

**Block****4****SKILLS FOR THE WORKPLACE-II**

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## BLOCK INTRODUCTION

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This is the last Block of the programme. In this Block we have primarily concentrated on different skills, which are essential to you in your workplace namely participating in discussions, making presentations and writing business letters. **Note that all these letters can also be written in the form of emails.**

In Unit 13, we will discuss how to participate meaningfully in a discussion whether it is to share an idea or a thought or to express a point of view. In Unit 14, we will explore why making good presentations is crucial to your education and if honed properly will be very effective at your workplace. In Units 15 and 16, we will discuss the mechanics of written correspondence in business particularly letters and emails. Along with activities pertaining to letter writing we have also given you practice in vocabulary enhancement, grammar and listening comprehension.

Note, along with the print material there are audio recordings. Use them along with the course material.

We hope you enjoy the course and find it useful.

### ACKNOWLEDGEMENT

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Unit 13,14 & 15 of this Block have been taken from CFE Programme BEG-006, Block-2, 3 & 4.

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# **UNIT 13 PARTICIPATING IN DISCUSSIONS**

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## **Structure**

- 13.0 Objectives
- 13.1 Warm Up
- 13.2 Reading Comprehension: Discussion Basics
- 13.3 Vocabulary
- 13.4 Listening Comprehension: The Anatomy of a Discussion
- 13.5 The Language of Discussions
- 13.6 Writing and Speaking: A Dice Game
- 13.7 Grammar: Verbs Followed by a Participle and Infinitive
- 13.8 Let Us Sum Up
- 13.9 Answers

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## **13.0 OBJECTIVES**

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This unit will help you to

- understand the purpose of discussions in the recruitment process
- identify the skills and attitudes needed when participating in a discussion
- practise the language of discussions

You will also be provided with

- vocabulary inputs
- quick tips for discussions

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## **13.1 WARM UP**

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**Think about these questions before you begin.**

- 1) How often do we get into discussions with strangers?
- 2) What are the usual topics for discussions?
- 3) In a group discussion who is considered impressive or identified in an obvious or subtle way as the leader?
- 4) What kind of conflicts can happen in a discussion?
- 5) How do people infer that the purpose of the discussion has been achieved?

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## **13.2 READING COMPREHENSION: DISCUSSION BASICS**

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Read this feature article and answer the questions that follow:

Who would say ‘no’ to an invitation to share ideas! Almost everything starts out with “Let’s discuss this, shall we?” “Oh yes.” We love to talk. It brings out the best and the worst in us. People spend significant amount of time interacting with each other and quite a part of it interacting in groups. Politics, food, sports,

music, neighbours, family and philosophy along with everything under the sky and beyond has been spoken about, argued upon and discussed.

### *Discussions and Recruitment*

Recruiters coming up with discussions as an assessment tool must have been the brainwave of management gurus, panicky HRs or psychologists. Whoever thought of it, hit the nail right on the head! Nothing reveals attitudes, behavior and skills as when unlike minds sit down for a discussion.

#### *What are they looking at?*

A discussion by its very structure integrates skills that are essential in the workplace – teamwork, leadership skills, goal awareness, task completion and problem - solving skills, to name a few. Let's take an example: if Jamal shouts his rival down in a group discussion is he likely to do the same in a departmental brainstorming session? If Asmit feels that a single idea said in ten different ways helps her keep up her end of the discussion, is she going to be an asset when the creative team of the company meets? If I refuse to listen to a different opinion or “put down” every argument with relish and panic when I am “losing”, am I going to be the same with customers? The answer to all these questions is YES. Imagine the recruiter knowing all of these things about you in the selection round before you have a face-to-face interview! Would they want you in their company? Obviously not. A discussion is a powerful tool because it reveals far more about you than you would imagine.

#### *How to do it right*

This is where everyone has an expert opinion. The way I see it, there are things that you must not do – get aggressive for one. Most employers prefer somebody who can manage conflict calmly and productively.

Then again, speaking more doesn't necessarily mean making sense, so keep it brief; get to the point. This of course, doesn't mean using single line statements without any explanations nor does it mean speaking in monosyllables. Competitive discussion groups will not give you time for wordy explanations, it's better to make a point with an impact and make it fast.

The next roadblock is purely your own perception of situations, and that's what makes the difference between a leader and the crowd. It's not you against the group; it's you and the group. The more opponents you see the fewer colleagues you will find.

#### *Be seen and get heard*

What happens when there are more than 20 people participating, does everyone get profiled in detail? Not exactly. Watch a football game. When the camera pans the crowd, you can see screaming fans, painted faces and dancing crowds. Some of them stand out- we notice them and remember them. That's recall value.

The lesson is, in bigger groups you need to be able to stand out, be noticed and be recognized as worthwhile competition (and not because of a painted face or hysterics). Discover ways of creating recall value – a good initial statement, effective conflict management and presenting a relevant and interesting opinion are just some of the ways.

In terms of attitude, focus on positive body language, clarity of expression, voice, choice of words, analysis, team building skills, social adaptability, creativity and a certain amount of leadership skills as well.

## Participating in Discussions



### Activity 1

- 1) Choose the most suitable alternative to complete the sentences.
  - i) Discussions have gained importance as an assessment tool because...
    - a) they are fun to watch and participate in.
    - b) they make the selection process simpler and more streamlined.
    - c) they test integrated workplace skills.
    - d) they test knowledge.
  - ii) Discussions predict...
    - a) how a candidate is going to function in the workplace.
    - b) the success rate of the participant.
    - c) how obedient an employee the participant is going to be.
    - d) who is going to be liked by the boss.

- iii) The wrong set of participant behavior would be...
    - a) competitiveness, leadership skills, shouting a rival down
    - b) recall value, being noticed, being assertive
    - c) aggressive, overly competitive, opinionated, panicky.
    - d) Calm, quiet, submissive
  - iv) The best way to be heard is to ...
    - a) speak loudly
    - b) create recall value
    - c) argue
    - d) reach a consensus
  - v) It's not enough to have an opinion,
    - a) it's important that everybody agrees with you
    - b) it's important to lead every discussion
    - c) it's important to defeat the opponent
    - d) it's important to express it effectively
- 2) The discussion checklist

According to the writer the behavioural requirements for a discussion are:

.....  
 .....  
 .....  
 .....

### **13.3 VOCABULARY**

#### **Activity 2**

- 1) Pick out words from the passage that mean the same as the following:
- i) Scared
  - ii) People in charge of hiring new employees
  - iii) A brilliant idea which occurs suddenly
  - iv) A phrase meaning ‘knowing what the ultimate aim is’
  - v) A phrase referring to ‘a meeting to discuss lots of ideas and collectively choosing the best one’
  - vi) Responding with single words like *yes, no, ok, all right*; also referring to words with one syllable
  - vii) Something that obstructs progress, stops us from getting ahead
  - viii) Remembering something afterwards
  - ix) Starting something
  - x) Creating a team

## 13.4 LISTENING COMPREHENSION: THE ANATOMY OF A DISCUSSION

This section deals with how group discussion works as a selection tool – its structure and the assessment criterion.

Listen to the presentation by Ahmad Raja Khan, the HR Director of a management consultancy firm about how a discussion moves and is assessed. Then read the questions given below and listen once again.

### Activity 3

- 1) Identify the incorrect statements and correct them
  - i) There must be consensus at the end of a discussion.
  - ii) It's enough to contribute meaningfully and not come into the limelight.
  - iii) We must wait for a chance to speak.
  - iv) Wide reading and extensive knowledge is necessary for active participation.
  - v) Participants need to talk loudly and keep talking to make themselves heard.
  - vi) Quantity is more important than quality.
  - vii) We only need to know what we are about to say. A contradictory idea is not worth thinking about.
  - viii) The more we can dominate the group the better are our individual marks.
- 2) Match the following and complete the sentences on the left

i) If the discussion progresses logically and every point reinforces or leads out from what has been said before	a) it does not create order and is not a positive feature
ii) If the participants interrupt each other too often	b) the purpose of the discussion
iii) An uninvolved, laid back and uninterested style	c) but also needs to be deeply analyzed
iv) It's important to achieve	d) is listless and is marked low on the scale.
v) Information shared needs to be not just the obvious and the surface understanding of the issue	e) the group displays a sense of direction

## 13.5 THE LANGUAGE OF DISCUSSIONS

Look at the following language structures that you would need to use in a discussion.

**Initializing a topic****Starting the discussion**

Good morning/ hello...

**General statements**

I'd like to inform you about / share with you ...

We're here to talk about...

It is said that/generally believed that...

Let's begin with ...

**Questions**

Did you know that advertising...?

