

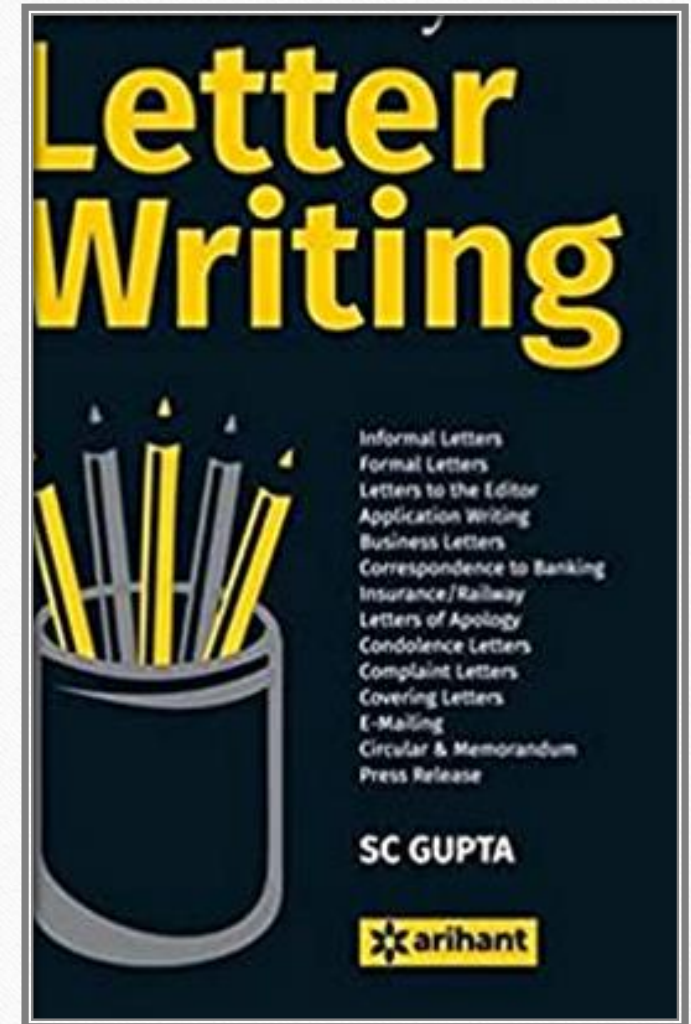
Types of Messages

Week 4

By: Syeda Rifa Anjum

This Week covers:

- ❖ Business Letter
 - ❖ Appearance of the Letter
 - ❖ Parts of a Standard business Letter
 - ❖ Format of the Letter
 - ❖ Choice of Words
- ❖ Memorandum
 - ❖ Format of Memo



Understanding Business Letters

- Despite the advent of e-mail, social networking, and other digital communication technologies, in certain situations letters are still the preferred channel of communication for delivering messages outside an organization.
- Such letters go to suppliers, government agencies, other businesses, and, most important, customers.

Understanding Business Letters

- Business letters are necessary when the situation (a) demands a permanent record; (b) requires confidentiality; (c) calls for formality and sensitivity; and (d) favors a persuasive, well-considered presentation.
- **Providing a Permanent Record.** Many business transactions require a permanent record. For example, when a company enters into an agreement with another company, business letters introduce the agreement and record decisions and points of understanding. Business letters deliver contracts, explain terms, exchange ideas, negotiate agreements, answer vendor questions, and maintain customer relations.
- **Safeguarding Confidentiality.** Business letters are confidential. They are less likely than electronic media to be intercepted, misdirected, forwarded, retrieved, or otherwise inspected by unintended recipients. Today's business communicators know how risky it is to entrust confidential and sensitive information to digital channels.

Understanding Business Letters

- **Conveying Formality and Sensitivity.** Business letters presented on company stationery communicate formality and importance not possible with e-mail. Letters carry a nonverbal message that the writer considered the message to be significant and values the recipient.
- **Delivering Persuasive, Well-Considered Messages.** Business letters represent deliberate, thoughtful communication. Letters can persuade people to change their actions, adopt new beliefs, make donations, contribute their time, and try new products. Direct-mail letters remain a powerful tool to promote services and products, boost online and retail traffic, and enhance customer relations.

