was used in the days before the typewriter when all letters were hand-written. Today even hand-written letters are not written in this style.

The appearance of this style is not very neat; besides, it wastes typing time because of the indentions.

Yours faithfully,

Office Superintendent

Indented Form

May 2, 2007

Windsor Stationery Mart
86, Main Avenue, Santa Cruz
Mumbai 400 054

Gentlemen

This letter is in Full-Block form. Every part of the letter, including the date and complimentary close, begins at the left hand margin.

The inside address is in block form with no end-of-line punctuation. There is no punctuation mark after the salutation or after the complimentary close.

As there is absolutely no indention, this form takes the shortest time to type, and is very useful in a firm which sends out a large number of letters. It is the latest in styles of layout, but it has already become quite popular and is used in a number of firms.

The drawback of this form is that it looks rather blank on the right side and heavy on the left. Besides, when the letter is filed, it is difficult to refer to the date and the signature without taking out the file and opening it fully.

Yours faithfully

Correspondence Supervisor

Full-Block Form

10 September 2007

Pinto Commercial Institute
23, Rampart Row
Mumbai 400 001

Dear Sirs,

This is the Modified Block Form, and is in most common use today. Most companies adopt this form as the most convenient and also the most attractive.

The date and the complimentary close are at the right. The address is in block form, that is, all lines begin at the margin and there are no punctuation marks at the end of any line. The paragraphs begin at the left margin and are separated only by double spacing. As most of the lines begin at the left margin, this form saves the time of the typist.

This form is neat and balanced in appearance. It is a modification of the ultra modern Full Block Form.

Yours truly,

Supervisor

Modified Block Form

15 July 2007

Modern Typists
29, Mount Road
Mumbai 400 002

Sirs,

The Semi-Block form combines the indented and block forms. Some of its features are taken from the old style and some from the new style.

The date and the complimentary close are on the right. The address is in block form and the paragraphs are indented five spaces away from the margin. Many firms use this form although it does not look so streamlined as the modified block form.

This form will probably fall out of use for typewritten letters and will be used only for handwritten letters.

Yours faithfully,

Sales Manager

Semi-Indented Form

20 August 2007

Expert Advisory Service
Beach View
Warden Road
Mumbai 400 026

Gentlemen:

This is the Hanging Indentation form. It has the address in block form, every paragraph starting at the margin, and subsequent lines of every paragraph indented a few spaces from the margin.

As the first line of every paragraph 'hangs' out, it attracts attention. Sales and stunt collection letters are written in this style in order to catch the eye. The opening words of every paragraph must be striking and the drafting must be done carefully.

Typing time is wasted in this form because of the large number of indentations. It is not used for routine letters.

Yours faithfully,

Sales Manager

Hanging Indentation Form

ENQUIRIES AND REPLIES

- Enquiries include asking the sellers about goods, services and information.

There are 2 types of letters of Enquiry

- 1.) Solicited Enquiry - Enquiry made in response to an advertisement by a seller is known as Solicited enquiry.
- 2.) Unsolicited Enquiry - Enquiry made by the buyer on his own is known as Unsolicited enquiry.

Elements of a letter of Enquiry

- 1.) Introduction - Includes name of our organization, amount needed or requested.
- 2.) Description of your Organization - Focus on your ability to meet the need.
- 3.) Statement of Need - Means that an important need can be met by your project.
- 4.) Methodology - To ask information, say:-
 - (i) Could you give us the following information?
 - (ii) Please send us the following information.

Business Enquiry Letter

Below is an example of a business enquiry letter regarding the purchase of bulk materials:

89 B, Shamma Cottage
Devakottai
Karaikudi
Tamil Nadu – 630201

2nd January, 2022

The Manager
Fabloe Cloth Company

Katargam
Surat - 395003

Subject: Business enquiry for bulk purchase of fabrics

Sir/Ma'am,

I am writing in regard to our intention to buy cloth materials in bulk. I came across your store and we had a talk with your supply manager in this regard.

I own a boutique that sells customised clothing and I am in need of materials that would be suitable for sarees, salwar suits and lehengas. I am looking for crepe, georgette, double georgette, linen, cotton, silk cotton, jute, brasso silk and chiffon materials. It would be a great help if you could send me the colours and patterns available in these categories and also the pricing details for each. I would also like to know if it is possible for you to customize colours and patterns for me.

Once I have a look at the different patterns and colours you have, I will let you know the ones for which you can send me samples. I will meet you in person to discuss the final pricing and the quantity of the different fabrics that I need. Feel free to contact me in case of any questions.