What makes advertising succeed?

Why do people see ads?

**Shock Value**

Here's an interesting fact.....

A little known fact about advertising is.....

It is interesting to note that.....

**The main body of the discussion includes functions like the ones given below****Inviting responses****Expressing opinions/ beliefs/making a point**

We'd like to have your opinion on this...

In my opinion/view.... .

What do you think ...

I believe...

How do you think this happens ...

I'd like to say / to add...

Is this what you meant....

I tend to think...

I (really) think...

It seems to me ...

It's obvious that...

Clearly...

**Moving the discussion on**

Can we go on to think about...

I think we should also consider...

How about...

What do you think about...

There is another aspect to this issue...

<b>Agreeing</b>	<b>Disagreeing</b>	<b>Participating in Discussions</b>
I completely/absolutely/totally agree...	I completely/absolutely/totally disagree...	
I must agree/ have to admit...	I disagree entirely...	
I agree entirely...	I don't agree at all...	
I couldn't agree more...	I must /have to disagree...	
I quite agree...	I think quite differently on this...	
I think you're right...	I don't entirely/exactly agree/believe that...	
I agree somewhat...	I'm afraid I cannot agree/don't agree...	
I partially agree...	I have some reservations about this idea...	
That seems okay but...	I can't say I believe that/ agree to that...	

**Confirming/checking information/  
restating for clarity**

Is this what you meant...  
If I get you/understand you right...  
In other words...  
Tell me if I got you/understood you right...  
Did you mean/does that mean....  
To put that another way...  
If I follow you correctly...  
Could you clarify...

Are you trying to say  
that/are you saying  
that...

**Interrupting**

**Dealing with Interruptions**

Excuse me, may I ask for a clarification on this  
If I may interrupt ...  
Sorry to interrupt but...  
If you don't mind, I'd like to complete the thought...

If I may finish what I am saying...  
Sorry please let me finish...  
I'd like to complete what I was saying...

**Making a suggestion**

I suggest that...  
Perhaps we should...  
(I think) We could...

It might be worth...

What about/ How about...

Why don't we...

Let's look at it this way...

### Moving towards the conclusion

**The best conclusion, with or without consensus is one that restates the initial proposition and summarizes the major stand/s that the group has taken. Here are a few ways to start doing that:**

So can we agree on ...

We seem to have come to / arrived at a conclusion...

I think we can safely say...

Finally / Fundamentally then...

Are we on agreement on this that

I guess we can agree on ...

I guess/ suppose we can agree to disagree on ...

Can we / why don't we bring all these ideas together

## 13.6 WRITING AND SPEAKING: A DICE GAME

### Activity 4

Play this simple game with a friend. You are player 1. Then, go through each block and write down the answer after consulting **The Language of Discussions**. The startup box is common for both players. Roll a dice and move the given number of blocks. Whichever block you stop at is the position you are at in a discussion. Solve that and move on....

1 Free education till college is the best way to empower our vast human resource <b>frame the initial line</b>	2 You are the second speaker. Discuss the implications of the issue. Ask about group opinion.	3 You do not agree with the opinion of the participant who spoke just before you. Explain why.	4 You must add a point to the ideas given by the earlier speaker / participant
5 There are members in the group who have not participated. Express your view and ask for theirs.	6 Restate the existing idea and introduce a fresh aspect.	7 You are not very sure about what was just said. Ask for clarification.	8 You are in complete disagreement with what is being said. Express yourself.
9 You have been interrupted twice and you need to finish what you were saying.	10 There's a disagreement between two participants and the discussion has come to a standstill.	11 You need to review what has been discussed till now.	12 You agree with the speaker. In fact you have a point that supports him/her.

13 Add a new perspective, move the discussion ahead on a fresh point.	14 Make a suggestion about what should be considered next.  17 The discussion was successful. Congratulations! The conclusion was...	15 You feel there's no consensus. Restate the differing views and move towards a conclusion.	16 There's definite consensus. Conclude the discussion.
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## 13.7 VERBS FOLLOWED BY A PARTICIPLE AND INFINITIVE

Verbs associated with three of the five senses – sight, hearing and feeling – can be followed by either an infinitive or a participle.

I saw him jump.

Or

I saw him jumping.

I heard him shout.

Or

I heard him shouting

I feel something move.

Or

I felt something moving.

The verbs *jump*, *shout* and *move* in these sentences are infinitives without to, whereas *jumping*, *shouting* and *moving* are participles.

The infinitive suggests a momentary and/or completed action. The present participle suggests a continuing action. It expresses an interest in the doing of the action (i.e. the process) rather than its completion (i.e. the final result)

She could hear her father coughing.

I watched him throwing the ball.

### Activity 5

- 1) Complete the following sentences with a number of words which include an infinitive or a participle related to the verb in brackets. The form you choose will depend on the meaning you wish to convey.
  - i) Today I could see the peacock ..... (dance) (where?)
  - ii) The watchman reported to the owner that he had seen ..... (break) (what?)
  - iii) During an earthquake one can feel ..... (shake).

- iv) While I was sitting in the balcony I smelt..... (burn).
- v) I think I know where your car key is. I saw it.....(lie) (where?)
- vi) For nearly an hour we sat completely silent and motionless listening to ..... (play) (where?)
- vii) She watched me ..... (write) my name.
- viii) I heard him ..... (sing) in the bathroom.
- ix) I could see the child ..... (tremble) when his father shouted at him.
- x) I heard him ..... (shout) my name repeatedly.

## **13.8 LET US SUM UP**

This unit introduces you to a group discussion as an assessment tool and provides you with insights into its working. You are also provided with specific skills that you would need to be successful in a discussion and language structures for various functions and steps of a discussion. The vocabulary section reviews relevant vocabulary and the grammar section helps you practise the verb + ing and *to* - infinitive without *to*.

## **13.9 ANSWERS**

### **Activity 1**

- 1) i-c, ii-a, iii- c, iv- b, v-d
- 2) These are some points we identified from the text. You may add some more:
  - Positive body language
  - Clarity of expression and voice
  - Relevant choice of words
  - Analytical abilities
  - Team building skills
  - Social adaptability
  - Creativity
  - Leadership skills
  - Creating recall value
  - Make a point with impact – relevance and immediacy
  - Better conflict management

### **Activity 2**

- i) Panicky
- ii) Recruiters
- iii) Brainwave
- iv) Goal awareness

- v) Brainstorming session
- vi) Monosyllables
- vii) Roadblock
- viii) Recall
- ix) Initializing
- x) Team building

### Audio Text

Let's start from the basics. One needs to know what one's objective in the group is. A good definition of your objective is –to be noticed, to have contributed meaningfully in an attempt to help the group reach the right consensus. What does this essentially mean? The **first implication** is that you should be noticed by the panel. Merely making a meaningful contribution and helping the group arrive at a **consensus** is not enough. You have to be seen by the evaluating panel to have made a meaningful contribution. What does that mean in practice?

You must ensure that the group hears you. If the group hears you, so will the evaluator. That does not mean that you shout at the top of your voice and be noticed for the wrong reasons. You have to be assertive. If you are not a very assertive person, you will have to simply learn to be assertive for those 15 minutes. Remember, assertiveness does not mean being bull-headed or being arrogant.

And most importantly, you have to make your chances. Many group discussion participants often complain that they did not get a chance to speak. The fact is that in no group discussion will you get a chance to speak. There is nothing more unacceptable in a group discussion than keeping one's mouth shut or just murmuring things which are inaudible.

The second important implication is that making just any sort of contribution is not enough. Your contribution has to be meaningful. A meaningful contribution suggests that you have a good knowledge base and you are able to put forth your arguments logically and are a good communicator.

The quality of what you say is more valuable than the quantity. There is this myth amongst many group discussion participants that the way to succeed in a group discussion is by speaking loudly and at great length. One could not be more wrong. You must have meat in your arguments.

If you do not start the group discussion and are not amongst the first five speakers and find that everyone in the group is talking for the topic, then it makes sense to take the alternate approach and oppose the topic even if you initially intended to talk for the topic. Second, it helps to have knowledge of how group members who take a stand diametrically opposite to yours will put forth their argument and to be prepared with counter arguments. Everybody else will state the obvious. So highlight some points that are not obvious. The different perspective that you bring to the group will be highly appreciated by the panel.

Be careful that the “something different” you state is still relevant to the topic being debated. Also consider - Can you take the group ahead if it is stuck at one point? Can you take it in a fresh and more relevant direction?

The **last implication** is that you must be clearly seen to be attempting to build a consensus. Gaining support or influencing colleagues is the mantra adopted by many successful business leaders. Nobody expects a group of ten intelligent, assertive people, all with different points of view on a controversial subject to actually achieve a consensus. But what matters is “Did you make attempts to build a consensus?”

