

UNIT 6

Writing Practices

LETTER WRITING

Introduction

- Letter writing is an important part of any profession.
- In business, letters are written for many reasons to make an inquiry, to place an order , to lodge a complaint or to make an adjustment for the complaint.
- Letters can be divided into :
 - 1. Inquiry letter
 - 2. Order letter
 - 3. Complaint letter
 - 4. Adjustment letter

LETTER WRITING

Introduction

- Business letters are written for various purposes :
- To inform
- To congratulate
- To enquire
- To order
- To request
- To collect dues
- To complain
- To make an adjustment
- To sell a product, service , or scheme.

Structure of a letter

1. Heading or the sender's address
2. Date
3. Inside address(to whom you are sending)
4. Subject line
5. Salutation
6. Message-
 1. introduction
 2. Body
 3. Conclusion
6. Complimentary Close
7. Signature block

Optional elements of the letter

- 1. Addressee notation (restricted readership)
- 2. Attention line (particularly to highlight)
- 3. Reference initials (Helpers for the letter writing)
- 4. Enclosure notations
- 5. Copy notation (cc/pc)
- 6. Mailing Notation (how you send the letter)
- 7. Postscript (After thoughts)

Block Layout Format

- All elements except the letter head are aligned to the left margin.
- It follows open punctuation. In other words , the end punctuation marks are omitted in each element except the salutation, complimentary close, and message.

Semi block Layout

- All elements except the letter head are aligned to the left margin.
- The heading and the complimentary close comes in the right hand side .
- The start of each paragraph is indented , i.e., each of the paragraph starts a few spaces away from the margin.

Modified block layout

- All elements except the letter head are aligned to the left margin.
- The heading and the complimentary close comes in the right hand side .

Principles to write a letter

- Use you attitude(Recipient oriented style)
- Be clear and concise
- Be correct and complete
- Emphasize the positive
- Be courteous and considerate

Comprehension

- Comprehension is a test of the level of understanding of the text by recognizing the words and their contextual meaning. The trick in comprehending depends on your ability in word recognition.

Précis Writing

- Précis is the summary of a written work. It is an outline, but a shortened version , if well written, can be substituted for the original work. The main ideas and the substance of the original work should be contained in the shortened version.

Advantages of Précis Writing

1. It helps you in careful reading.
2. It improves your vocabulary as one has to write précis in his or her words.
3. It also improves your creative writing, as you write the essence of the text in your own words.

Steps for Précis Writing

1. Write down the key points of the text you think is important.
2. Identify the purpose of the writing (what the writer wants to convey).
3. Build a rough draft around the purpose.
4. Read the original text again and again and see if your points remain the same or if you narrow down to the exact points.
5. Compare with the original work to see if the essence is fully preserved.
6. Finally, identify a suitable title and make the final draft.

Dos and Don'ts in Précis Writing

1. Do not judge the original text.
2. Do not refer to the original text.
3. Do not use abbreviations.
4. Use past tense while writing history.

E-MAIL ETIQUETTES

- **Professionalism:** by using proper email language, your company will convey a professional image.
- **Efficiency:** emails that get to the point are much more effective than poorly word emails.
- **Protection from liability:** employee awareness of email risks will protect your company from costly law suits.

What are the etiquette rules?

- There are many etiquette guides and many different etiquette rules. Some rules will differ according to the nature of your business and the corporate culture. Below is list what is consider as the 32 most important email etiquette rules that apply to nearly all companies.

E-Mail Etiquette Tips:

- Be Concise and to the point.
- Answer all Questions.
- Use proper spelling, grammar & punctuation.
- Make it personal.
- Use templates for frequently used responses.
- Answer swiftly.
- Do not attach unnecessary files.

E-Mail Etiquette Tips:

- Use proper structure & layout.
- Do not overuse the high priority option.
- Do not write in CAPITALS.
- Do not leave out the message thread.
- Add disclaimers to your emails.
- Read the email before sending it.
- Do not overuse Reply to All.
- Mailings > use the bcc: field or do a mail merge.
- Take care with abbreviations and emotions.

E-Mail Etiquette Tips:

- Be careful with formatting.
- Take care with rich text and HTML messages.
- Do not forward chain letters.
- Do not request delivery and read receipts.
- Do not ask to recall a message.
- Do not copy a message or attachment without permission.
- Do not use email to discuss confidential information.
- Use a meaningful subject.

E-Mail Etiquette Tips:

- Use active instead of passive.
- Avoid using URGENT and IMPORTANT.
- Avoid long sentences.
- Do not send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks.
- Do not forward virus hoaxes and chain letters.
- Keep your language gender neutral.
- Do not reply to Spam.
- Use cc: field sparingly.

E-Mail Etiquette Tips:

- **Be concise and to the point:** Do not make an e-mail longer than it needs to be.
- **Answer all questions:** An email reply must answer all questions, which will not only save yours and you customer's time but also your customer will be impressed with your efficient service.
- **Use proper spelling, grammar & punctuation:** Improper spelling, grammar and punctuation give a bad impression of your company, it is also important for conveying the message properly.
- **Make it personal:** Not only should the e-mail be personally addressed, it should also include personal i.e. customized content.

E-Mail Etiquette Tips:

- **Use templates for frequently used responses:** Some questions you get over and over again, Save these texts as response templates and paste these into your message when you need them.
- **Answer swiftly:** Each business e-mail should be replied to within at least 24 hours, and preferably within the same working day.
- **Do not attach unnecessary files:** Wherever possible try to compress attachments and only send attachments when they are productive.
- **Use proper structure & layout:** Use short paragraphs and blank lines between each paragraph. When making points, number them or mark each point as separate to keep the overview.