Thank you

Yours sincerely,

Signature

ALWIN ROY

Examples:

1. Write a letter to the Managing Director, New Woodlands Hotel, Jaipur, to find out the rates for conducting the B. Tech final year Farewell Party at their lawns, enquiring about catering costs per head, service charges and advance to be paid.

Poornima Institute of Engineering and Technology
Jaipur

23rd September 2022

Managing Director

Business
Woodlands Hotel

Jaipur

Subject: Charges for Farewell Party on your lawns

183

Sir,

The students of B. Tech III year of our college want to hold a farewell party for the B. Tech final year students on the lawns of your hotel on 5th October 2022.

The party will begin at 6 pm and will be over by 10 pm. There will be about one hundred and fifty students and forty faculty members. We would like you to serve coffee/tea at 6 pm followed by a vegetarian dinner with ice cream/gajarhalwa at 8 pm.

Please let me know your catering charges per head and service charges, if any for the above.
Please confirm if the lawns are available on the evening of 5th October 2022.

Please send me a copy of your vegetarian menu to enable us to choose the dishes.
Also, please let us know if any advance money is to be paid.

Yours faithfully

Nishant

B.Tech III Year

Student Leader

■ 3.5 LETTER OF QUOTATION

Letter of quotations are quite similar to letters of enquiry, in fact, they serve as a sequel to the letters of enquiry. Letter of quotation is written, when the writer is satisfied with the response to his enquiries and wants to know the price of the product or rent/remuneration for providing

Business
a service. In other words, it is a letter enquiring about the price, the financial part of a job assigned or hiring for a specific purpose. Usually, quotation is invited through a tender notice which appears almost daily in newspapers, but they are on a considerably large scale.

In the business world a great deal of communication is done through various modes of business correspondence. Letters of quotation asks queries regarding the price, terms and conditions of a product to make a business deal.

For Example:

R-B Institute of Management and Technology

14th September, 2022

The Sales Manager

Live Road, Moradabad

Dear Sir,

We wish to get a language lab installed for our M.Techand MCA students. It should have the capacity of accommodating forty students at one time.

As the classes are likely to start in the month of October, we would appreciate if the installation work is completed by the end of September. Kindly quote the price of electronic equipment listed below:

*Send
Date
Receiver*

| SI. No. | Name of Item | Quantity |
|---------|--------------------------------|----------|
| 1. | Tutor Headset | 01 |
| 2. | Students Headset | 30 |
| 3. | Top $\frac{1}{2}$ track record | 36 |

We promise to make the payment by cheque after the equipment is safely transported and the lab is duly installed by you.

Hoping to hear soon from you.

Yours sincerely

S/d

Rajeev Raj

Purchase Officer

3.6 BARGAINING LETTERS/NEGOTIATION

Meaning and Definition: Bargaining means to negotiate over the terms of a purchase, agreement or contract: haggle. The seller might be willing to bargain over the price. It is an agreement between parties on settling what each gives or receives in a transaction between them or what course of action or policy each pursues in respect to the other.

"Negotiation and discussion are the greatest weapons we have for promoting peace and development," said Nelson Mandela.

Mahatma Gandhi and Mandela are regarded as two of history's greatest negotiators. They applied their intelligence and displayed their fortitude as they negotiated the futures of their respective nations.

Negotiation come handy in achieving individual as well as collective goals. No business is successful without team members having good negotiation skills.

Every professional should acquaint themselves with the proper negotiation process. Negotiation skills can be developed with proper insights, mentoring and training.

What is Negotiation?

Negotiation is a strategic process of arriving at an agreement by two or more individuals, teams or groups. It is defined as 'an interpersonal decision-making process necessary whenever we cannot achieve our objectives single-handedly.'

During a negotiation process, an issue is addressed, a problem is resolved and a conclusion is derived. Actions are based on what is agreed upon in the negotiation. Having great negotiation skills is an asset.

In our daily personal and professional lives we have to negotiate in many situations. Some of them include:

- Negotiating salary with a potential hire

Examples of Bargaining Letters:

Him Sagar Apartment *Sender*

Greater Noida

22 September 2022 *Date*

The Sizzlers
HR

Greater Noida

Subject: Request for salary revision

Dear Sir,

Thank you for offering me the Textile Designing job with Sizzlers Textile Mills. I am very interested in joining your excellent team of professional artists.