The reason why an attempt to build a consensus is important is because in most work situations you will have to work with people in a team, accept joint responsibilities and take decisions as a group. You must demonstrate the fact that you are capable and inclined to work as part of a team.

### **Activity 3**

- 1) Incorrect statements and correction
  - i) There must be consensus at the end of a discussion – there need not be a consensus, although participants must try to achieve it.
  - ii) It's enough to contribute meaningfully and not come into the limelight – if you are not seen, your contribution is meaningless.
  - iii) We must wait for a chance to speak – we need to create an opportunity to speak.
  - iv) A participant can make a meaningful contribution only if he/she has a good knowledge base and is able to put forth his/her arguments logically.
  - v) Participants need to talk loudly and keep talking to make themselves heard – participants need to use effective language and an assertive attitude to be heard.
  - vi) Quantity is more important than quality – quality is always more important than quantity.
  - vii) We only need to know what we are about to say. A contradictory idea is not worth thinking about. - Every idea is important even one that contradicts your opinion. It will help to come to a balanced statement on the issue.
  - viii) The more we can dominate the group the better are our individual marks. A domineering attitude is marked very low on the individual marks scale.
- 2) i. e, ii. a,            iii. d,    iv. b,    v. c

### **Activity 5**

- i) dancing in the backyard
- ii) Rashid break a window.
- iii) the earth shaking.
- iv) the toast burning.

- v) lying in the top drawer.
- vi) the music playing in the room.
- vii) write
- viii) singing
- ix) trembling
- x) shout

**Participating in Discussions**



# **UNIT 14 MAKING PRESENTATIONS**

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## **Structure**

- 14.0 Objectives
  - 14.1 Warm Up
  - 14.2 Reading Comprehension: About Presentations
  - 14.3 Vocabulary: Word Partnerships
  - 14.4 The Stages of a Presentation
  - 14.5 Speaking: Making a Presentation
  - 14.6 Grammar: Prepositions
  - 14.7 Writing: Outline of a Presentation
  - 14.8 Listening: How to Overcome Anxiety
  - 14.9 Let Us Sum Up
  - 14.10 Answers
- 

## **14.0 OBJECTIVES**

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The aim of this Unit is to introduce and practice the techniques of making effective presentations. We will help you to become familiar with the basics of good presentation and understand its stages: introducing the topic, organizing and sequencing the information to be presented, choosing the appropriate language and tone, particularly the use of connecting words and phrases. We will discuss some ways to present material of this kind.

## **14.1 WARM UP**

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### **Activity 1**

- 1) Take a look at these pictures. Make three possible statements on presentations based on what you see in these pictures.



i)

ii)

iii)

ii) .....

iii) .....

- 2) Think about how you can avoid the situation depicted in the third picture.

What makes one a good presenter?

#### **Think of a presenter whose speech or lecture**

- 1) **you really enjoyed,**
- 2) **you found really boring and difficult to put up with.**

Now make a list of the points you would keep in mind during a presentation. Put it aside for now. You can check them out and add new points to this list in the course of the unit.

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## **14.2 READING COMPREHENSION: ABOUT PRESENTATIONS**

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### **Activity 2**

Before you read the given text on Presentations attempt the questions below. Then read the text and check your answers.

- 1) Can you complete this sentence?  
The purpose of most presentations is either to \_\_\_\_\_ or to \_\_\_\_\_.
- 2) Name at least three qualities of a good presenter.
- 3) Can you make a list of different situations in which people are required to make presentations at the workplace?
- 4) Do you think presentations are part of the recruitment process? What purpose could they serve for the selection panel?

Presentations are a way of communicating ideas and information to a group. The objective of communication is to make your message understood and remembered. In order to achieve this, the presenter must be clear, coherent, articulate and convincing. A presentation puts you on display before your audience. Therefore, in order to be effective and impressive in your presentation you need to prepare before you actually deliver. Even experts in communication need to plan and prepare their presentations in advance.

Most presentations either inform the audience about something or try to persuade the audience about a product, service, an idea or a concept. Hence we often hear of sales presentations for existing or prospective clients, as well as presentations

on projects, reports, proposals and updates on various business activities for business associates, seniors, colleagues and subordinates.

However, these days presentations have also become an important part of the recruitment process in business organizations. Perhaps this is because the job market has become so competitive that job interviews are not enough for companies to gauge the skills of their applicants. Therefore, in many organizations, the short listed applicants are asked to make presentations before the selection panel. Through presentations the interviewers get an opportunity to look at the ability of the applicants to identify and organize appropriate material on a specific topic as well as to support and illustrate ideas. On the other hand, the candidates have a chance to show their public speaking skills, their ability to communicate to an audience, to persuade and convince and to display their confidence and leadership abilities.

No wonder presentations are considered as one of the first managerial skills.

### **14.3 VOCABULARY: WORD PARTNERSHIPS**

#### **Activity 3**

Check a Business dictionary to find a few words that often form partnerships with the words listed below. Remember that these words can make partnerships with words that can come before or after them. The first one is done for you as an example.

- 1) Initial, consumer, economic, market, sales – **boom** - time, in sales, in profits, in demand (antonym: **slump**)
 

i) .....	boom .....
ii) .....	market .....
iii) .....	price .....
iv) .....	profit .....
v) .....	results .....

### **14.4 STAGES IN A PRESENTATION**

There are three broad stages in a presentation:

- a) Beginning
- b) Body of the presentation
- c) Conclusion
- a) In the beginning of the presentation the presenter **greets** the audience. (Good morning'..., 'welcome' etc.). Then the presenter states the topic of the presentation, simply and briefly. In doing this, the presenter may **define** any term or concept that is new to the audience. This is an important point to remember, since the audience can consist of business people or lay persons or both. The presenter must be aware of the level of the audience. For instance, a concept such as 'Quality Circles' may have to be defined if

the audience is a mixed one but may not require explanation to a group of people in an industrial firm.

It is also important to put the audience at ease at the beginning of the presentation by stating that questions may be asked and discussion can take place. The presenter may either ask: If you have any questions, please feel free to interrupt and I will do my best to answer them, or ‘If you have any questions or doubts, please keep them till the end of the presentation when we can discuss them.’

Look at this introduction to presentations:

- 1) Good morning, ladies and gentlemen...
- 2) Welcome to this session
- 3) Today I will be speaking about franchising.
- 4) I would like to begin by defining the concept of franchising.  
Franchising is...

Which phrases tell the audience about the structure of the presentation? These are: ‘I will be speaking about...’, ‘I will begin by ...’

Alternative phrases which can be used in place of the above are:

‘I will start by looking at...’

‘To begin with, I will talk about...’

‘What I want to talk about today is...’

- b) In the body of the presentation, which is the main part of the presentation, the most important aspect is the sequencing of ideas. For each idea, the following sequence may help:

Give the main idea

Explain related idea e.g. Cause, reason, link

Show its result, effect or implication

If there are several important ideas, the presenter must clearly indicate the order of sequencing in the beginning, such as:

First of all, we will discuss...

After that ....

Finally...

During the presentation, the presenter will need to use **markers of sequence** such as:

Next... (the next idea)

Then we have (the next related idea)

Now I’d like to turn to .. (another idea)

Alternative sequencing words and phrases are:

To begin with .... Secondly .... Thirdly... After that

First of all... What happens... Then... Following this  
 Firstly... Next is... Next...  
 The first step is  
 The next stage is ... Finally  
 Other stages in the main part of the presentation may be:  
**Turning to a new topic:** The presenter can say:  
 'Now I will turn to ...', 'We can go on to consider...'

### **Check Your Progress 1**

Mark the main stages in the following presentation; you may underline the words that mark these stages:

Let me explain the various steps that we go through before we make a new medical product available to doctors and patients. First of all, a new substance is tested under laboratory conditions to determine its possible side-effects. If the tests are successful, the substance is then tested on volunteers. Subsequently, a licence is applied for from the government, so that the product can be evaluated by hospital specialists, following specified procedures. Next, the information from trials is published in the medical press. Following this, the accumulated data is presented to the Committee on safety of Medicine. Then, after the licence is granted, the product is introduced and marketed.

---

## **14.5 SPEAKING: MAKING A PRESENTATION**

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Now prepare a presentation on the achievements of your school / college / department in the past year. Make the presentation before your friend/colleague or a family member. You may ask to be rated on the Evaluation form given below:

### **PRESENTATION EVALUATION FORM**

Name of Presenter: .....

Title of Presentation: .....