Appearance of the Letter

- Pay close attention to all the factors affecting appearance, including the following:
- ● Margins. Business letters typically use 1-inch margins at the top, bottom, and sides of the page, although these parameters are sometimes adjusted to accommodate letterhead elements.
- ● Justification. For all routine business documents, all lines (body text and headings) should be left-justified.
- ● Character spacing. Use proper spacing between characters and after punctuation. For example, U.S. conventions include leaving one space after commas, semicolons, colons, and sentence-ending periods. Each letter in a person's initials is followed by a period and a single space. However, abbreviations such as U.S.A. or MBA may or may not have periods, but they never have internal spaces.

Appearance of the Letter

- ● **Special symbols.** Take advantage of the many special symbols available with your computer's selection of fonts. In addition, see whether your company has a style guide for documents, which may include particular symbols you are expected to use.
- ● **Corrections.** Messy corrections are unacceptable in business documents. If you notice an error after printing a document with your word processor, correct the mistake and reprint.
- (With informal memos to members of your own team or department, the occasional small correction in pen or pencil is acceptable, but never in formal documents.)

Parts of a Standard Business Letter

- The letter in slide # 16 shows the placement of standard letter parts. The writer of this business letter had no letterhead available but correctly included a heading. All business letters typically include these seven elements.
- **Heading** The elements of the letterhead make up the heading of a letter in most cases. If letterhead stationery is not available, the heading includes a return address (but no name) and starts 13 lines from the top of the page, which leaves a 2-inch top margin.
- **Date** If you're using letterhead, place the date at least one blank line beneath the lowest part of the letterhead. Without letterhead, place the date immediately below the return address. The standard method of writing the date in the United States uses the full name of the month (no abbreviations), followed by the day (in numerals, without st, nd, rd, or th), a comma, and then the year: July 31, 2019 (7/31/2019).

TABLE A.1 Common Date Forms

Convention	Order	Examples
U.S. standard	Month day year	July 31, 2019
		7/31/2019
		7-31-2019
Japan	Year month day	19/07/31
Europe (most countries)	Day month year	31 July 2019
		31/07/19
		31.07.19
International (ISO) format	Year month day	2019-07-31

Parts of a Standard Business Letter

- **Inside Address:** The inside address identifies the recipient of the letter.
- Begin the inside address at least one line below the date.
- Precede the addressee's name with a courtesy title, such as Dr., Mr., or Ms.
- The accepted courtesy title for women in business is Ms., although a woman known to prefer the title Miss or Mrs. is always accommodated.
- If you don't know whether a person is a man or a woman (and you have no way of finding out), omit the courtesy title. For example, Terry Smith could be either a man or a woman. The first line of the inside address would be just Terry Smith, and the salutation would be Dear Terry Smith.
- The order and layout of address information vary from country to country. So when addressing correspondence for other countries, carefully follow the format and information that appear in the company's letterhead.

Parts of a Standard Business Letter

Ms. Linda Coolidge, Vice President
Corporate Planning Department
Midwest Airlines
Kowalski Building, Suite 21-A
7279 Bristol Ave.
Toledo, OH 43617

**A sample of US
Correspondence**

Dr. H. C. Armstrong
Research and Development
Commonwealth Mining Consortium
The Chelton Building, Suite 301
585 Second St. SW
Calgary, Alberta T2P 2P5

**A sample of Canadian
Correspondence**

TABLE A.3 Inside Address Information

Description	Example
Capitalize building names.	Empire State Building
Capitalize locations within buildings (apartments, suites, rooms).	Suite 1073
Use numerals for all house or building numbers, except the number one.	One Trinity Lane; 637 Adams Ave., Apt. 7
Spell out compass directions that fall within a street address.	1074 West Connover St.
Abbreviate compass directions that follow the street address.	783 Main St., N.E., Apt. 27

Parts of a Standard Business Letter

- **Salutation**
- In the salutation of your letter, follow the style of the first line of the inside address. If the first line is a person's name, the salutation is Dear Mr. or Ms. Name. The formality of the salutation depends on your relationship with the addressee.
- Whether your salutation is informal or formal, be especially careful that names are spelled correctly. A misspelled name is glaring evidence of carelessness, and it belies the personal interest you're trying to express

Parts of a Standard Business Letter

- **Body** The body of the letter is your message. Almost all letters are single-spaced, with one blank line before and after the salutation or salutopening, between paragraphs, and before the complimentary close. The body may include indented lists, entire paragraphs indented for emphasis, and even subheadings. If it does, all similar elements should be treated in the same way. Your department or company may select a format to use for all letters.
- **Complimentary Close** The complimentary close begins on the second line below the body of the letter. Alternatives for wording are available, but the current trend seems to be toward one-word closes, such as Sincerely and Cordially. In any case, the complimentary close reflects the relationship between you and the person you're writing to. Avoid cute closes, such as Yours for bigger profits. If your audience doesn't know you well, your sense of humor may be misunderstood.