I have complete understanding of all the terms your offer contains, but the matter of Salary needs to be negotiated. Let me tell you that my expected range of salary is Rs 95,000 per month. Please also note that we can negotiate about it with mutual understanding keeping in view my previous experience, skills, devotion towards designing and your organizational interests and policies. I hope we can reach a convenient decision through discussion.

I await your feedback. If you want me to visit you, please let me know your available time. I value your precious time.

Looking forward and hopeful for your understanding.
Best regards,

Yours sincerely

Signature

Mahesh Singh

Him Sagar Apartment

Greater Noida

Contact no- 91+9468356787

Sales & Credit/Seller's Reply

Sales letters can be defined as detailed advertisement, which reaches directly at the doorsteps of a prospective customer or consumer. Their sole purpose is to convince and persuade the receiver in a subtle way so that he is unconsciously converted into a customer or consumer. Firstly, these letters cause a niche for their product by arousing desire in the reader to buy that product. Then they highlight the special features of that product but highlighting should never mean exaggeration or making tall claims. It should also specify the warranty or after sales services. Sales letters are very popular among finance companies or insurance companies which have to explain their investment schemes to their customers or clients.

Example 1

Subject: Heavy Sale Discount and Free Maintenance on Closets!

Dear Mr Singh,

Are you having trouble organizing your clothes into your existing closets? If you are like most Indians, you have trouble finding your favorite shirt when you really need it. This is why it is important to have an organized closet system.

At CLOSET CARE, we have the skills and experience to come and help you with your closet needs. May we stop by and offer you FREE maintenance for the next three years? The most interesting news for you is that you are also entitled to a special introductory offer-a discount of 30 per cent on the first purchase.

All you need to do is to visit our showroom in your locality and pick up a closet for yourself and save money. However, do remember that this offer is open only till stocks last. So, visit us as soon as possible.

Yours sincerely,

Signature

(Rajeev Kumar)

President

3.7 CLAIM AND ADJUSTMENT LETTERS

Letter of Complaint

- A complaint letter requests some sort of compensation for defect, damage or delayed services
- It should be written in a polite but firm tone
- State the mistake in a clear, calm and matter-of-fact style
- Explain the nature and the extent of the loss or damage
- State the steps needed to rectify the mistake
- Appeal to the supplier to confirm the replacement at the earliest

In any business there will be some mistakes and some accidents. You may not get the goods and services as you had expected and ordered. If things go wrong with your order, you have to bring the faults and shortcomings to the notice of the supplier and see that these mistakes and faults are corrected and adjustments are made accordingly. The purpose of writing a claim or complaint letter is to get correction and adjustment done. The first thing to do is to make a phone call to the supplier to inform him of the defect or deficiency, and then to immediately

Business
Sample Letter-2

Fill in the blanks and complete it:
Subject: Regarding defects in Computers

Dear Mr Singh,

Please refer to our order no. Acer Computers received the consignment on But on arrival of the consignment at least 10 computers have issues on speed and hardware. This order placed to chief minister's office.

We have been supplying electronic equipment and enjoy good reputation for quality products and services. Before dispatching engineers tested the computers to identify the problems.

I am returning in due hope of your cooperation In view of our previous reliable business relationship, I request you to send at the earliest.

I look forward to

Yours sincerely,

Amit Kumar

Purchase Manager

Answers

Subject: Regarding defects in Computers

Dear Mr Singh,

Please refer to our order no. 114/3/Com for 30 Acer Computers. We received the consignment on 4 April 2016. But on arrival of the consignment, it was found that at least 10 computers have issues concerning speed and hardware. This order has to be placed at the chief minister's office.

We have been supplying electronic equipment to government and public and enjoy good reputation for our quality products and services. Before dispatching the consignment our engineers had tested the computers and were able to identify the problems.

I am returning the consignment in due hope of your cooperation in this regard. In view of our previous reliable business relationship I request you to send new computers at the earliest.

I look forward to your early response.

Yours sincerely,

Amit Kumar

Purchase Manager

3.9 MEMOS

3.9.1 Introduction

Letters or any forms of written correspondence are vital organs of an office. An official letter is different from the business letters that have been discussed so far. It can be both internal and external. Some of the examples of official letters are memorandum, notice, circular and e-mail.

Memorandum: The Longman Concise Dictionary of Business English defines memo as "**An informal written or typed message to someone in the same office or organization, sent in place of a letter.**"

Or

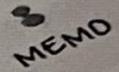
"A short, informal note or report on some deal or event or conversation."