<b>THE PRESENTATION</b>	excellent	good	poor
Captured interest			
Presentation of main ideas			
Timing			
Signposting			
Body language and confidence			
Visuals			
Overall			

## 14.6 GRAMMAR: PREPOSITIONS

### Activity 4

- 1) The text below deals with a very important aspect of presentations: the audience questions! Fill up the blank spaces in the text with the help of these words given in the box. You will need to use some of these words more than once. Remember to re-read the text after you've checked your answers with the Answer key.

*of, to, until, in, on*

Audience questions are important ..... any presentation. You can have two policies ..... this issue. You may either allow the audience ..... ask you questions anytime during the course ..... your presentation or you may request your audience to hold questions ..... the end. Questions are an excellent indicator ..... the extent of involvement of the audience ..... your presentation. If you choose the first option ..... inviting the questions during the presentation, you will have the opportunity ..... clarify doubts as you go along and ensure that your point has been understood. But if you save them ..... the end you will get through the material uninterrupted. It is up to you ..... make the decision. Whatever you do, make sure you stay ..... time! If your allotted time is 10 minutes, do not exceed it. This way you can make sure that the audience remains engaged.

- 2) Here are some frequently used expressions in presentations. Can you furnish the preposition that will follow these words?

- i) begin .....
- ii) emphasize .....
- iii) I'd like to point .....
- iv) I'm sure you would agree .....
- v) I'd now like to turn .....
- vi) to expand .....
- vii) I'd like to illustrate this .....
- viii) to digress .....
- ix) moving on .....
- x) to elaborate .....

## 14.7 WRITING: OUTLINE OF A PRESENTATION

### Activity 5

- 1) Look at the visual below and write a paragraph based on it.



Remember there is no single correct answer to this question.

- 2) Here are some commonly used structures of Presentations:
  - 1) Chronological : Past → Present → Future
  - 2) Pro Con : Concept – Benefits – Drawbacks
  - 3) Problem – causes – solution

Write down an outline of a presentation on any one of the topics given below. Try to use some facts or statistics to substantiate or illustrate your points. You could put these in graphics on PowerPoint slides or charts.

Now make the presentation before a mirror or before your friends. If possible you can record the presentation and then listen to it for self correction.

- 1) Your town / city
- 2) Your favourite shopping place
- 3) The television channel you like most
- 4) The importance of presentations in the workplace
- 5) The biggest threat to the environment of the place you live in

## **14.8 LISTENING: HOW TO OVERCOME ANXIETY**

### **Activity 6**

Listen to an expert telling you something about presentations and answer the questions given below. You can listen to the audio 2 to 3 times if needed.

- 1) What problem do many presenters face? What solution does the speaker offer?

.....  
.....  
.....  
.....

- 2) How does PowerPoint help you in dealing with the content of your presentation?

Making Presentations

.....  
.....  
.....  
.....  
.....  
.....

- 3) In what way do visuals help the presenter?

.....  
.....  
.....  
.....  
.....  
.....

- 4) What should we guard against while using PowerPoint?

.....  
.....  
.....

- 5) What is the main theme of the presenter's talk?

.....  
.....

- 6) Can you complete the following sentences based on what you hear in the audio?

- i) The speaker highlights the importance of .....
- ii) The speaker cautions us against .....
- iii) The speaker advises us to .....
- iv) The speaker guides us on .....
- v) The speaker suggests .....
- vi) The speaker emphasises .....

## **14.9 LET US SUM UP**

In this Unit you have learnt about the **importance of presentations**. They are commonly used in workplaces for the purpose of communication in a variety of situations that range from reporting to your department or the progress of your work to selling products and services. Besides, they have recently become part of the recruitment process.

The **objective** of most presentations is either to inform or persuade the listeners about something.

The **essentials** of presentations include clarity, coherence and a structured outline.

**Preparation** for presentations is as important as the actual delivery. Well prepared presentations help you to be more confident and to overcome fear and anxiety.

It is necessary to pay due attention to **outlines** which must follow a well structured pattern.

**Presentation verbs** play an important role in making your presentation clearly understood and effective. A wide range of these words are used by all good presenters.

Use of **signaling, signposting and listing techniques** is essential to give direction, clarity and lend coherence to your presentation. These devices also help you to carry the attention of your listeners to the end of the presentation.

**Practise** of presentations ensures that you get familiar with the content, and you time yourself. Practise also enhances the confidence of the speaker.

Use of **PowerPoint** can help you to feel more comfortable with your presentation and to make it more engaging. The **graphics** can help you to present complex data in a simple and comprehensive manner.

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## 14.10 ANSWERS

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### Activity 1

- 1) Here are three possible statements. It is possible that your statements are very different from these.
  - i) The gentleman is making use of graphics to present data.
  - ii) The lady seems to be reading from a piece of paper during her presentation.
  - iii) This is a bored member of the audience.
- 2) All of these three statements tell you something very important about presentations.
  - The first one suggests that the use of graphics can help you to present difficult data in a simpler and more interesting way, so that the audience can follow it better.
  - The second warns you against reading from paper. You may use your notes to guide you along, but never read them out to the audience.
  - The third statement cautions you against an undesirable situation, which you too may have experienced as member of the audience. You can avoid this by being a good presenter.

- 1) The purpose of most presentations is either to **inform** or to **persuade**.
- 2) Three qualities of a good presenter are that he/she must be clear, coherent and articulate. (There can be several other qualities like confidence, communication skill, etc.)
- 3)
  - while selling goods and services to present or prospective clients
  - projects
  - reports
  - proposals
  - updates on various business activities
  - as part of the recruitment process
- 4) Yes they are. Shortlisted candidates who reach the final stage of recruitment are sometimes asked to make presentations on self chosen topics or topics given by the panel/ selectors. Several skills can be assessed by the panel on the basis of the presentation made by a candidate such as creativity, expression, knowledge, communication skills etc.

**Activity 3**

This is a task that should help you to organize your vocabulary. A compilation from two different dictionaries could be both interesting and useful. Here are some possible combinations.

- i) initial, consumer, economic, market, sales – **boom** - time, in sales, in profits, in demand (antonym: **slump**)
- ii) global, up-, down-, foreign - **market** – place, economy, share, value, conditions, leader, -oriented, research, segmentation
- iii) market, purchase, retail, trade, competitive, net - **price** – fixing, war, -rise, tag, range
- iv) accumulated, net, paper, total, realized, increase in, drop in, make – **profit** – margin, making, sharing (antonym: **loss**)
- v) interim, first-quarter, annual, financial, release, achieve, affect, good, poor - **results** – show, in.

**Check Your Progress 1**

Introduction: First of all..., if..., Subsequently..., Next..., Following this..., Then, after...

**Activity 4**

The answers are marked in **bold**.

- 1) Audience questions are important **in** any presentation. You can have two policies **on** this issue. You may either allow the audience **to** ask you questions anytime during the course **of** your presentation or you may request your audience to hold questions **until** the end. Questions are an excellent indicator **of** the extent of involvement of the audience **in** your presentation.

If you choose the first option **of** inviting the questions during the presentation, you will have the opportunity **to** clarify doubts as you go along and ensure that your point has been understood. But if you save them **until** the end you will get through the material uninterrupted. It is up to you **to** make the decision. Whatever you do, make sure you stay **on** time! If your allotted time is 10 minutes, do not exceed it. This way you can make sure that the audience remains engaged.

- 2) Some frequently used expressions in presentations:
  - i) begin **by telling you something about...** /**with a personal experience...**
  - ii) emphasize **on...**
  - iii) I'd like to point **out...**
  - iv) I'm sure you would agree **with me / to this suggestion...**
  - v) I'd now like to turn **to...**
  - vi) to expand **on...**
  - vii) I'd like to illustrate this **with the help of...**
  - viii) to digress **from this for a moment...**
  - ix) moving on **to...**
  - x) to elaborate **on...**

### Activity 5

- 1) This is a picture that shows a gentleman practising his presentation before a mirror. There are many advantages of practising a presentation before you actually deliver it. Some of these are:
  - it makes you familiar with the content of your presentation.
  - you also get comfortable with any complex information like names, figures, etc which you might fumble with if you do not practice.
  - you can time yourself and ensure that you are not overshooting the time limit.
  - increases your confidence and comfort level.

### Text for audio

The thought of public speaking fills many people with fear and anxiety. One way to overcome this is by making sure that you are familiar with your subject and content. In the case of presentations, PowerPoint plays an important role in guiding you through the content of your presentation with the help of headlines and graphics. When you move to a new slide, the headline prompts you about what to say next. This also helps the audience to understand what you want to convey.