Parts of a Standard Business Letter

- **Signature Block** : Leave three blank lines for a written signature below the complimentary close, and then include the sender's name (unless it appears in the letterhead). The person's title may appear on the same line as the name or on the line below:

Cordially,

Raymond Dunnigan
Director of Personnel

Sample Letter

Heading →	6412 Belmont Drive	Line 13 from top of page	
Date →	New Weston, OH 45348		
	June 22, 2019	■ 2 or 3 blank lines	← This is typically 2 or 3 blank lines, but you can use more (up to 10) if the body of the letter is short. Adjust the number of blank lines to balance the layout.
		■	
		■	
Inside address →	Customer Service		
	DataLife, Inc.1993		
	Raleigh-Durham Highway		
	Raleigh, NC 27602		
		■ 1 blank line	
Salutation →	Dear DataLife Customer Service:	■ 1 blank line	
Body →	On June 18, 2018, I purchased Negotiator Pro at CompUSA. My computer is a MacBookPro running OSX with a 250GB hard drive, 4GB of RAM, and a 2.4 GHz processor. Installation of Negotiator Pro went well, but when I open the program, "Negotiator Pro" gives me an error message that reads: "File Protected."	■ 1 blank line	
	I am unable to open the program, even though I've tried several different ways. Because I was concerned that the problem might be a virus, I've deleted the program from my hard drive.		
		■ 1 blank line	
	As you know, CompUSA refers problems with opened software back to the vendor. I've enclosed the installation CD and all paperwork, including a copy of my credit card receipt. Could you please (1) test and repair or replace the software, or (2) refund \$79.95 to my Visa card. Your software has helped me build my consulting business, and I look forward to ordering from you in the future.		
		■ 1 blank line	
Complimentary close →	Cordially,		
	<i>Peter Simond</i>	■ 3 blank lines	
		■	
		■	
Signature block →	Peter Simond		

Letter Format

- A letter format is the way of arranging all the basic letter parts. Sometimes a company adopts a certain format as its policy; sometimes the individual letter writer or preparer is allowed to choose the most appropriate format. In the United States, three major letter formats are commonly used:
- ● **Block format.** Each letter part begins at the left margin. The main advantage is quick and efficient preparation .
- Check the next slide for sample:



Delauny Music
56 Commerce Circle • Davenport, IA 52806
(563) 555-4001 • delaunymusic.net

June 21, 2019

Line 13 or one line below letterhead

■ 1 to 10 blank lines, as needed to balance the page

■

Ms. Claudia Banks
122 River Heights Drive
Bettendorf, IA 52722

■ 1 blank line

Dear Ms. Banks:

■ 1 blank line

Thank you for your recent purchase. We wish you many years of satisfaction with your new Yamaha CG1 grand piano. The CG1 carries more than a century of Yamaha's heritage in design and production of world-class musical instruments and will give you many years of playing and listening pleasure.

■ 1 blank line

Our commitment to your satisfaction doesn't stop with your purchase, however. As a vital first step, please remember to call us sometime within three to eight months after your piano was delivered to take advantage of the Yamaha ServicebondSM Assurance Program. This free service program includes a thorough evaluation and adjustment of the instrument after you've had some time to play your piano and your piano has had time to adapt to its environment.

■ 1 blank line

In addition to this important service appointment, a regular program of tuning is essential to ensure your piano's impeccable performance. Our piano specialists recommend four tunings during the first year and two tunings every year thereafter. As your local Yamaha dealer, we are ideally positioned to provide you with optimum service for both regular tuning and any maintenance or repair needs you may have.