A memo is generally used for sending messages from one department to another within the same organization.

A memorandum or memo is a document used for internal communication in an organization. The plural form of memorandum is either memoranda or memorandums. A memo may be addressed to one person or a group. The writer and the readers of a memo are well acquainted with each other and therefore, a memo does not require formal elements like salutations, greetings or even signature at the end. A memo usually records events or observations on a topic or provides information about any development in the organization. Since it is only about communicating some important information related to the functioning or processes of the company, it is usually quite direct in approach, to the point, focusing sharply on what the reader needs to know. The format of a memo is fairly simple.

The standard features of a memo are:

1. The word 'Memo' or 'Memorandum' at the top of the page; though not mandatory, it helps to make clear the nature of communication right at the beginning
2. The date of issue of the memo
3. The name of the receiver, followed by 'To' and the name of the sender followed by 'From'.



Below is an example of a memo:

MEMORANDUM

24th September 2022

From: Director (Building)

Subject: Security Measures

To: The Security Manager

After three incidents of theft of scooters in the previous week from our parking shed it is important that security measures be tightened with immediate effect. A strict check at the entrance and exit gates is required. Only permanent token holders will be allowed to park their vehicles in the parking shed.

1. Identity cards:
 - (a) Please issue identity cards to all the employees of the establishment with their recent photographs.
 - (b) Each employee should be given a token for his/her vehicle.
2. A full time parking shed caretaker should be appointed with immediate effect. Financial sanctions to be obtained. Manager (Personnel) is consulted about the recruitment rules.
3. Please discuss these and other security measures with members of the staff.

Their suggestions will be welcome.

Sd/

Director (Building)

3.10 WRITING NOTICES

3.10.1 Introduction

Notice is also a form of internal business communication. Where a memo is generally used to provide information to one person or one group that the writer specifically intends to reach out to a notice is used for the staff or people, in general. A memo has a personal touch and is sent to the individual or group concerned but a notice, meant for just every one, is put up on a notice board. Anyone can read it or nobody might.



Why do we write notices?

We write notices:

- To announce an event
- To give information to a specific group of people

Scope of Notice

Notices may cover a wide range of themes. They may announce cultural, academic and sports events; celebrations, inaugurations, excursions or competitions related to the lives and activities of the students.

Contents of a notice: A notice is always put in a box. It should contain:

- A headline/title, date and the designation of the person who signs it
- Details of the event, its time, date, venue and duration
- The organization/individual responsible for the notice
- Who to contact for further details
- The information should be presented briefly and accurately in about 50 words
- The word 'Notice' should be written

Example Type-1

Notice Basketball Trials

Trials for the selection to the college basketball team will be held on 15 October 2022 in the gymnasium at 11:00 am. Interested students are advised to collect at the basketball court ten minutes before. Students must come in their sporting gear or else they will not be allowed to sit for the trials.

For further information you may contact:

S Sethuraman, BA-III, Roll no. 2314

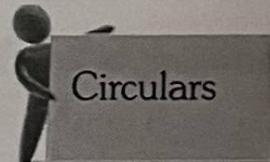
(SM Raja)

Chairman

Department of Physical Education

3.11 CIRCULAR

A circular is another form of written communication which is used to inform or advise the reader about something. It can be written like a letter which is sent to several persons. It is usually written once but used in the same form at different times. Therefore, it is not dated. It is addressed in a general manner and not to any particular person.



Example:

Dear Valued Customer,

Within the next 14 days you should expect to receive important authorized mail from our Sweepstakes Director. It will outline in detail your current Sweepstakes eligibility status.

You should know that as of October 2022, you are in an enviable position to have a chance to win our ₹ 1,000,000 Gold First Prize. You already stand ahead of many who have not been invited to participate in the Readers' Digest Rupees 2 million Sweepstakes.

THE SWEESTAKES DOCUMENTS DUE TO ARRIVE AT YOUR ADDRESS HAVE STRICT DEADLINES. THIS IS WHY YOU ARE ENTITLED TO RECEIVE THIS PREDISCLOSURE – TO PROVIDE YOU WITH SUFFICIENT NOTICE TO REPLY ON TIME.

BE ADVISED THAT THE POST OFFICE HAS ASSURED EXPEDIENT DELIVERY OF THE PACKAGE DUE TO YOU.

PARAGRAPH WRITING

Paragraph - A group of sentences or a single sentence that forms a unit.

