**CORRESPONDENCE**

**C**orrespondence includes

* Letters
* Memos
* E-mails

**Readers**

* Readers usually react emotionally to correspondence.
* They can be one person or more than one person.

It is very important to consider the tone and organizational strategy from the perspective of how your readers will respond emotionally as well as logically.

**Writing Process**

Correspondence calls for the implementation of the same principles and practices in the writing process as is necessary for other genres of writing. Give the same careful attention to readers, purpose, context, pre-writing, drafting, and editing that you do in all writing.

**Letters:**

Letters are written primarily to people outside the organization and cover a variety of situations, such as,

* Requests
* Claims
* Adjustments
* Orders
* Sales
* Credit
* Collections
* Goodwill messages
* Announcements
* Records of agreements
* Follow-ups to telephone conversations
* Transmittal of technical documents
* Job applications

**Memos:**

Memos are written primarily to people inside the organization. Except job applications, memos cover the same topics as letters. In addition, many internal reports, such as trip reports, progress reports, and short proposals may take memo form.

**E-Mails:**

E-mails allow the transmission of letters memos and other documents. Millions of people use e-mails today because of speedy transmission. Managers can reach dozens of employees quickly. In very formal and crucial scenarios, e-mails must be used with caution.

**Essentials of Business Correspondence:**

1. **Developing Effective Tone:** Business correspondence should have a tone that sounds natural and conveys cooperation, mutual respect, sincerity, and courtesy. Create a pleasant and cooperative tone in your correspondence.
2. **Natural language:** Use simple, clear, and natural language. Avoid using old-fashioned phrases that sound artificial.

|  |  |
| --- | --- |
| **Out-of-date** | **Natural** |
| Attached hereto  We beg to advise  Hoping for the favour of the reply  As per your request  Before receipt of  The undersigned will | Attached is  We can say that  I hope to hear from you  As you requested  Before we received  I will |

1. **Positive Language:** Keep the emphasis on positive rather than negative images. Stress on the positive rather than negative aspects of a situation.

*Negative:* When I received your complaint, I checked our records.

*Positive:* When I received your letter, I checked our records.

*Negative:* I am sending a replacement for the faulty coil.

*Positive:* I am sending a new coil that is guaranteed for one year.

*Negative:* Do not let carelessness cause accidents in the testing laboratory.

*Positive:* Please be careful when handling explosive compounds.

1. **You-Attitude:** The you-attitude refers to the point of view a writer takes when looking at a situation as the reader would. Information is presented from the standpoint of how it will affect or interest your reader.

*Writer Emphasis:* We are shipping your order on Friday.

*Reader Emphasis:* You will receive your order by Monday.

*Writer Emphasis:* I was pleased to hear that the order was completed.

*Reader Emphasis:* Congratulations on completing the project.

For you-attitude, do the following:

* Emphasize the reader’s benefits in a situation.
* Be pleasant.
* Offer a helpful suggestion or appreciative comment when possible.
* Do not choose insulting or words for your readers.

**Components of a Letter and the Format:**

**Date Line:**

Spell out the names of the months. Write your address above the dateline.

1290 W. Fairway Street

Dayton, OH 4556-9897

May 12, 2001

12th, May 2001

**Inside Address:**

Place the reader’s full name, title, company, and address 2-8 lines below the date. Avoid abbreviations and short forms.

**Salutation:**

The salutation or greeting appears two lines below the inside address. In business letters, the salutation is always followed by a colon. When writing to a group or a particular company position, use descriptive titles in salutations. For example,

**Dear** Members of Committee:

**Dear** Project Director:

**Dear** Customer:

When writing to a company department, use an attention line with no salutation. Begin the letter two lines below the attention line:

Stanford Electric Corporation

Plaza Tower

Oshkosh, WI 54911-2855

Attention: Marketing Department

According to our records for 1999

**Omit Salutations:**

When writing to a company without directing the letter to a particular person or position, omit the salutation and begin the letter three lines below the inside address:

Stanford Electric Corporation

Plaza Tower

Oshkosh, WI 54911-2855

According to our records for 1999

**Use Subject Lines:**

Some writers prefer to use subject lines in letters to identify the main topic immediately. A subject line may also include specific identification, such as an invoice number, date of previous correspondence, or a shipping code.

Dear Ms. Valdez:

Subject: International Expo 2001

As you know, when the first contracts were

**Body:**

The body of a letter is typed single-spaced and double-spaced between paragraphs. It begins by telling why the writer is writing the letter. It explains all relevant points. It summarizes and ends with polite and standard expressions used to promote goodwill.