PowerPoint also offers you the advantage of illustrating your headlines with the help of graphics like bar diagrams, pie charts, graphs, tables, pictograms etc. While these visuals help you to cope with more complex information of data, statistics and trends, they also enable the audience to comprehend intricate information on performance, comparisons, predictions more easily. In other

words, they help you to gain the focused attention of your audience and alleviate your fear and anxiety.

However, a few precautions are necessary. Never fill up your slides with too many graphic elements and animation effects. These can become a source of distraction. It is best to choose simple designs.

The key thing here is preparation. Plan the outline of your presentation carefully so that it is well structured. Make sure that all your headings and subheadings are up on the slides and adequately and appropriately illustrated. Go through your slides several times so that you are absolutely familiar with them. You will generate a deep confidence that dispels anxiety and fear and helps you to enjoy your own presentation.

### Activity 6

- 1) Most speakers are afraid to speak before an audience and suffer from anxiety. The speaker suggests the use of PowerPoint slides. These can make you feel more comfortable by giving you the much needed support in your presentation.
- 2) You can put down the headings and subheadings on the slides and use them to guide you through. This way you will not leave out any important point on account of nervousness or oversight.
- 3) They help in transferring complex information like data, dates, etc to graphics which makes it more interesting, compact and easier to understand. They also help you to deal more effectively with areas like comparisons, future prospects, trends, etc.
- 4) We should guard against overloading our slides with visuals.
- 5) How to overcome fear and build up confidence in presentations by making effective use of PowerPoint.
- 6)
  - i) The speaker highlights **the importance of PowerPoint slides.**
  - ii) The speaker cautions us against **overloading the slides with too much information.**
  - iii) The speaker advises us to **prepare well.**
  - iv) The speaker guides us on **how to use PowerPoint to our best advantage.**
  - v) The speaker suggests **careful use of graphics and animation.**
  - vi) The speaker emphasises **the need to practise by going through the slides several times.**

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# **UNIT 15 WRITING BUSINESS LETTERS**

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## **Structure**

- 15.0 Objectives
  - 15.1 Warm Up
  - 15.2 Kinds of Correspondence
  - 15.3 Listening Comprehension
  - 15.4 The Structure: Layout and Content of Business Letters
  - 15.5 The Language of Business Writing
  - 15.6 Application Letter
  - 15.7 The Activity File
  - 15.8 Grammar: Noun or Pronoun
  - 15.9 Let Us Sum Up
  - 15.10 Answers
- 

## **15.0 OBJECTIVES**

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This unit will help you to

- Identify the various kinds of business correspondence you might encounter
- Analyze the possible layouts and organization structures of business letters
- Use appropriate and effective language in business correspondence

You will also be provided with an array of sample correspondence and an activity file to help you practice the structures.

Note that while the format may be different, these letters can also be sent by e-mail.

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## **15.1 WARM UP**

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Have you ever needed to write to:

- Banks
- Insurance companies
- Government and semi or non-government agencies
- Education bodies
- Companies and industries
- Newspapers and publication houses
- Shopkeepers or dealers
- Travel agents
- Any other?

Do you have copies of any of the correspondence that you may have done with any of the above mentioned people or letters that you have received from them? If yes, then you have an authentic sample of an official/business letter.

How are these letters/e-mails different from personal correspondence?

## 15.2 KINDS OF CORRESPONDENCE

Look at the two letters given below. One of them is a letter to a bank and the other is a personal letter to a friend.

### **Letter 1**

11 Surya Road  
Masjid Moth-I  
New Delhi-110048  
26 November 2017

The Manager  
State Bank of India  
12th Floor, Himalaya House  
23, Kasturba Gandhi Marg  
Cannaught Place  
New Delhi-110001

Subject: Notification regarding change of address of Mrs Shashi Mehra  
(Savings account no. 12899076)

Dear Sir /Madam,

I have a savings account in your branch ((Savings account no. 12899076) and am writing to notify you of a change in my house address as I have recently shifted my residence.

The previous address in your records was 234, Siddhartha Enclave, New Delhi-110036. The current address is as follows:

Mrs. Shashi Mehra  
11 Surya Road  
Masjid Moth-I  
New Delhi-110048

Kindly make the necessary changes.

Yours faithfully

Mrs Shashi Mehra

### **Letter 2**

Thursday 7 December 2017

Dear Manjari,

Sorry I didn't have time to reply to your mail. I'm off on a tour of the Andes. In fact I'm leaving today. I will be travelling with Dolly and Kalyani. You may remember them from the party last month.

By the way, I've shifted to my new place. The house is located in Masjid Moth, New Delhi. You'll like it here. Just the kind of quiet you prefer.

Hope you can visit me soon. I'll call you as soon as I get back from this trip.

Bye for now.

Warmly

Samira

### Activity 1

Based on these letters can you answer these questions? Discuss your answers with a friend or study mate.

- 1) What is the common purpose of these letters?

.....  
.....  
.....  
.....  
.....  
.....  
.....

- 2) How is the formal letter different from the personal one (hint : think about the following criterion – layout, content, words and expressions, amount of information conveyed)

.....  
.....  
.....  
.....  
.....  
.....  
.....

- 3) Why do you think they are different?

.....  
.....  
.....  
.....  
.....  
.....  
.....

### Activity 2

Now that you can identify formal correspondence, look at the following samples of various documents of correspondence within and outside businesses. Some of them you will deal with on the job and some you will need to use while job hunting.

With the clues given in the boxes (1 to 4), can you match the correct definition with its sample document (A-D)?

Which are the ones that you are likely to use in the process of applying for a job?

1) This is a formal tool of correspondence in businesses though it is also useful for personal correspondence. It can carry extensive information both in informal or formal language as the context determines. In the business sector it is used as an official document for inter company transfer of information. This is what you would be using to introduce yourself to the company.

2) This is the kind of text you would normally find on message boards in companies and in your home too! This document requires the informal style and conveys key information through crisp, to-the-point language where the focus is on quick reading and comprehension. This is what we do when we note down information from a phone conversation.

3) A document for internal transfer of information regarding company activities or notices. Brief, factual and without the formal formatting of the letter.

4) An electronic document - fast, easy accessible and secure. It can serve as official online document. The style can vary from very formal to very informal.

A

CTA Ltd.  
Glagoljaska  
8, 6000 Koper  
Slovenia

Sub: Reply to enquiry

Dear Urska Gerzeli

We are pleased to confirm your booking for a 15-day package at the Living India resort at Jaisalmer, Rajasthan. On the basis of the requirements that you mentioned in your letter, we have put together the following itinerary for the delegates.

The **First week** at Arogya along with consultation with our therapists and a gala weekend banquet.

The **Second week** offers visits to the Chowk Bazaar and sightseeing tours to nearby tourist destinations.

December happens to be the peak season for us in terms of overseas customers as the resort is located in a warm area. We are however happy to offer you group discounts of 12 %.

Your terms of payment are perfectly acceptable.

We are also sending you a catalogue of our products that you can buy online. If there is anything else, we'd be glad to help.

Looking forward to seeing you in India.

Best regards

Sales team

Living India

B

To:

Cc:

Bcc:

Subject:

Hi Pradeep

Thanks for your email today.

You'll be glad to know that I'll be able to meet the deadline and should be able to finalize things within a week or so. Can we arrange to meet early October so that I can look over my manuscript and discuss the amendments and new page design etc.?

Talk to you soon.

All the best...

Shilpi

**C**

Sally

Plz upload the new cover design. It needs to go online by Monday.  
Could you also check out the latest downloads for JAVA.  
We are meeting for lunch aren't we?

Deepa

**D**

To: Personnel  
From: Public Relations  
Date: Dec 1 20..  
  
In house Document Formats  
  
I am enclosing a booklet of the company general rules regd. document formats. Please summarize the rules for the notice board.  
S/d

### **15.3 LISTENING COMPREHENSION: ESSENTIALS OF A FORMAL LETTER**

#### **Activity 6**

Listen to the recording on the essential points in writing a formal letter and complete the sentences. You may need to listen twice or three times.

- 1) Informal letters are like having an .....
- 2) Personal letters unlike the more formal letters have diverse .....
- 3) The conventions of formal letters are .....
- 4) Business correspondence include the following letter types: (Name any four)
- 5) Four points that should be kept in mind while writing formal letters:
  - i
  - ii
  - iii
  - iv

### **15.4 THE STRUCTURE: LAYOUT AND CONTENT OF BUSINESS LETTERS**

The structure of a business letter includes considerations regarding how the various items or parts are arranged on paper. Apart from the physical placing of these items there is also the structuring or organization of the information in the letter.

Let us first see the commonly accepted physical format of official correspondence.