* TIPS Always put the most important information first!

Elements of a Paragraph

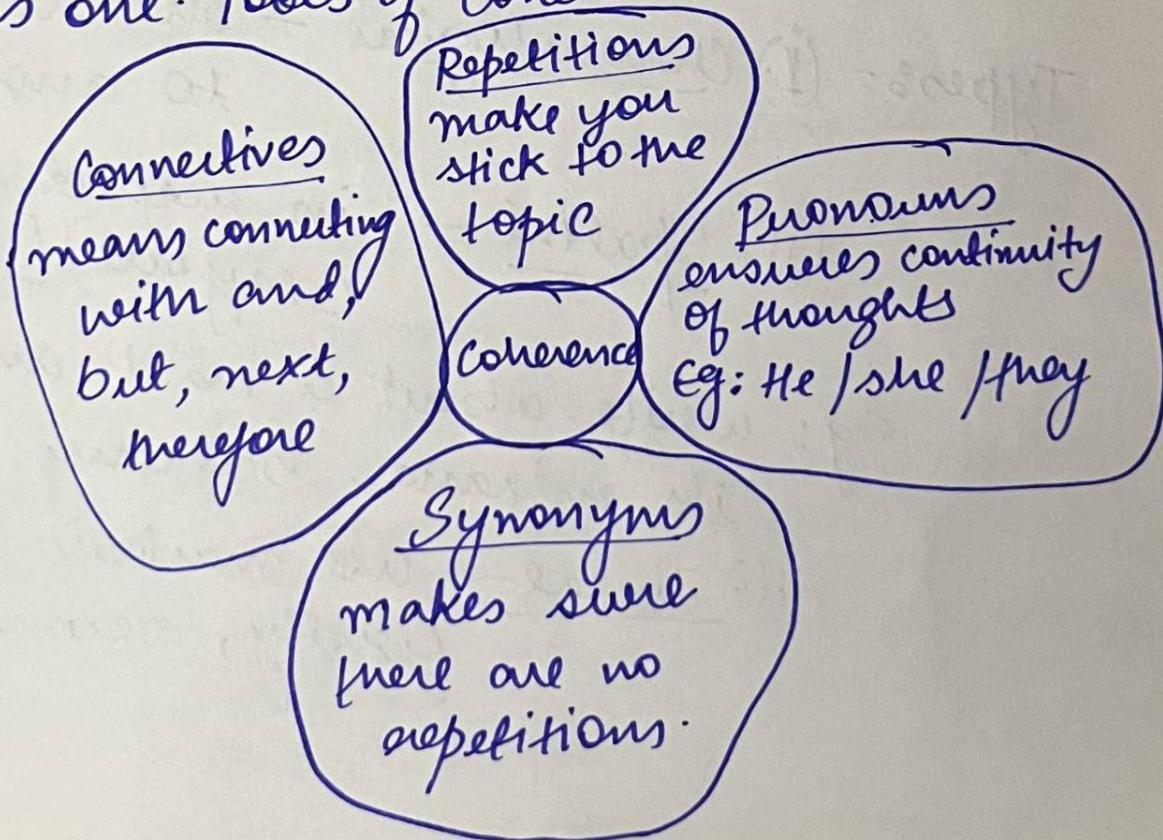
1.) Unity (Singleness)

The entire paragraph should concern itself with a single focus.

2.) Coherence (Relatedness)

It means that every new sentence shall follow the previous one. Tools of coherence are:

- Pronouns
- Repetition
- Synonyms
- Connectives

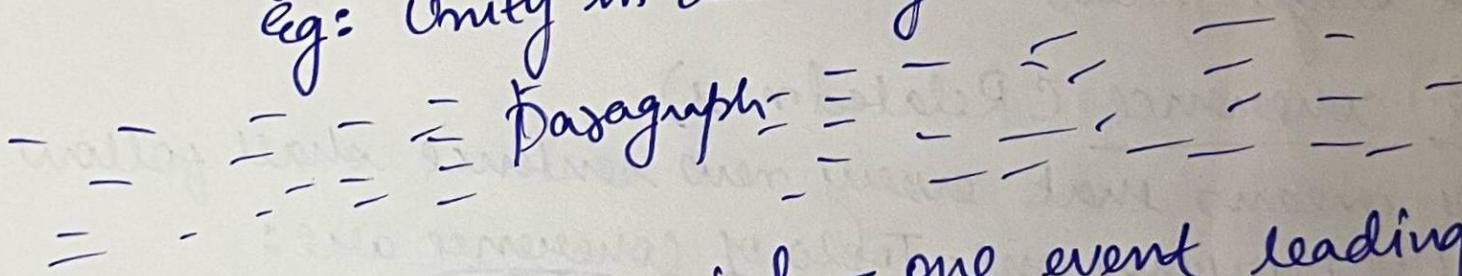


- 3) Emphasis (Perminence or force)
This means emphasizing the important points or ideas in a paragraph. We must put emphasis on:-
- Balance
- Space
- Repetition
- Contrast