■ 1 blank line

Sincerely,

■ 3 blank lines

■

■

Madeline Delauny

Madeline Delauny
Owner

Block Letter Format

Letter Format

- **Modified block format.** Same as block format, except that the date, complimentary close, and signature block start near the center of the page .
- The modified block format does permit indentions as an option. This format mixes preparation speed with traditional placement of some letter parts. It also looks more balanced on the page than the block format does. (Note: The address and contact information in the left margin of this letter is part of this company's particular stationery design; other designs put this information at the top or bottom of the page.)



Charles Redburn
Sales Director

■ line 13 from top of page November 1, 2019
■ 1 to 10 blank lines, as needed to balance the page
■

Ms. Eugenia Preston, President
Garden Valley High School PTA
P.O. Box 335
Garden Valley, ID 83622

■ 1 blank line

Dear Ms. Preston:

■ 1 blank line

Thank you for inviting us to participate in your "Day of Government" program. So that your honors students can experience state government firsthand, we will be delighted to provide one of our motor coaches next May at a 15% discount to transport up to 40 students and 7 advisers from Garden Valley to Boise and back.

■ 1 blank line

Our buses seat 47 passengers, are fully equipped with restrooms and reclining seats, and are climate controlled for year-round comfort. You can rely on us for your charter transportation needs:

■ 1 blank line

- Our intensive, ongoing driver-training program ensures your safety and satisfaction.
- Our competitive pricing allows us to compete both locally and nationwide.
- Our state-of-the-art maintenance facilities are located in all major U.S. cities to ensure quality, reliability, and excellent service.

■ 1 blank line

Please give me a call at (208) 997-4646 to discuss the specific date of your event, departure times, and the discounted price for your trip. Together, we'll make sure your students have a day that's not only fun and educational but safe and secure. I look forward to hearing from you.

■ 1 blank line

■ 3 blank lines
■
■

Sincerely,

Charles Redburn
Sales Director

■ 1 blank line

pf

■ 1 blank line

Enclosure

Modified block format.

Letter Format

- **Simplified format.** Instead of using a salutation, this format often weaves the reader's name into the first line or two of the body and often includes a subject line in capital letters (see Figure A.5 on the next page). This format does not include a complimentary close, so your signature appears immediately below the body text. Because certain letter parts are eliminated, some line spacing is changed

May 4, 2019

Line 13 from top of page

■ 1 to 10 blank lines



Ms. Gillian Wiles, President
Scientific and Technical Contracts, Inc.
6348 Morehouse Dr.
San Diego, CA 92121

■ 2 blank lines



NEW SERVICES

■ 2 blank lines



Thank you, Ms. Wiles, for your recent inquiry about our services. Our complete line of staffing services offers high-level professionals with the skills you require. From the office to the factory, from the tech site to the trade show, from the law firm to the lab—we can provide you with the people and the expertise you need.

■ 1 blank line

I have enclosed a package of information for your review, including specific information on our engineers, designers/drafters, and engineering support personnel. The package also contains reprints of customer reviews and a comparison sheet showing how our services measure up against those of competing companies. We identify qualified candidates and recruit through a network of professional channels to reach candidates whose skills match the specific engineering disciplines you require.

■ 1 blank line

Please call me with any questions you may have. Whether you need a temporary employee for a day or an entire department staffed indefinitely, our staffing solutions give you the freedom you need to focus and the support you need to succeed. I will be glad to help you fill your staffing needs with LJT professionals.

■ 3 blank lines



RUDY COHEN
CUSTOMER SERVICE SPECIALIST
Enclosures

■ 1 blank line

Simplified Letter Format

Choice of words in Formal Letters

- ❖ Instead of using, "I got your email"; change it into, "I received your email."
- ❖ Instead of using, "I need some help" or "I need your help" change it into, "I require some assistance"

Choice of words in Formal Letters

- ❖ Instead of using "Let's talk about it later." use "Let's discuss -- let's discuss it later."
- ❖ "How do I get in touch with her?" What word could you use instead of that? "How do I contact her?"
- ❖ "Please make sure you arrive on time." instead of "make sure"? Use, "Please ensure you arrive on time."

Choice of words in Formal Letters

- ❖ **"Please give her your travel plans."** Instead of saying "give", use **"Please provide her with your itinerary."**
- ❖ Instead of saying "travel plan" or "travel plans", you could use the word "itinerary". An "itinerary" is usually a piece of paper or a document that lists your travel plans, when you're departing, when you're arriving, where, when, and so on.