**A**

**FINANCIAL TIMES**  
**Pitman Publishing**  
(Address in small font)

Mr. Vikram Das  
General Manager  
Das Printing Co. Ltd.  
34 Jawahar Nagar  
Delhi-110007

Dear Vikram

Heading or subject line

This layout has become firmly established as the most popular way of setting out letters, fax messages, memos, reports—in fact all business communications. The main feature of the fully blocked style is that all lines begin at the left hand margin.

Open punctuation is usually used with the fully blocked layout. This means that no punctuation marks are necessary in the reference, date, address, salutation and closing section. Of course essential punctuation must still be used in the text of the message itself. However, commas are used minimally; in fact, only when not using them makes the message unclear.

It is usual to leave out one clear line between each section. I enclose some more examples of the fully blocked format in e-mails and memos. Most people believe that this format is easy to produce, formal and makes good design sense.

Please feel free to contact us for further details.

Yours sincerely

Shirina Thomas

Senior Consultant

Encl: samples of letters, memos and emails

Copy:

All students

Faculty

Now let us look at what the letters A to K stand for:

- A) The Letterhead - dictated by company trends and personal design
- B) The Date – follow the UK pattern of day/month/year or the pattern followed in many other countries; month/day/year. Style dictates spelling out the month.
- C) The Recipient's address
- D) Salutation – if the recipients name has been used in the inside address, it is usual to use a personal salutation. For example: Dear Mr. Andani, Dear Ajmal, Dear Ms. Sharma

If your letter is addressed generally to an organization, then the more formal salutation should be used. For example Dear Sir/Madam

- E) Heading or subject line – this is only a brief indication of the content of the letter. It is usually placed one clear line space after the salutation.
- F) Body of the letter - as the letter indicates the fully blocked format is the most popular formatting for letters; business or otherwise.
- G) Leave taking note – this is meant to conclude the message. Do so on a positive future-focused note.
- H) Complimentary close – the close depends on the level of informality established by the salutation. The two most common closes are ‘yours faithfully’ – used with Dear Sir/Sirs/Madam/ and ‘yours sincerely’ used with more personalized greetings for example Dear Ms. Sharma, Dear Ajmal, Dear Mr. Adnani.
- I) Name of the sender and designation – the name and the designation is naturally important in business situations. For someone applying for a job, a clearly spelt out name is equally necessary. When a letter is to be signed on behalf of the sender, it is usual to write ‘for’ or ‘pp’ in front of the senders printed name.
- J) Enclosures
- K) Copies circulated

### **Organizing Content**

In the previous section we observed the layout or physical organization of a letter. What about the body or content of the letter? As in any piece of writing, the better organized the writing, the more effective the communication. Since business correspondence is functional and purpose-driven it is imperative to organize the information.

This is how information is normally arranged in formal correspondence:

- 1) Opening greeting
- 2) Connecting with the reader
- 3) Giving a reason for writing/stating purpose
- 4) Giving news or information
- 5) Making a request/ agreeing to a request
- 6) Specifying the (further) action that needs to be taken/the work that is to be done
- 7) Concluding / leave taking note
- 8) The closing

In formal correspondence, a range of structures act as signaling devices to signify these divisions in a letter. Here is a letter that uses such structure to organize information:

Dear Mr. Sharma 1

I am writing in reference to our phone conversation last week. 2 I am pleased to say that the idea has been liked. 3. Our production manager, Mr. Morris would like to see the prototype before deciding to place an order. 4

Would you be able to attend our company seminar on Monday? I believe it will be a good opportunity to present the prototype. 5

Please confirm so I can book your presentation well in advance. 6

Looking forward to your visit. 7

Thank you

Here are some points that you need to keep in mind when writing a business letter/email:

The key to organizing a letter is simple

**Step 1**

Enlist the points that you need to include

Sequence in order of appropriacy

**Step 2**

Sequence them in order of logical importance

For example: I want to write to Asmit

- 1) to tell her about my new job
- 2) to ask her for first day guidance
- 3) if she can meet me on Wednesday
- 4) because she could tell me where to shop for some good business clothes

This is what the logical sequence should be like – 1, 2, 4, 3 and these will become my paragraphs in the letter

The next tip is to decide and choose an approach – the direct or the indirect. What are these? Well exactly what they say – do you want to get to the point straight in the first paragraph, for example, in the letter sample in section 15.2 or would you prefer to give a background before coming to the immediate purpose of the letter, for example a sales letter that starts out by talking about the company first and then markets the virtues of a particular product. The thumb rule should be that if there is a specific purpose then get to it as quickly as possible. The exceptions would be letters that are meant to convey overall generalized information.

Dear Mr. Kumar,

Thank you for your enquiry of 6 October.

As requested by you, we have enclosed our catalogue and price-list. All our products carry a two-year guarantee from the date of sale.

You will notice that we offer a wide selection of watches, but may we draw your attention to the models described on pp. 6-7 of the catalogue, which we think might best suit your market?

If there is any further information you require, please contact us. Meanwhile, we look forward to hearing from you soon.

Yours sincerely  
Manoj Tiwari  
Marketing Head

## 15.5 THE LANGUAGE OF BUSINESS WRITING

In this section we shall focus on expressions that are and should be used in formal correspondence. We use language both spoken and written for specific purposes. The words and phrases used to convey one purpose would need to vary from what we use to fulfill another purpose.

Chunks of language that serve a specific purpose can be referred to as structures. These are often formulaic expressions that fulfill language functions. They also provide different levels of formality to create a variety of moods. For example “I’m afraid this is not really possible” is a polite refusal. Look at the variations possible with the same intent:

*No way (most informal)*

*Not possible*

*Absolutely not*

*This is simply impossible*

*It seems difficult for this to happen*

*I'm afraid this is not really possible*

*I regret to inform you that this would be very difficult to make possible (most formal)*

Let's now look at some of the functions you will be expected to deal with:

Function	Structures
Connecting with the reader and stating purpose. Giving a reason for writing	I / We am/are writing to enquire / inform / request / ask for / apply/ remind / bring to your notice / follow up on / complain regarding (about) ...
Expressing certainty/doubt	We assure you / are convinced that surely we are not in a position to confirm / unable to confirm... We / are not very sure regarding/ about...
Emphasizing/focusing attention/reminding	To be more specific / We/I would like to draw your attention to / We / I wish to / would like to remind you .../ Could you also / We request you to / We would like you to look into (the matter)
Referring	With reference to / I am / We are / writing / with reference to / in connection with ....This is in reference to ...

Give opinions/ suggestions/ advice recommendations/ offer assistance	We / I would like to / wish to suggest / recommend / advice that ...It is our / my opinion / belief that ... We/ I believe / think / am sure / am convinced that...We would be glad to / happy to / assist / help out ....If there is anything we / I could do ...If there is anything (else) you would like us / me to do ...we/I would be glad to help out in any (other) way ...
Obligation/ necessity	I / we must insist on / that ...It is / will be necessary to / important to ...It is / will be required to ...
Apologizing	I / we must / would like to apologize...We / I regret (the inconvenience)... we / I am /are sorry for...
Agreeing/ disagreeing/yes/no	We / I would be glad to / are /am pleased to ...We'd / I'd be happy to ...Unfortunately/ we / I am/ are unable to ...I'm /we're afraid ... (cannot agree to /with)

Organizing signposts	
Specifying the action	<b>Structures</b>
Leave taking	We / I would like you to / wish you to ...Could you ..... We / I require / request / need you to .....
Opening greetings/ Salutations and closings	Looking forward to hearing from you / to your (quick) response / to a positive reply/response... We / I look forward to further correspondence / contact / interaction... Hoping for a quick / positive response...We request / await ... your confirmation / reply / agreement to / inputs on / more information on/about ...  Sir / Dear Sir / Madam; Dear Sir; Dear Madam; Dear Ms / Mr. Goswami; Dear Malvika(thank you) yours sincerely / sincerely yours /yours truly/(American) yours / yours faithfully/best regards/regards

## 15.6 APPLICATION LETTER

When you apply for a job you may have to write a letter of application, fill an application form and write a resume or a C.V. Whether your application is short listed depends on the impression your C.V makes. And to make sure that your C.V is read from among the huge numbers that reach a company it is important to have an impressive resume and a very good application.

Job applications are a tricky business. In real life there are no limits to job applications but such a letter should be on one side of the paper if it is word-

processed.

Here are some simple things to consider when writing an application to a company

- 1) Mention the position you are applying for and where you learnt of it.
- 2) Expand on some points of your background and experience showing how they are relevant to this job. Do not repeat ALL the information in your resume or your application form.
- 3) Emphasize your interest in and suitability for the job. If possible, show that you have knowledge of what the target job entails.
- 4) Mention that you have attached a copy of your resume or the completed application form.
- 5) State that you are willing to attend an interview.