Methods to Achieve Unity in a Paragraph

1) Inductive Order

It means moving from particular to general.
(Writing the topic first, then the paragraph)
eg: Unity in diversity



Types:- (i) Chronological - one event leading to another)

(ii) Spatial - in respect to space
(layout) [clockwise, etc.]

eg: write about a mall and mention its entrance, balcony, etc.

(iii) linear - use markers like firstly, secondly, thirdly.

Deductive Method

- In a deductive paragraph the author usually provides claim in the first sentence itself.
- The sentence containing the claim, which is the main point of the paragraph, is often referred to as the '**topic sentence**'.
- The topic sentence is then developed into the rest of the paragraph with evidence and reasoning supporting the initial claim.
- The writer moves from generalized to particular/specific statement/idea.

Example: Education and knowledge are desirable for democracy. It is the knowledge which differentiates human beings from animal. Man is blessed with brain by God which is everlasting. He can create knowledge. Knowledge is the awareness of a fact. Misuse of knowledge leads towards destruction of mankind. Hence, we can say that **Knowledge is power and ignorance is curse.**

WRITING SCIENTIFIC AND TECHNICAL REPORTS

Report refers to giving information about something.

Uses of a Report :-

- 1.) Helps in solving problems
- 2.) Helps in planning new ventures.
- 3.) To become storehouse of information.

How to write a TECHNICAL REPORT? *

① Top-Down Approach — Here, you frame the title, sub-sections and conclusion & then start putting matter in respective subjects.

② Evolutionary Delivery — This refers to 'going with the flow'. Here the author writes and decides as the work progresses.

FORMAT

1. Routine / Periodic Reports.
• They record a task and then analyze & eg: sales reports, sales reports

2.) Memo - Internal communication
— These are written to co-workers
— Subordinates give instructions.
— Boss give instruction

3.) Letter - Reports
— Reports written in letter form.
— These give business information.

TYPES OF REPORTS

1. Routine Reports

- a) Progress Report - gives information about a task which is in the process of being completed. e.g.: Report of construction of a building.
- b) Inspection Report - This report is submitted as soon as an inspection is carried out. e.g.: authorities.
- c) Performance Appraisal Report - This records the performance of the employee for appraisal.
- d) Periodical Report - This is prepared at regular intervals

2. Special Reports

- a) First Information Report (FIR) - Recorded in extreme disasters like fire, robbery, accident. This is always written by the person in charge.
- b) Investigation Report - Made after an inquiry or thorough study
- c) Survey Report - This is made when a company prepares a survey to know about needs of the customers.
- d) Project Report - It is used for planning, after all the survey, etc. to show the project elsewhere.

DRAFTING AND DELIVERING A SPEECH

Speech - A speech is a talk given to a large gathering.

• Understanding the Environment :-

The Venue - Be familiar with the physical environment. Check the stage height, mic, light, etc.

The Organizers - Be aware of the name of the organization, president name, etc.

Time Available - Be on time. Check the time allotted to you.

Other Speakers - Understand their point of view.

• Understanding the Audience :-

1) Initial Audience - They receive the message first.

2) Gate Keeper Audience - They decide whether the information should reach the primary audience.

3) Primary Audience - The real person for whom the message is sent.

Preparing the Text: The most important thing in preparing the text is to decide exactly what to say, find out the required information and give it a proper shape. It must be logical and have a smooth flow from one point to the next. For beginners, it is advisable to write down the whole speech including the address, the opening sentences and the ending sentences.

Length: The talk must comfortably fit into the time available. The average speed of speaking is 150 words per minute, but you should find your own speed by "delivering" a speech.

Style: A talk is not a written text being read out; it should be in the form of a conversation. The style of speech is different from the style of writing. While speaking the sentences must be short to enable the listener to grasp them at once. The tone of the speech is less formal than the tone of writing.