**Conclusion:**

It appears as a separate paragraph consisting of standard expressions.

**Complimentary Closing:**

It is **two lines** below the conclusion. Standard expressions along with the scenario in which they are used are indicated below:

Very truly yours [Formal/Am]

Yours truly [Less formal/Am]

Yours sincerely [If the addressee is addressed by name]

Yours faithfully [If addressee is addressed as Sir or Madam]

Yours respectfully [Shows power of the addressee over you]

**Signature, Name, and Position of the Writer:**

Sign before writing your name and designation details.

**Note:**

1. If the writer is not the typist, then place your initials in capital letters and the typist’s initials in lowercase letters with the left margin two lines below the signature block. For example:

JSV: mt or JSV/ mt

1. Next, if you are sending materials or documents with your letter, add an enclosure notation two lines below the typist’s initials. For example,

Enclosure or Enclosures (2) or Enc: Photocopy of Cheque # 1023

1. If your letter consists of more than one page, do the following:

Ms. Sally Queen

Page 2

July 23, 1998

Or

Ms. Sally Queen -2- July 23, 1998

**1 Read the three emails below and comment on their level of formality.**

|  |  |  |
| --- | --- | --- |
| Dear Ryan  I am writing in response to your message on my voicemail. I’d be delighted to give a talk to your business students on the subject of Modern Management Practices. I’d be grateful if you could send me any days and times you have in mind so we can finalize the exact date.  I look forward to hearing from you.  Best regards  Corinne | Hi  I’m afraid my plane is delayed by two hours. Can you pick me up at around 2 instead?  See you soon. (I hope!) | Dear Mr. Baker  Concerning your interest in the position of IT assistant, please find attached the full job description and application form. Please note that the closing date for applications is the 30th of this month. Unfortunately, due to the expected high number of applications for this post, we are only able to reply to those applicants who have been shortlisted.  We thank you for your interest.  Yours sincerely  Alan Johnson |

**2** **The verbs 1–10 tend to be used in more formal correspondence. Match the formal verbs 1–10 to the less formal verbs in the box.**

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| --- |
| need tell change say sorry get ask about ask for help stop give |

1 inform 6 enquire

2 request 7 alter

3 apologize 8 terminate

4 receive 9 require

5 assist 1 0 provide

**3 How many of the verbs 1–10 have a noun form? e.g. inform – information**

**4 Find expressions in the texts in Exercise 1 to complete the table.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | |  | |
|  | Formal | | Informal |
| Opening | 1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Hello  2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Reason for writing / Reference | Further to your letter …  3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  4\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | It’s about … |
| Enclosure or attachment | I’m enclosing  5\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Here is … |
| Give good news | We’re happy to inform you that …  6\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Good news! |
| Apologize / Give bad news | Sadly … 7\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  We regret to inform you that … | | Sorry but … 8\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Request | Would it be possible for you to …?  9\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Could you …?  10\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Thanks / Refer to future contact | 11\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  12 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | 13\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  14\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Closing | Kind regards Yours  15 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Bye  Love |