Set your letter out clearly. Follow closely the format of formal letters and do keep a copy of the letter and the advertisement.

#### **Activity 4**

Points 1-5 above correspond to parts of the letter given below. Can you find those parts and match them to the points 1-5.

Dear Sir/Madam

I feel I am well qualified for the position. I have a level 2 coaching certificate and have had two years experience as part time coach with Model High School. I enjoy working with people, both young and old.

I would be happy to attend an interview at any time convenient to you.

I would like to apply for the position of full time tennis coach, advertised in the January edition of "Sports Monthly"

A position with your club would give me an opportunity to work full time in the job that I love.

A resume giving details of my qualifications and experience is attached.

Yours sincerely,

XYZ

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## **15.7 THE ACTIVITY FILE**

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This is a collection of writing activities that you need to practice from the inputs you have just received

#### **Activity 5**

Given below is a request letter. The sentences unfortunately have been jumbled up. Can you put them in the correct order? Regroup the sentences numbered 1-7

Arrange the parts below to make a complete letter

- 1) I am interested in Package D (the 20 day trek in Nepal).

- 2) Yours faithfully
- 3) We look forward to your confirmation of our booking as soon as possible
- 4) Thank you for the information you sent about the Himalayan walking tour holidays
- 5) We would really prefer the weekend beginning September 6th with any day around October 2nd as our second choice.
- 6) I would like to make a booking for two people
- 7) Dear Sir/Madam

### **Activity 6**

Refer to section 15.6 for this activity. Given below are a few advertisements that appeared in the classifieds section of the local newspaper. Choose a job that you'd like to apply for and write an application for it.

#### **Seeking Staff**

The new Raheja Children's Centre at 26, Defence Colony is seeking about a dozen staff, including a trainee nurse and a casual kitchen helper. Applicants should write to the centre, to reach it no later than Monday, March 3. Further information can be obtained by telephoning Ms. Rahat Hasnain on 998881235

#### **Required**

**Youth worker** required for 20 weeks commencing late February. 3 days and 2 nights per week. Shift work. Applicants should be experienced in some area of youth welfare. Car essential.

Applications in writing by Friday 24th January to The Chairperson, Naveen Youth Refuge, P.O Box 579, New Delhi 2042.

#### **Artist**

Mohsin Art Studio requires artists to do assembly, must also have the ability to draw and keen to learn airbrush illustration. Apply in writing to Ahmad Khalid, 32, Bela Road, Civil Lines, Delhi-110054.

### **Activity 7**

Refer to section 15.4 for this activity on structures.

The opening statement of a formal letter indicates the purpose of the letter. Below are four examples. Match them to the incomplete letters given:

- 1) I would like some information on the courses you offer at your college.
- 2) Please find enclosed a cheque for Rs. 5000.
- 3) I refer to your letter dated November 5th.
- 4) I am writing to inform you about an error in your records.

#### **Letter A**

This is to cover the registration fee and the first installment of the tuition fee for the diploma in time management. Please forward the receipt to the above address.

I have realized that you have my date of birth noted as 18/12/75. I must point out that the correct date is 12/08/75. As a result of this I was unable to use your certificate as documentary evidence for my driving test.

I look forward to your co-operation in correcting this detail at the earliest.

**Letter C**

My interest is in computers. I have done two beginner courses in the subject and now wish to join a more advanced course. Could you send me any brochures that you may have available, including cost and enrollment procedures?

Thank you

**Letter D**

This is with reference to your letter dated November 5. You stated that I would receive the books I had ordered within a week. It has been three weeks and I still haven't received my order.

Could you please look into the matter?

**And now for the next two examples make up your own opening statement based on the purpose of the letters.**

**Letter E**

I am moving to Melbourne in early May and will need a full time nurse to look after my invalid mother. We will be living in the western suburbs. I will forward you the exact address as soon as possible.

I would be grateful to receive any information on services available in the area.

**Letter F**

You said that there are three books overdue. I'm afraid that's just not possible. I returned "British Pictorial History" on Wednesday last and "Ivanhoe" yesterday. I do have Nelson Mandela's biography with me and I apologize for the delay in returning it.

Please check your records again.

**Activity 8**

The list below contains words commonly used in applications. Use suitable words from this list to finish the letter given below

Preference / prefer

Reference / refer

Experience / experienced

Qualified / qualifications

Advertised / advertisement

Attached / attach

Pleased / pleasure / grateful  
Interested / interest  
Information / inform  
Position  
Vacancy  
Welcome/willing  
Opportunity/opening  
Responsible  
Requirement  
Enquire / inform / confirm  
Possible  
Employment /employee / employed / employ  
Company / industry / field  
Ability / capability / skill /proficient  
Apply /applied / application  
Reply /response  
Convenient / convenience/consideration  
Suitable / available  
Resume / curriculum vitae  
Sincerely / extremely / recently/ immediately  
Dear Sir/Madam  
I am writing to 1..... about the possibility of 2.....in any type of hotel work.  
I have had three years 3..... as chef in a hotel in Perth. I 4.....completed a special course in world cuisine which included a world tour cum training program.  
I would welcome an 5..... to work for the Hilton and I feel I would make a 6.....employee.  
I am 7.....to start work 8.....and am willing to move if 9.....  
My 10.....is attached  
Should you have an 11.....at present or foresee any in the near future, I would be 12.....to hear from you.

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## 15.8 GRAMMAR: NOUN OR PRONOUN

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### Activity 9

Look at each phrase in italics and decide if it should be replaced with a pronoun. If so, cross it out and write the pronoun. If not, put a tick. Remember this is matter of style as well because sometimes it is possible to use a noun or a pronoun.

Back in the 1970s Bill Gates and Paul Allen were at high school in Seattle. *Bill and Paul 1.....* were great friends and *Bill and Paul 2.....* were both interested in computers and in writing programs for *computers 3.....* In 1975 the first personal computer came in the market, a very primitive machine by today's standards. At this time *Bill 4.....* was at Harvard and *Paul 5 .....* had a job. *Bill and Paul 6 .....* immediately decided that *Bill and Paul 7 .....* would write software for the computer. The owner of the company was a man called Ed Roberts.

*Paul 8 .....* phoned *Ed 9.....* and told *Ed 10.....* that *Bill and Paul 11.....* could offer *Ed 12.....* some software. *Bill and Paul 13.....* then wrote a program in a big hurry. *Ed 14.....* invited *Bill and Paul 15.....* to visit his company in New Mexico. But *Bill and Paul 16.....* didn't have enough money for two plane tickets so *Paul 17.....* flew there on his own and met *Ed 18.....* When *Paul 19.....* loaded the software into the computer, it worked. *Ed 20 .....* was impressed. *Ed 21.....* immediately agreed that the two men should work on software for the computer.

## 15.9 LET US SUM UP

This unit focused on business correspondence and formal letters of various kinds. To recap, we started out with a selection of corporate correspondence and then observed the physical formatting of a letter. We have also discussed the organization of business letters/emails as well as a wide variety of structures used in them. This was followed by a special section on job applications. We ended the unit with an activity file and a grammar activity focusing on the use of nouns and pronouns in texts.

## 15.10 ANSWERS

### Activity 1

Discussion guidelines – we list here some of the features of the formal letter given in this section. This will help you in your discussion:

Although both the letters have been written for communication yet the formal letter uses a definite, non-flexible format; it is purpose driven communication with minimal extra information apart from what will contribute to the basic message; the writer usually follows the direct approach i.e. she comes to the point of the letter very quickly in the first paragraph with minimal introduction ; the letter also uses formulaic constructions to introduce ideas like “I am writing to notify you...”; the writer uses a highly organized format for conveying information i.e. the information is logically sequenced.

Now use these points and observe the differences in the personal letter.

### Activity 2

- 1) A
- 2) C
- 3) D
- 4) B

## Audio Script

In the course of our life, we all have to write both formal and informal letters/e-mails. Let's first discuss the difference between the two.

As you are aware, informal letters are likely to be in the form of extended long-distance private conversation. But, at the same time, they are not really different from other kinds of writing. For instance, in a letter to a relative or a friend, you may wish to describe a place or a person, tell a story, or even have an argument. In these private letters, you may use whatever style that serves you best. These letters are therefore rather varied in their style and content.

Formal letters, on the other hand, are generally more 'set' in their style and phraseology, although the conventions change from time to time. They are usually written, for example, when you want to request an organization to do something for you, or when the decisions of the government have to be conveyed to the people concerned and records have to be kept.