Humor: Adding humor to a talk makes it more interesting and personal and makes the audience more attentive; but it is not easy to be humorous. If the presenter or speaker is planning to create or add humor it must be light and enjoyable, relevant to the topic and above all, should not embarrass or hurt the feelings of any listener.

The Structure of Presentations

Greet audience



Introduce yourself



Outline your talk



Move to the body

Summarize main points



Conclude your talk

Invite questions



Accept questions and comments

Greet the audience and introduce yourself: Before you start delivering your talk, introduce yourself to the audience and clarify who you are and your relevant expertise. This does not need to be long or incredibly detailed, but it will definitely help to build an immediate relation between you and the audience. It gives you the chance to briefly clarify your expertise and why you are worth listening to. This will help establish your ethos so the audience will trust you more and think you're credible.

Introduction: In the introduction you need to explain the subject and the purpose of your presentation whilst gaining the audience's interest and confidence. Sometimes it is helpful to think of your introduction as funnel-shaped to help filter down your topic:

1. Introduce your general topic
2. Explain your topic area
3. State the issues/challenges in this area that you will be exploring
4. State the purpose of your presentation - this is the basis of your presentation so ensure that you provide a statement explaining how the topic will be treated, for example, "I will argue that..." or maybe you will "compare", "analyze", "evaluate", "describe" etc.
5. Provide a statement of what you're hoping the outcome of the presentation will be, for example, "I'm hoping this will provide you with..."
6. Show a preview of the organisation of your presentation

In this section you can also explain:

- The length of the talk
- Signal whether you want audience interaction - some presenters prefer the audience to ask questions throughout whereas, others allocate a specific section for this.
- If it applies, inform the audience whether to take notes or whether you will be providing handouts.

Commemorative Speeches Tribute



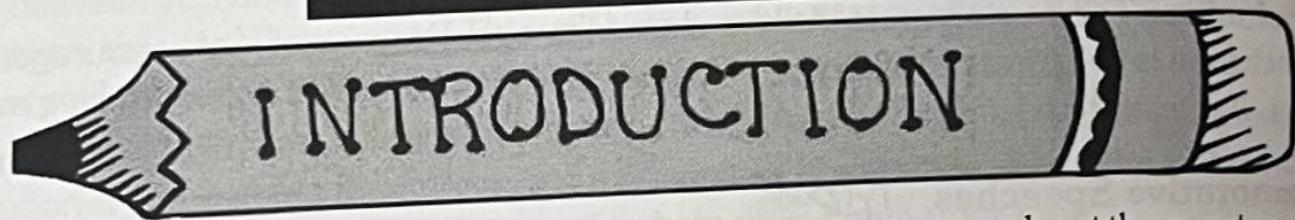
Commemorative speeches are sometimes also known as "ceremonial" or "epideictic" speeches. At the most basic level, commemorative speeches pay tribute or praise a person, an institution, an event, an idea or even a place. Their focus is on VALUES. All societies hold certain values central to human existence: Beauty, loyalty, wisdom, kindness, tradition, success, innocence, experience and courage. A commemorative speech celebrates these values. Types of commemorative speeches include the eulogy, the speech of nomination, the speech of goodwill, the wedding toast and the award acceptance speech.

Commemorative speech is not just informative. A speaker would not just give a biography of Gandhi, but rather would celebrate who he was, why he was worthy of praise and encourage the audience to celebrate those values.

Commemorative Occasions: Speeches are given on a number of occasions like inaugurations and anniversaries. The tone of such speeches is cheerful and congratulatory; controversial ideas and views are best avoided.

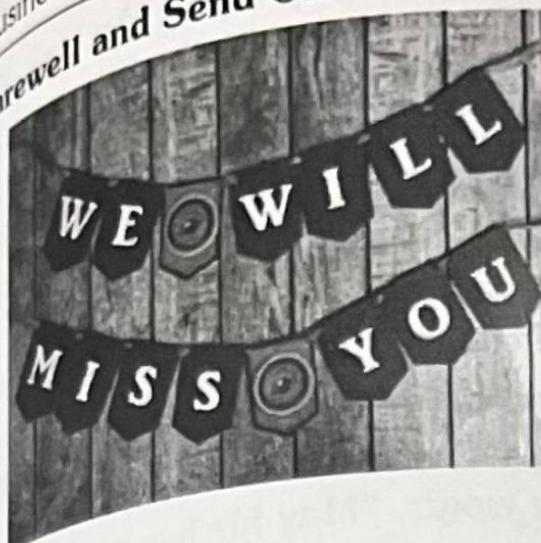
After the opening sentences, a few remarks on the social relevance of the present activity can lead to the main body of the speech. For example, a speech at the inauguration of an exhibition may include something about exhibitions. The body of the speech can be built around a topic related to the occasion.