**SAMPLE POSITIVE BUSINESS MESSAGES**

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| --- |
| Dear Sir:  Translation Brochure  I should be grateful if you would send us your brochure and price list about your translation services.  We are currently developing our sales literature and websites and are interested in translating these into five languages apart from English.  I look forward to hearing from you.  Yours faithfully |
| Dear Mr. Doe,  I am writing to ask whether it would be possible for you to provide a reference for me.  If you were able to attest to my qualifications for employment, and the skills I attained during my tenure at ABC Company, I would sincerely appreciate it.  I am in the process of seeking employment and a positive reference from you would enhance my prospects of achieving my career goals.  Please let me know if there is any information I can provide regarding my experience to assist you in giving me a reference. I can be reached at jsmith@abcd.com or (111) 111-1111.  Thank you for your consideration.  Sincerely, |
| Dear Professor Milton:  On behalf of the North American Society for Computers and Learning in Secondary Education, we would like to recognize and thank you for your valuable assistance with our recent annual conference, held in Boston, in May of this year.   We very much appreciate that you gave freely of your time to assemble and organize the panel on Demystifying the Major Search Engines. You may be interested to know that the overall conference survey results were very positive, particularly about the panel discussion itself. We recognize that the contribution of that panel was a key event at the conference and will figure prominently into the summary of proceedings which we will publish next month.   For your information, I have attached a few of the comments we received about your panel from the survey of conference participants.   We trust that you enjoyed your time at the conference and we certainly look forward to your participation in next year's event.  Sincerely, |
| Dear Mabel  I am proud to let you know that the 30-day leave of absence that you previously requested has been approved.  Starting on July 1st, 2009, you will be able to take 30 consecutive days off, while still collecting 25% of your pay. Before you leave, you will be required to train an intern to complete your job for the duration of 3 days. Upon the completion of your 30-day absence, you will return to work in your normal capacity. Your full salary will resume the day you return to work.  Everyone here at Evergreen Corporation wishes you the best of luck while you participate in a humanitarian mission to Cuba, and we eagerly await your return! Sincerely,  John Treliving Evergreen Corporation |
| On March 17 I ordered a box of letterhead stationery for our central office in Springfield. We received your shipment within one week, but the letterhead carried another firm's address.  I am returning the stationery under separate cover, with the needed correction noted. I will appreciate your sending me the correct stationery as soon as possible. Also, I trust you will credit my account with $4.86, the cost of returning the stationery.  Thank you for your attention to this matter. |
| Emporium Tea Ltd. Golf Club Road, Tongi, Gazipur  25th July, 04,  Manger State Tea Corner 25, Dhanmondi, Dhaka-1211  **Ref: Your letter dated July 21, 2015**  Dear Sir,  We have received your letter of complaint dated July 21, 04 regarding a shortage of quantity. It is probably the first time that we get such a complaint from a customer regarding the shortage of quantity.  Whereas you are our valued customer, we cannot deny any human error made by our dispatch workers. As a large concern in the country, we have to deal with large quantity each day and therefore a sudden error is possible. We, therefore, are dispatching the shortage quantity as per your order.  We expect your co-ordination as before.  With thanks. Yours faithfully  Salam Ahmed Sales Manager Emporium Tea Ltd. |

**SAMPLE NEGATIVE MESSAGES**

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| We have enjoyed a positive and profitable working relationship between [reader's company name] and XYZ. Over the last \_\_\_\_ years, we have found your company to be a great help in fulfilling our clients’ needs. Your assistance has been invaluable.  As you are aware, the economic climate is changing, and therefore we are forced to examine our current needs. Although we have enjoyed a successful working relationship in the past, we find that we are no longer in need of your services. This is no reflection of the quality of your goods -- we are simply going in a different direction.  We greatly regret the ending of our working relationship. If the current situation changes, we will gladly contact your company in hopes of resuming our use of your services. We wish your company continued success. |
| | **Parts of the Negative News Message** | **Example** | | --- | --- | | Buffer or Cushion | Thank you for your order. We appreciate your interest in our product. | | Explanation | We are writing to let you know that this product has been unexpectedly popular, with over 10,000 requests on the day you placed your order. | | Negative News | This unexpected increase in demand has resulted in a temporary out-of-stock/backorder situation. We will fulfill your order, received at 11:59 p.m. on 09/09/2009, in the order it was received. | | Redirect | We anticipate that your product will ship next Monday. While you wait, we encourage you to consider using the enclosed $5 off coupon toward the purchase of any product in our catalog. We appreciate your business and want you to know that our highest priority is your satisfaction. | |

**SAMPLE PERSUASIVE LETTER**

|  |
| --- |
| Dear [Recipients Name],  The tax system review is of top priority for this year's agenda. As per my experience with the tax system, I would like to suggest that the level of taxation be reduced to an affordable amount. Value-added taxes should also be more economically liberal. And most importantly, the tax system should be made more understandable to encourage the support and cooperation of the citizens.  I believe that the improvements that I stated earlier are beneficial to the majority and would most like to gain support from the public. We are all one in our desire to maximize the taxes collected yet at the same time not leaving the people shortchanged.  Please do make the most of your intentions and efforts for effective tax reform. Keep working on it as you have promised during the campaign. I believe you are a man of integrity, and I look forward to the change that we have all been wanting to see in the government's tax system.  Sincerely, |
| Dear Ms. Powell  I am a senior at Forest View High School and am studying entrepreneurship. I recently saw an article in the newspaper about your new product and was fascinated by the story of how you got started.  To help us get a feel for what entrepreneurs do, my teacher often asks local entrepreneurs to visit the classroom and tell their stories. The students love to hear from people who are out there already, doing what we are learning about in school. For all of us, visitor’s day provides the best class of the week.  I was given the assignment to find a local entrepreneur and ask him or her to speak to the class. The date and time of this talk would be Friday, November 6, at 10:00 a.m. in room 110. We could arrange to have any necessary equipment, such as an overhead projector, available for the presentation.  We’ve never had a speaker from your field before, so it would be a thrill for us to hear from you. Please consider joining us on November 6 and telling us about your success. I look forward to hearing from you soon. You may reach me at 555-8467.  Sincerely, |