

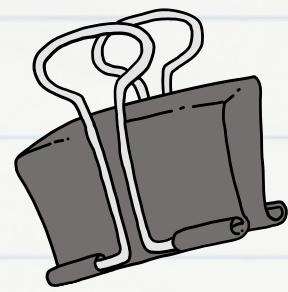
# Writing Skills

Prepared by: Miss Lalain Ehtesham

WEEK: 13

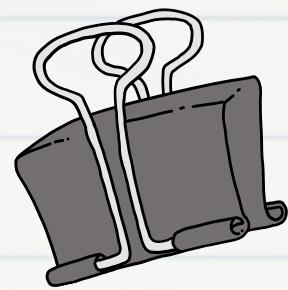
# Report Writing





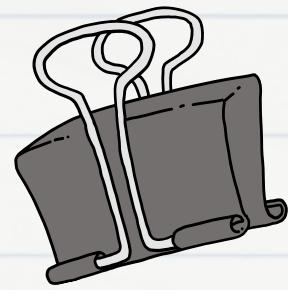
# Reports

- A report is a more highly structured form of writing than an essay, and is designed so that it can be read quickly and accurately.
- Reports should be organized for the convenience of the intended reader.
- Before writing any report you should identify the objective and the preferred conventions of structure and presentation.
- Reports are written on a wide range of subjects for a wide variety of reasons (Market research, industry analysis, research reports).



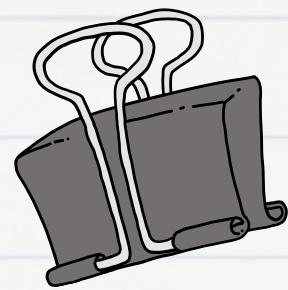
# Reports

- All reports attempt to communicate findings for one reason or another, whether to inform decision makers, change public opinion or maintain a record of development.
- Whenever you write a report you must bear in mind why you are writing and who you are writing for. All reports have an intended reader. Put yourself in his/her position. What does he/she need to know?



# Functions of Report

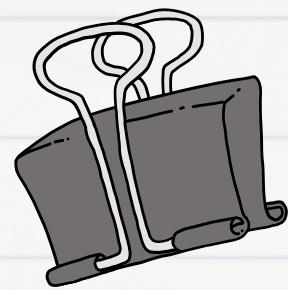
- In terms of what they do, most reports fit into two broad categories:
  1. Informational Reports
  2. Analytical Reports



# Functions of Report

## Informational Reports

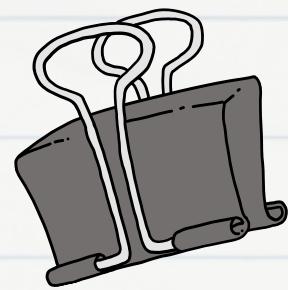
- Reports that present data without analysis or recommendations are primarily informational.
- For such reports, writers collect, organize and state facts, but they do not analyze the facts for readers.
- A trip report describing an employee's visit to an industry, for example, presents information.



# Functions of Report

## Analytical Reports

- Reports that provide data, analyses, and conclusions are analytical. If requested, writers also supply recommendations.
- Analytical reports may intend to persuade readers.
- For example, if you were writing a feasibility report that compares several potential locations for a fast-food restaurant, you might conclude by recommending one site. Your report, an analysis of alternatives and recommendation, attempts to persuade readers to accept that site.

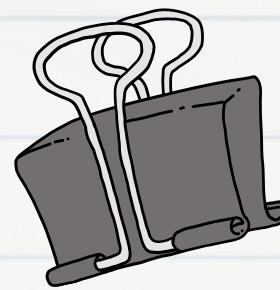


# Organizational Patterns

Like letters and memos, reports may be organized directly or indirectly.

## Direct Pattern

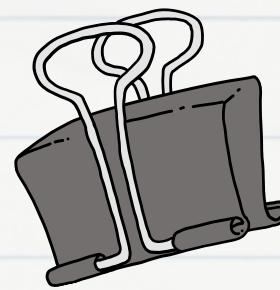
- When the purpose for writing is presented close to the beginning, the organizational pattern is direct.
- Informational reports are usually arranged directly. They open with an introduction, which is followed by the facts and a summary.
- Analytical reports may also be organized directly, especially when readers are supportive of or familiar with the topic.



# Organizational Patterns

## Direct Pattern

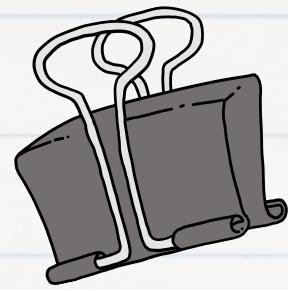
- Many busy executives prefer this pattern because it gives them the results of the report immediately. They don't have to spend time going through the acts, findings, discussion, and analyses to get to the two items they are most interested in—the conclusions and recommendations.
- However, unless readers are familiar with the topic, they may find the direct pattern confusing. Many readers prefer the indirect pattern because it seems logical and mirrors the way they solve problems.