Welcome and Introduction



In a welcome speech, the speaker gives the audience information about the guest speaker(s), a brief history or report of the organization which is holding the function and information about the function itself. The speeches open with welcome to the chief guest, other important guests and speakers and the invited audience. This is followed by an introduction of the chief guest. The introduction is prepared with the help of the CV and Resume which is acquired as soon as the guest accepts the invitation. If there are many guests or speakers to be introduced the length of introduction should be the same for all of them.

Welcome speeches can be complex and tiring. But they don't have to be. Introduction speeches can be the toughest because they open the formal or even the informal event. Such speeches set the mood of the occasion and thus, the speaker must address the audience in a welcoming and heartwarming spirit. The key is to keep a smile on the face and be full of words that reflect respect and greetings. Salutations must be expressed in the beginning with a tone of gratefulness. Welcome speeches are always an important part of the curriculum involving the address to the chief guests and the audience. The orator needs to be engaging and the words should be attractive. The aim should be that from the beginning the listeners should hear. Your best guide to the length of the welcome is the audience's interest; the worst thing a speaker can do is bore the listeners with a speech too long for their tolerance.



With your resignation
Your employment in
This company may Finish
but the sweet memories
Of Working with you
Will never diminish...

Farewell

A farewell is a slightly emotional occasion. Speeches on such occasions should be short. The content is a summary of the achievements and contribution of the person who is leaving, some of the person's best and most notable qualities and the speaker's own personal experience with the person. The speech can be made lively by narrating a specific incident to illustrate the person's qualities; good humoured reference to a well-known habit like short temper or avoidance of a particular type of work, provided it does not offend the person. The content of the speech depends a great deal on the relation between the speaker and the person who is being given farewell; the tone should be appropriate to the occasion; too much humour is unsuitable.

If the occasion is a send-off to a person going to a higher position or one special assignment, the tone is congratulatory. The speech should end with good wishes for health, happiness, success and further achievements.

When to give a Farewell Speech?

A farewell speech is not necessarily appropriate to every situation and person. Your decision to give a speech depends on the culture of your company. Check out the parting gestures of previous employees in similar roles which can help you to decide whether you should deliver a speech or not.

The tone of your speech is also closely linked to your company culture. For example, professional environments such as banks and law firms may require a more formal approach. On the other hand, businesses with a more casual culture might be more open to you sharing a few jokes and funny anecdotes.

In India, your professional rank will be the ultimate factor in deciding whether you deliver a farewell speech or not. These speeches are typically reserved for individuals who have significantly impacted an organisation, such as key decision-makers, long-serving employees, and retirees. If you are a junior employee, you can send a farewell message to your co-workers or thank them individually.

Condolence: Condolences (from Latin con (with) + dolore (sorrow)) are an expression of sympathy to someone who is experiencing pain arising from death, deep mental anguish or misfortune. A condolence meeting is a solemn occasion. Speeches on such occasions are brief and in a serious tone. Humour of any kind or reference to any humorous incident is out of place. The speech opens with a brief address like,



**Friends, it is a sad occasion for us today when we have to mourn the loss of -
who was with us for so many years.**

The cause and circumstances of the death are mentioned after the opening sentence. A brief life sketch of the person, a reference to the person's contribution to his/her organization and to society and a personal memory or incident form the content of the speech. The speech ends with an expression of a sense of grief and loss.

"In the death of - we have lost a friend and the company has lost a loyal member.

It will be hard for us to adjust ourselves to the office which no longer has the friendly presence of

It is customary to end a condolence speech with the words, "**May his/her soul rest in peace.**"

When individuals condole or offer their condolences to a particular situation or person they are offering active conscious support to that person or activity. This is often expressed by saying, "Sorry". Often, the English language expression "My condolences" will be in context, such as death of a friend's loved one in which the one offering condolences is communicating feelings of sympathy or empathy to that friend.

Condolence is not always expressed in sorrow or grievance as it can also be used to acknowledge a fellow feeling or even a common opinion. There are various ways of expressing condolences to the victims. Examples include donating money to the charity nominated by the person who has just died, writing in a condolences book or supporting the friends and family of the loved one by making meals and looking after them in various ways in times of need.