

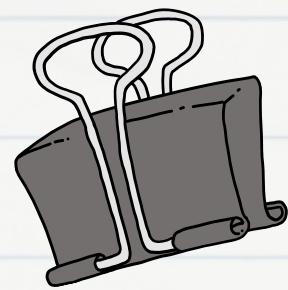
Writing Skills

Prepared by: Miss Lalain Ehtesham

WEEK: 12

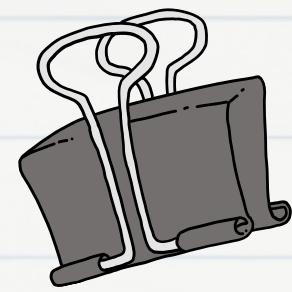
Letter Writing





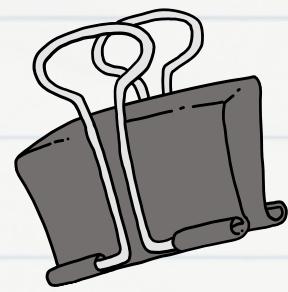
Letter Writing

- There are many occasions for letter writing, and the genre of letters can be divided into a number of subgenres, such as personal letters, business letters, letters to the editor, and letters of appeal.
- Nonetheless, letters are easy to identify because of the way they appear on the page, computer screen, or cell phone.



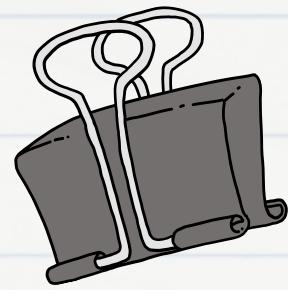
Letter Formats

- There are 3 formats of letter writing:
 1. Block Format
 2. Semi Block
 3. Modified Block



Parts of a Letter

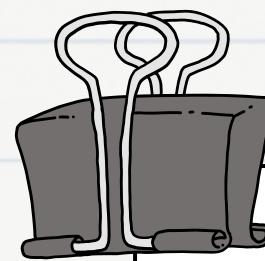
- This resource is organized in the order in which you should write a letter, starting with the sender's address if the letter is not written on letterhead (a printed heading on stationery, stating a person or organization's name and address).



Parts of a Letter

Sender's Address

- The sender's address usually is included in letterhead.
- If you are not using letterhead, include the sender's address at the top of the letter one line above the date.
- Do not write the sender's name or title, as it is included in the letter's closing. Include only the street address, city, and zip code.

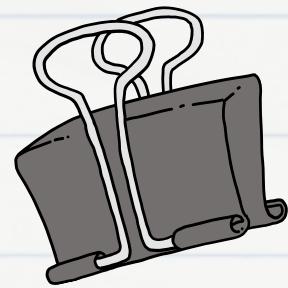


123 Winner's Road
New Employee Town, PA 12345

Sender's Address

March 16, 2001

Ernie English
1234 Writing Lab Lane Write
City, IN 12345



Parts of a Letter

DATE

- The date line is used to indicate the date the letter was written. However, if your letter is completed over a number of days, use the date it was finished in the date line.
- When writing to companies within the United States, use the American date format. (The United States-based convention for formatting a date places the month before the day. For example: June 11, 2001.)

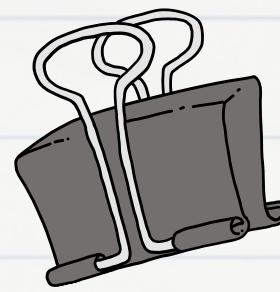


123 Winner's Road
New Employee Town, PA 12345

March 16, 2001

Date

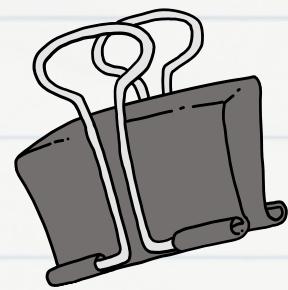
Ernie English
1234 Writing Lab Lane Write
City, IN 12345



Parts of a Letter

Inside Address

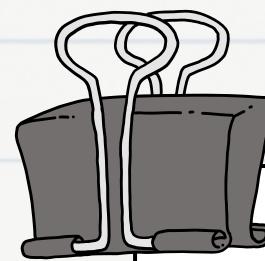
- The inside address is the recipient's address. It is always best to write to a specific individual at the firm to which you are writing. If you do not have the person's name, do some research by calling the company or speaking with employees from the company.
- Include a personal title such as Ms., Mrs., Mr., or Dr. Follow a woman's preference in being addressed as Miss, Mrs., or Ms. If there is a possibility that the person to whom you are writing is a Dr. or has some other title, use that title.