Choice of words in Formal Letters

- Instead of saying **"How are you going to fix this problem?"** say **"How are you going to solve this problem?"**
- **"Please let them know when you will be arriving."** instead of using **"Please let them know"**
– use, **"Please inform them of your arrival."**

Choice of words in Formal Letters

❖ Instead of saying, **"Please tell me why you've made this decision."**

You can use following:

❖ **"Please explain your decision."**

❖ **"Could you please talk some more about that subject?"**

❖ **"Could you please elaborate? Or Could you please elaborate on that."**

"to elaborate" means to speak more or talk more, give more information.

Types of Letters

- Let us first understand that there are broadly two types of letter, namely Formal Letters, and Informal Letters. But then there are also a few types of letters based on their contents, formalities, the purpose of letter writing etc. Let us have a look at the few [types of letters](#).
- ***Formal Letter***: These letters follow a certain pattern and formality. They are strictly kept professional in nature, and directly address the issues concerned. Any type of business letter or letter to authorities falls within this given category.
- ***Informal Letter***: These are personal letters. They need not follow any set pattern or adhere to any formalities. They contain personal information or are a written conversation. Informal letters are generally written to friends, acquaintances, relatives etc.
- ***Business Letter***: This letter is written among business correspondents, generally contains commercial information such as quotations, orders, complaints, claims, letters for collections etc. Such letters are always strictly formal and follow a structure and pattern of formalities.

Types of Letters

- ***Official Letter.*** This type of letter is written to inform offices, branches, subordinates of official information. It usually relays official information like rules, regulations, procedures, events, or any other such information. Official letters are also formal in nature and follow certain structure and decorum.
- ***Social Letter.*** A personal letter written on the occasion of a special event is known as a social letter. Congratulatory letter, condolence letter, invitation letter etc are all social letters.
- ***Circular Letter.*** A letter that announces information to a large number of people is a circular letter. The same letter is circulated to a large group of people to correspond some important information like a change of address, change in management, the retirement of a partner etc.
- ***Employment Letters:*** Any letters with respect to the employment process, like joining letter, promotion letter, application letter etc.

Types of Business Letter

1. Sales Letters
2. Order Letters
3. Complaint Letters
4. Apology Letter
5. Demand of Delivery Letter
6. Adjustment Letters
7. Inquiry Letters
8. Follow-up Letters
9. Networking Letters
10. Resignation Letters

11. Cover Letter
12. Application of Job
13. Quotation Letter
14. Acknowledgement Letter
15. Job Appointment letter
16. Circular Announcements
17. Interest
18. In-Office Memorandum Letter
19. Commendation
20. Recommendation letters

Types of Business Letter

- 21. Thank you letters.
- 22. Bad news letters.
- 23. Memos.
- 24. Congratulatory letters.
- 25. Response letters.
- 26. Letter of request.

HOW TO LAY OUT A LETTER

- <https://www.lexico.com/grammar/how-to-lay-out-a-letter>

Recommended Reading for Letter Formatting

- <https://sba.thehartford.com/business-management/marketing/business-letter-formats/>
- <https://www.smartbusinessbox.in/types-of-business-letter-and-formats/#demand>

LETTER FORMAT

- <https://www.gallaudet.edu/tutorial-and-instructional-programs/english-center/the-process-and-type-of-writing/letters/business-letters-formats/>
- <https://www.gallaudet.edu/tutorial-and-instructional-programs/english-center/the-process-and-type-of-writing/letters/business-letters-formats#Full%20Block%20Form>
- <https://www.gallaudet.edu/tutorial-and-instructional-programs/english-center/the-process-and-type-of-writing/letters/business-letters-formats#Simplified%20Style%20Form>

Elements/Format of Memo

- **Other elements.** Treat elements such as reference initials and copy notations just as you would in a letter.
- One difference between letters and memos is that while letters use the term enclosure to refer to other pieces included with the letter, memos usually use the word attachment.