E-Mail Etiquette Tips:

- **Do not overuse the high priority option:** If you overuse the high priority option, it will lose its function when you really need it.
- **Do not write in CAPITALS:** This can be highly annoying and might trigger an unwanted response in the form of a flame mail. Therefore, try not to send any email text in capitals.
- **Don't leave out the message thread:** When you reply to an email, you must include the original mail in your reply, in other words click 'Reply', instead of 'New Mail'.
- **Add disclaimers to your emails:** It is important to add disclaimers to your internal and external mails, since this can help protect your company from liability.

E-Mail Etiquette Tips:

- **Read the email before you send it:** It is very important to read the email before sending as it can prevent it from spelling and grammatical mistakes and thus, helps you sending a more effective message.
- **Do not overuse Reply to All:** Only use Reply to All if you really need your message to be seen by each person who received the original message.
- **Mailings > use the Bcc: field or do a mail merge:** Using Bcc: field or do a mail merge can help a lot to make the mail personalized.
- **Take care with abbreviations and emotions:** In business emails, try not to use abbreviations such as BTW (by the way) and LOL (laugh out loud). If you are not sure whether your recipient knows what it means, it is better not to use it.

E-Mail Etiquette Tips:

- **Be careful with formatting:** Remember that when you use formatting in your emails, the sender might not be able to view formatting, or might see different fonts than you had intended.
- **Take care with rich text and HTML messages:** Be aware that when you send an email in rich text or HTML format, the sender might only be able to receive plain text emails.
- **Do not forward chain letters:** Do not forward chain letters. All of them are hoaxes. Just delete the letters as soon as you receive them.
- **Do not request delivery and read receipts:** If you want to know whether an email was received it is better to ask the recipient to let you know if it was received.

E-Mail Etiquette Tips:

- **Do not ask to recall a message:** It is better just to send an email to say that you have made a mistake. This will look much more honest than trying to recall a message.
- **Do not copy a message or attachment without permission:** Do not copy a message or attachment belonging to another user without permission of the originator.
- **Do not use email to discuss confidential information:** Sending an email is like sending a postcard. If you don't want your email to be displayed on a bulletin board, don't send it.
- **Use a meaningful subject:** Try to use a subject that is meaningful to the recipient as well as yourself.

E-Mail Etiquette Tips:

- **Use active instead of passive:** Try to use the active voice of a verb wherever possible. For instance, 'We will process your order today', sounds better than 'Your order will be processed today'.
- **Avoid using URGENT and IMPORTANT:** Even more so than the high-priority option, you must at all times try to avoid these types of words in an email or subject line.
- **Avoid long sentences:** Try to keep your sentences to a maximum of 15-20 words. Email is meant to be a quick medium and requires a different kind of writing than letters.
- **Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks:** By sending or even just forwarding one libelous, or offensive remark in an email, you and your company can face court cases resulting in multi-million dollar penalties.

E-Mail Etiquette Tips:

- **Don't forward virus hoaxes and chain letters:** If you receive an email message warning you of a new unstoppable virus that will immediately delete everything from your computer, this is most probably a hoax. Don't forward them.
- **Keep your language gender neutral:** Apart from using he/she in an email, we can also use the neutral gender:
- **Don't reply to Spam:** By replying to Spam or by unsubscribe, you are confirming that your email address is 'live'. Confirming this will only generate even more Spam. Therefore, just hit the delete button or use email software to remove Spam automatically.
- **Use cc: field sparingly:** Try not to use the cc: field unless the recipient in the cc: field knows why they are receiving a copy of the message.

How to enforce email etiquette?

- **Create a written Email Policy:** It should include all the do's and don'ts concerning the use of the company's email system and should be distributed amongst all employees.
- **Proper Training:** Employees must be trained to fully understand the importance of email etiquette.
- **Implementation of the rules:** It can be monitored by using Email Management Software and Email Response Tools.

ABSTRACT

- Shorter than a summary, an abstract is written to highlight the purpose, scope, and significance of a work. It is often preferred to a summary in technical and specialized forms of communication. Therefore, you often come across an abstract published along with a research article in journals and magazines.

Features of Abstract Writing

- It captures the essence of the entire report.
- It is very short in length not generally exceeding 250 Words.
- It should contain relevant information such as main information, main design point, methodology, and some eye catching results to show the significance of the matter.

Difference

Abstract

1. Very Brief, i.e. not more than 300 words.
2. Relevant only when the matter is meant for people from the same domain knowledge.
3. Presents only the essence of the report.
4. Cannot help in taking decisions.
5. Does not include illustrations

Summary

1. More elaborate than an abstract.
2. Meant for readers also other than subject experts; hence, can relate to all.
3. Presents the entire report in a nutshell.
4. Can help in taking quick decisions if required.
5. May include one or two illustrations.

Memo

- An inter – office memorandum (Memo) is a document written to pass information between people or departments within an organization.
- Memos are extremely important for smooth running of an organization because they provide a written record and history of a company's decisions.

Why Memos'?

- To confirm
- To suggest
- To request
- To explain
- To announce
- To report
- To caution or warn

Structure of a Memo

- A memo has:
 1. Letter head(Header) of the organization
 2. A centralized tag
 3. The designation of the sender and the recipient of the memo.
 4. The date
 5. Reference Number
 6. Subject Line
 7. The body of the memo
 8. The name and designation of the sender.

Style of Memo

1. Informal manner
2. More or less conversational and away of formalities.
3. Don't ramble.
4. Announce your purpose immediately.
5. Write to the point and precisely.
6. Call for action.
7. Use the standard format generally used for the purpose.

Thank You