Parts of a Letter

Inside Address

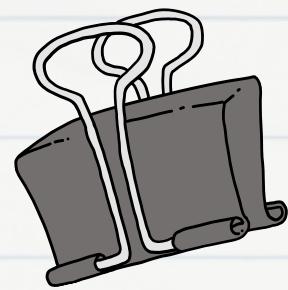
- For international addresses, type the name of the country in all-capital letters on the last line. The inside address begins one line below the date.
- It should be left justified, no matter which format you are using.



October 27, 2006

Ms. Margaret Edwards
Barneli Ltd
48 Stanstead Road
London SE27 1HF

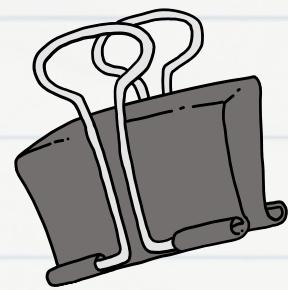
Inside Address



Parts of a Letter

Salutation

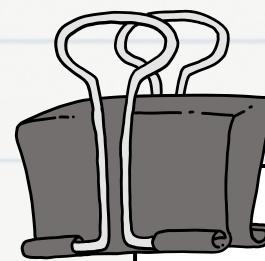
- Use the same name as the inside address, including the personal title.
- If you know the person and typically address them by their first name, it is acceptable to use only the first name in the salutation (for example: Dear Lucy:). In all other cases, however, use the personal title and last/family name followed by a colon. Leave one line blank after the salutation.
- If you don't know a reader's gender, use a nonsexist salutation, such as their job title followed by the receiver's name.



Parts of a Letter

Salutation

- It is also acceptable to use the full name in a salutation if you cannot determine gender. For example, you might write Dear Chris Harmon: if you were unsure of Chris's gender.



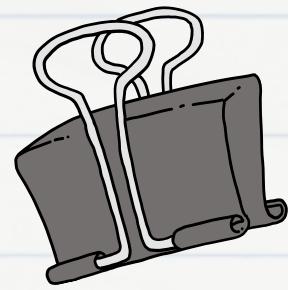
March 16, 2001

Ernie English
1234 Writing Lab Lane Write
City, IN 12345

Dear Mr. English:

]

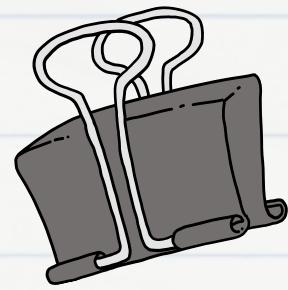
Salutation



Parts of a Letter

Body

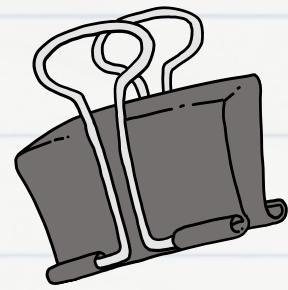
- For block and modified block formats, single space and left justify each paragraph within the body of the letter.
- Leave a blank line between each paragraph.
- When writing a formal letter, be careful to remember that conciseness is very important.



Parts of a Letter

Body

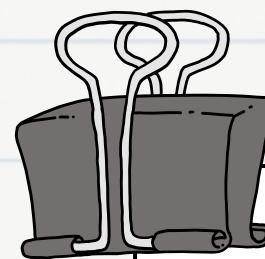
- In the first paragraph, consider a friendly opening and then a statement of the main point. The next paragraph should begin justifying the importance of the main point. In the next few paragraphs, continue justification with background information and supporting details.
- The closing paragraph should restate the purpose of the letter and, in some cases, request some type of action.



Parts of a Letter

Closing

- The closing begins at the same point as your date and one line after the last body paragraph.
- Capitalize the first word only (for example: Thank you) and leave four lines between the closing and the sender's name for a signature.
- If a colon follows the salutation, a comma should follow the closing; otherwise, there is no punctuation after the closing.



Dear Mr. English:

Colon

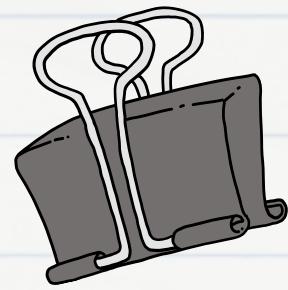
The first paragraph of a typical business letter is used to state the main point of the letter. Begin with a friendly opening; then quickly transition into the purpose of your letter. Use a couple of sentences to explain the purpose, but do not go in to detail until the next paragraph.