# Organizational Patterns

## Indirect Pattern

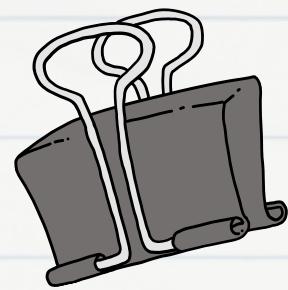
- When the conclusions and recommendations, if requested, appear at the end of the report, the organizational pattern is indirect.
- Such reports usually begin with an introduction or description of the problem, followed by facts and interpretations from the writer. They end with conclusions and recommendations.
- This pattern is helpful when readers are unfamiliar with the problem. This pattern is also useful when readers must be persuaded or when they may be disappointed in the report's findings.



# Formats

The format of a report depends on its length, topic, audience, and purpose.

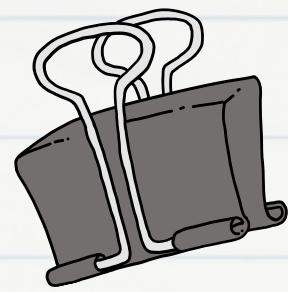
- Letter Format
- Memo Format



# Formats

## **Letter Format**

- Use letter format for short reports addressed outside an organization.
- A letter report contains a date, inside address, salutation, and complimentary close.
- Letter reports usually are longer and show more careful organization than most letters.
- They also include headings.



# Formats

## Tips for Letter Format

- Use letter format for short reports sent to outsiders.
- Organize the facts section into logical divisions identified by consistent headings.
- Single-space the body and double-space between paragraphs.
- Leave two blank lines above each side heading.
- Create side margins of 1 to 1.25 inches.

## **Letter Format Report - Informational**

Date

Leave 2 lines

Recipient's name

Designation

Address

Leave 2 lines

Salutation

Leave 1 line

Subject

Leave 1 line

Introduction (Standard Heading)

Leave 1 line

Heading 1 (may contain subheading)

Leave 1 line

Heading 2 (may contain subheading)

Leave 1 line

## **Letter Format Report - Informational**

Summary

Leave 1 line

Complimentary close

Leave 4 lines FOR SIGNATURE

Sender's name (CAPS)

Designation

## **Letter Format Report - Analytical**

Date

Leave 2 lines

Recipient's name

Designation

Address

Leave 2 lines

Salutation

Leave 1 line

Subject

Leave 1 line

Introduction (Standard Heading)

Leave 1 line

Problems/Findings (Standard Heading)

Leave 1 line

Conclusion (Standard Heading)

Leave 1 line

## **Letter Format Report - Analytical**

Recommendations (Standard Heading)

Leave 1 line

Summary

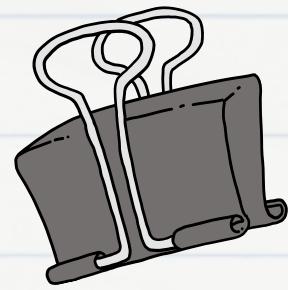
Leave 1 line

Complimentary close

Leave 4 lines FOR SIGNATURE

Sender's name (CAPS)

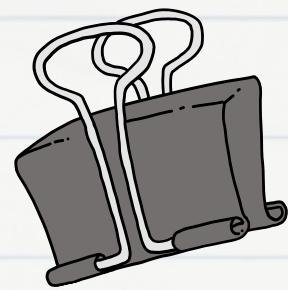
Designation



# Formats

## Memo Format

- For short reports that stay within organizations, the memo format is appropriate.
- Memo reports begin with essential background information, using standard headings: Date, To, From, and Subject.
- Like letter reports, memo reports differ from regular memos in length, use of headings, and deliberate organization



# Formats

## Tips for Memo Format

- Use memo format for most short reports within an organization.
- Leave side margins of 1 to 1.25 inches.
- Sign your initials on the From line.
- For direct analytical reports, put recommendations first.
- For indirect analytical reports, put recommendations last

## **Memo Format Report - Informational**

To: (Recipient's name and Designation)

From: (Sender's name and Designation)

Date: (mm,dd,yyyy)

Subject: (Should not exceed one line)

**Leave 1 line**

Introduction (Standard heading)

**Leave 1 line**

Heading 1 (may contain subheadings)

**Leave 1 line**

Heading 2 (may contain subheadings)

**Leave 1 line**

Heading 3 (may contain subheadings)

**Leave 1 line**

**Summary**

## **Memo Format Report - Analytical**

To: (Recipient's name and Designation)

From: (Sender's name and Designation)

Date: (mm,dd,yyyy)

Subject: (Should not exceed one line)

**Leave 1 line**

Introduction (Standard heading)

**Leave 1 line**

Problems/Findings (Standard heading)

**Leave 1 line**

Conclusion (Standard heading)

**Leave 1 line**

Recommendations (Standard heading)

**Leave 1 line**

Summary (Standard heading)

# **TASK**

An International Conference was held at your department recently regarding your field of study. The head of department (HOD) has asked you to prove prepare a SHORT REPORT (in memo format) mentioning the proceedings (number of guests/speakers, number of participants, theme/topic, the speaker's talk, etc) of the conference.

# References

<https://www.lboro.ac.uk/media/wwwlboroacuk/content/library/downloads/advisesheets/Report%20writing.pdf>

# Thank You