Memorandum

- Digital media have replaced most internal printed memos in many companies, but you may have occasion to send printed memos from time to time. These can be simple announcements or messages, or they can be short reports using the memo format.
- On your document, include a title such as **MEMO** or **INTEROFFICE CORRESPONDENCE** (all in capitals) centered at the top of the page or aligned with the left margin. Also at the top, include the words To, From, Date, and Subject—followed by the appropriate information—with a blank line between as shown here:

Memo

- Memos may be delivered by hand, by the post office (when the recipient works at a different location), or through interoffice mail.
- Interoffice mail may require the use of special reusable envelopes that have spaces for the recipient's name and department or room number; the name of the previous recipient is simply crossed out.
- If a regular envelope is used, the words Interoffice Mail appear where the stamp normally goes, so that it won't accidentally be stamped and mailed with the rest of the office correspondence.
- Informal, routine, or brief reports for distribution within a company are often presented in memo form. Don't include report parts such as a table of contents and appendixes, but write the body of the memo report just as carefully as you'd write a formal report.

Elements/Format of Memo

- The following guidelines will help you effectively format specific memo elements:
- ● **Addressees.** When sending a memo to a long list of people, include the notation See distribution list or See below in the To position at the top; then list the names at the end of the memo. Arrange this list alphabetically, except when high-ranking officials deserve more prominent placement. You can also address memos to groups of people—All Sales Representatives, Production Group, New Product Team.
- ● **Courtesy titles.** You need not use courtesy titles anywhere in a memo; first initials and last names, first names, or even initials alone are often sufficient. However, use a courtesy title if you would use one in a face-to-face encounter with the person.

Different Samples of Memo

MEMO

TO:
FROM:
DATE:
SUBJECT:

MEMO

TO: FROM:
DATE: SUBJECT:

Elements/Format of Memo

- **Subject line.** The subject line of a memo helps busy colleagues quickly find out what your memo is about, so take care to make it concise and compelling.
- **Body.** Start the body of the memo on the second or third line below the heading. Like the body of a letter, it's usually single-spaced with blank lines between paragraphs. Indenting paragraphs is optional. Handle lists, important passages, and subheadings as you do in letters.
- **Second page.** If the memo carries over to a second page, head the second page just as you head the second page of a letter.
- **Writer's initials.** Unlike a letter, a memo doesn't require a complimentary close or a signature because your name is already prominent at the top. However, you may initial the memo—either beside the name appearing at the top of the memo or at the bottom of the memo.

To: Loading Dock Staff

From: Philip Yuen, Director of Shipping

Date: June 30, 2017

So I've got news for you all. We've had a tough year, as you know, but we've been recovering slowly but surely. But, of course, something had to mess up. Because Hank shipped three pallets to the wrong customer last week, the Board has decided to update the shipping procedure for the entire loading dock.

This is just something we'll have to get used to, even if it wastes all of our time in the process. Whenever we get an order ready to go, everyone on the loading dock will need to confirm shipments with me first. Only after I sign off on the details will anything be allowed on the shipping truck. This new change better prevent more careless errors.

A poorly written memo.

Because

- The example above is not acceptable. The body is unclear and rambling, there's no subject line, and the main point of each paragraph is difficult to find. The message itself is also incredibly unprofessional, especially because it calls out a single person in a negative way.

A Stronger Example.

To: Loading Dock Staff
From: Philip Yuen, Director of Shipping
Date: June 30, 2017
Subject: Update to Shipping Procedures

Due to some recent shipping issues, the Board has decided to update part of our shipping procedure. Whenever an order is ready to ship, please leave that order's shipping form in my office mailbox, and I'll return it to your station once I confirm everything is correct. Although this change will slow down our process a little, it will hopefully prevent further errors.

If you have any questions, please feel welcome to stop by my office. Thank you all for everything you do. Your hard work is appreciated.

Because

- The body is concise and clear, and the main point is the first sentence in each paragraph. There's also a strong subject line, and the message stays professional despite sharing negative news.

Watch Out these videos for Better Understanding!

- Memo: <https://www.youtube.com/watch?v=eHZdnldGuls>
- Memo: <https://www.youtube.com/watch?v=HJtrbEy5pOU>
- **Sample Memo online :**
<https://drive.google.com/file/d/1c9pneU9T'ZKcEqLrCaWWdwDhXTWX X4SQ-/view>
- Parts of standard business Letter:
<https://www.youtube.com/watch?v=4XqDNKExk34>

References

Bovée C. L., & Thill, J. V. (2019). *Business communication essentials : fundamental skills for the mobile-digital-social workplace*. New York, Ny Pearson.