***Indirect (Inductive) Strategy of Bad News (For Letters ONLY)*:**

1. **Buffer (Paragraph 1)**
2. **Reasons (Paragraph 2)**
3. **Bad News (Paragraph 2)**
4. **Closing (Para 3)**

**Indirect Strategy of Informal Reports**

1. **Introduction**
2. **Body**
3. **Conclusion**
4. **Recommendations**

**We apologize for the inconvenience you faced by using our product.**

1. ***Buffer***:
2. **A neutral statement.**
3. **Used to reduce shock or pain.**
4. **Never reveals the bad news.**
5. **Is based on a paragraph of 2 or 3 lines ONLY.**

**How to Write a Buffer Message?????**

1. **Appreciation**:

Thank you for applying for the BSCS programme at Mohammad Ali Jinnah University.

1. **Best News**:

1. From Fall 2020, every course would be conducted by a Ph.D. faculty member at Muhammad Ali Jinnah University.
2. From May 19, Netsole would install firewall to the network so that you may enjoy bugs-free services.
3. **Agreement**:

We agree that you need quality-based products when you prefer Knight Rider Software House.

1. **Fact**:
2. Apple Inc. is the leader of the technological industry since 2005 because of quality, determination and security.
3. According to the survey conducted by HEC, MAJU is the rank 1 university in the general category because of the degree programmes, faculty and research-oriented atmosphere.

How to Explain Reason ???????

1. **Be Cautious in Explaining:**
2. **As you misused the product, it became out of order. (WRONG)**
3. **Our technical department suggests that the product has not been used accordingly. (RIGHT OR BETTER WAY)**
4. **Cite reader benefits, if possible:**

**According to the technical department, the camera would be repaired at the cost of the new product.**

1. **Explain company policy if relevant:**
2. **This is not the policy of our company. (WRONG)**
3. **According to the policy, the products would be replaced and repaired free of cost if they are not damaged.**
4. **Choose positive words. Never use these words. Failure, misguided, false, not true.**
5. **Show that the matter was treated seriously and fairly:**
6. **The scholarships programme of our university was funded by the Govt. of Pakistan. Although they had refused to fund us, we tried hard to find other sources but all in vein.**
7. **Your issue was discussed with the higher management and then with the CEO of the company; nevertheless, nothing productive was decided.**

**How to Break Bad News????**

1. **Use passive voice and a long sentence for bad news:**

**We know that there are students who deserve the scholarships at our university, but this facility will not be provided from Fall 2019.**

**Closing of BAD NEWS**???????

1. **Forward look:**

**We hope that we would provide you better services from the next year.**

1. **Suggesting Alternative Solution:**

**We may provide you the Dell laptop with the same features at the cost of 70 thousand rupees.**

1. **Resale:**

**We request you to kindly visit our website for the wide collection of the laptops, mobile phones and other necessary items.**