Beginning with the second paragraph, state the supporting details to justify your purpose. These may take the form of background information, statistics or first-hand accounts. A few short paragraphs within the body of the letter should be enough to support your reasoning.

Finally, in the closing paragraph, briefly restate your purpose and why it is important. If the purpose of your letter is employment related, consider ending your letter with your contact information. However, if the purpose is informational, think about closing with gratitude for the reader's time.

Sincerely,

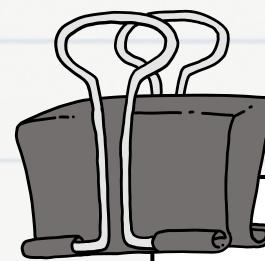
Comma



Parts of a Letter

Enclosures

- If you have enclosed any documents along with the letter, such as a resume, you indicate this simply by typing Enclosures one line below the closing.
- As an option, you may list the name of each document you are including in the envelope.
- For instance, if you have included many documents and need to ensure that the recipient is aware of each document, it may be a good idea to list the names.



Sincerely,

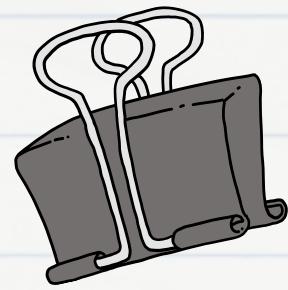
Susi Sonne

Susi Sonne

Enclosure:

Curriculum Vitae
Application Form
Letters of Reference

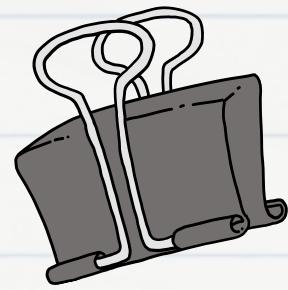
Enclosure



Letter Format

Block Format

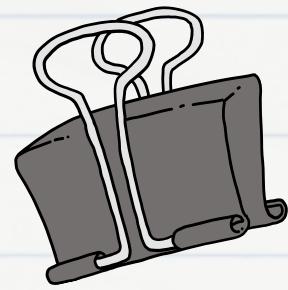
When writing business letters, you must pay special attention to the format and font used. The most common layout of a business letter is known as block format. Using this format, the entire letter is left justified and single spaced except for a double space between paragraphs.



Letter Format

Modified Block

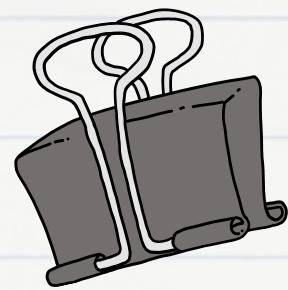
Another widely utilized format is known as modified block format. In this type, the body of the letter and the sender's and recipient's addresses are left justified and single-spaced. However, for the date and closing, tab to the center point and begin to type.



Letter Format

Semi-Block

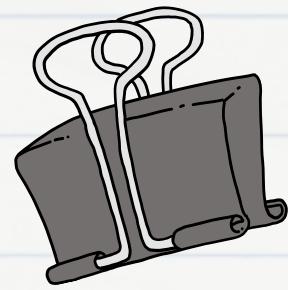
- The final, and least used, style is semi-block. It is much like the modified block style except that each paragraph is indented instead of left justified.
- Keep in mind that different organizations have different format requirements for their professional communication.



Font & Punctuation

Font

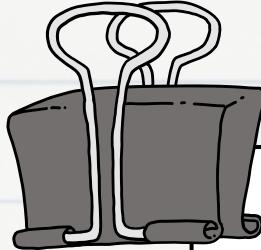
- Another important factor in the readability of a letter is the font.
- The generally accepted font is Times New Roman, size 12, although other fonts such as Arial may be used.
- When choosing a font, always consider your audience.
- If you are writing to a conservative company, you may want to use Times New Roman. However, if you are writing to a more liberal company, you have a little more freedom when choosing fonts.



Font & Punctuation

Punctuation

- Punctuation after the salutation and closing - use a colon (:) after the salutation (never a comma) and a comma (,) after the closing.
- In some circumstances, you may also use a less common format, known as open punctuation.
- For this style, punctuation is excluded after the salutation and the closing.



TASK

You recently visited a local zoo and were sorry to see large animals appearing restless and unhappy. Write a letter to the zoo manager describing your visit and suggesting some ways the zoo could improve the care of the animals. Don't forget to include:

- i. Details of when you made the visit.
- ii. Examples of distress in the animals.
- iii. Examples of ways some of the visitors were disturbing the animals.
- iv. Your suggestions for ways the care of the animals could be improved.

Thank You