What are these formal letters? These include, for example, letters of enquiry, applications for jobs, letters to newspapers, orders for goods, letters asking for travel and hotel reservations, etc. There may be semi-formal (also called demi-official) letters written to business/professional colleagues and addressed by name.

You will no doubt realize the importance of formal letters, as you enter the workplace.

A formal letter has to observe the form usually adopted for such communication. There are certain things that one should keep in mind, when writing a formal letter.

- Keep your letters as brief as possible. Remember that the person you're writing to hasn't the time to go through a long, rambling letter. If s/he receives such a letter, s/he's likely to slip it in at the bottom of her/his pile of incoming mail, with the thought that s/he'll look at it when s/he has more time.
- In fact, most formal letters are restricted to one or two main points. Most of them do not exceed one page of single-space typing, and very few are longer than two pages. Topics that are too complex to be treated within the space of the usual formal letter are generally made the subject of reports. If the situation requires a letter as well, you can send a covering letter with your report and state the main points and the conclusion.
- Your letters should be clear, precise and complete. This suggests that all the information should be given but unnecessary details should be avoided. Care should be taken to highlight the main points. These points should be arranged in a logical sequence.

### Activity 6

- 1) a long-distance private/personal conversation.
- 2) style and context
- 3) more rigid than informal letters

- 4) letters of enquiry, request, complaint, letters about job, i.e. covering letters, letters of acceptance and rejection.
- 5) i) brevity  
ii) clarity  
iii) focus  
iv) logical sequencing

#### Activity 4

**Dear sir/madam**

I would like to apply for the position of full time tennis coach, advertised in the January edition of “Sports Monthly” POINT 1

I feel I am well qualified for the position. I have a level 2 coaching certificate and have had two years experience as part time coach with Model High School. I enjoy working with people, both young and old. POINT 2

A position with your club would give me an opportunity to work full time in the job that I love. POINT 3

A resume giving details of my qualifications and experience is attached. POINT 4

I would be happy to attend an interview at any time convenient to you. POINT 5

Yours sincerely

**XYZ**

#### Activity 5

The correct sequence is – 7, 4, 1, 6, 5, 3, 2

#### Activity 6

A Possible application for **Seeking Staff**

Dear Sir / Madam

I am writing to apply for the post of trainee nurse at the Raheja Children’s Centre as advertised in The Telegraph on November 1st.

I am currently a junior nurse with St. Stephens Hospital. My duties include handling the children’s helpline unit.

I wish to work closely with children and that makes your centre a first choice. A detailed resume listing my qualifications and experience is enclosed.

I would be happy to come in for an interview any time next week.

Thank you

Possible application for **Required**

Dear Sir / Madam

I am writing in response to your advertisement for the vacancy of Youth worker.

I have had 5 years experience as counselor for Gyandeep College, Mohali. I have also worked as a team leader for two interstate youth welfare undertakings by the local council. I enjoy interacting with young people.

I believe working with Youth Welfare will be a responsibility that I am most suited to fulfill.

I enclose my resume and will be glad to come in to meet you whenever convenient.

Yours sincerely

Possible application for *Artist*

Dear Mr. Khalid,

I wish to respond to your advertisement in the The Daily dated 3rd December. I am a senior design and graphics consultant with The Galleria and my work involves teaching design and illustration to young artists. I wish to consolidate my 6 years experience as trainer with practical experience.

Mohsin Art Studio has been on the forefront of modern art and I believe it would be a wonderful work experience and opportunity to learn airbrush illustration.

I include my detailed resume and portfolio.

Looking forward to your response.

Yours sincerely

### **Activity 7**

Letter A – 2

Letter B – 4

Letter C – 1

Letter D – 3

Letter E – I am writing to request your assistance in hiring nursing help / I am writing to enquire about availability of trained nurses.

Letter F - I am writing in response to a reminder note I have received.

### **Activity 8**

Dear sir/madam

I am writing to 1 *enquire* about the possibility of 2 *vacancy* in any type of hotel work.

I have had three years 3 *experience* as chef in a hotel in Perth. I 4 *recently* completed a special course in world cuisine which included a world tour cum training program.

I would welcome an 5 *opportunity* to work for the Hilton and I feel I would make a 6 *suitable* employee.

I am 7 *willing* to start work 8 *immediately*, and am willing to move if 9 *required*.

My 10 *resume* is attached.

Should you have an 11 *opening* at present or foresee any in the near future, I would be 12 *grateful* to hear from you.

The following blanks need pronouns

- 1) They
- 2) they
- 6) They
- 7) they
- 10) him
- 11) they
- 12) him
- 13) They
- 15) them
- 16) they
- 21) He



# **UNIT 16 WRITING BUSINESS E-MAILS**

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## **Structure**

- 16.0 Objectives
- 16.1 Warm Up
- 16.2 Reading
- 16.3 Listening Comprehension
- 16.4 Writing Business Email: Dos and Don'ts
- 16.5 Common Trends in E-Communication
- 16.6 Email Acronyms and Abbreviations
- 16.7 Writing
- 16.8 Language Focus
- 16.9 Let Us Sum Up
- 16.10 Answers

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## **16.0 OBJECTIVES**

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In this Unit you will learn about:

- different kinds of web tools used today
- different types of e-correspondence and their advantages
- basics of email: login- logout- compose etc
- writing business emails -how to write simple, direct and relevant mails
- common trends in e-communication
- email vocabulary



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## **16.1 WARM UP**

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Take a look at this quote. What does it say about today's communication?

*“The Internet is becoming the town square for the global village of tomorrow.”*

Bill Gates

Town square is a place in the middle of a town or village where people can come and meet just to talk or discuss. Do various social media sites like Facebook or Instagram act in the same way as a town square? How?

Do you use Internet? Make a list of at least 6 ways in which you use Internet to communicate.

### 16.2.1 Correspondence

Correspondence or communication with others has changed drastically over the last few years because of the spread of Internet facility. In India around 481 million people or 35% of the total population were using Internet by December 2017. This was an increase of 11.34% in the number compared to December 2016. Correspondence through email is one of the many ways to communicate on Internet. In this Block you will look at – commonly used email service providers, and other forms of communication made possible because of Internet.

### 16.2.2 Types of correspondence

The nature of correspondence is directly related to the sender's intention. When one converses with friends and relations, the correspondence is informal or **personal**. On the other hand, when one talks for the purpose of official work or business, the correspondence is formal and **professional**.



Communication using electronic mediums is known as E-Communication/ Electronic Communication/ E-Correspondence. In this unit we will be looking at e-correspondence for professional purposes. Correspondence is very important for business / professional purpose. Hundreds of messages flow in and out of an organization on a daily basis. Some of the common types of correspondence in professional world are – Internal, External, Routine, Sales, Personalized and Circulars. Each of these can be communicated through different mediums.

**Electronic:** email, sms, fax, voicemail, web-conferencing etc.

### 16.2.3 E-correspondence

#### Check Your Progress 1

Here is a text on e-correspondence that has some important words missing. Can you think of them and insert them? If you need help you may look at the box at the end of the text. After you have filled in the gaps, check your answers with the Key. Then read through the completed passage again.

Electronic correspondence (e-correspondence) involves usage of communication ..... to perform the task of communication. The digital world has its own ..... and as a user of this communication tool, it is important to become familiar with this language and its abbreviations. For example, every second, millions of messages are ..... from one place to another through communication /telephone networks formed by satellite links. This network is called ..... It connects one computer with several others ..... The Internet users are connected with each other through ..... (www) where the websites around the globe are interlinked with each other. This means that the information stored on one address or site can be accessed by a thousand others across the network ..... with the web. In order to ..... or 'browse' things available on the sites, one needs to have a web browser or internet explorer software.

Internet language technology view World Wide Web  
transmitted linked worldwide

**Have you heard of these acronyms / abbreviations/ short forms? If so write down the full form next to them. Now read the text to find out what exactly they mean?**

**LAN**

**WAN**

**SMS**

**Email**

The Internet networking used for limited area, say within a building, is called Local Area Network (LAN). However, if the messages are to be routed outside the workstations, the networking to be used is Wide Area Network (WAN).

The latest devices of communication technology that have brought significant changes in the way messages are written, sent, received, stored and disseminated are email, web conferencing, voicemail, telex, fax, short message service (SMS), electronic mail, and more recent additions are social networking sites such as Facebook, Twitter, MySpace etc.

### **Check Your Progress 2**

**There are some more important abbreviations, which are commonly used when using Internet for correspondence. Match the abbreviation with the full-form given below.**

S.No.	Abbreviation	Full Form
1)	Com	Portable Document Format: a type of a computer file that contains words etc, and can be sent on the Internet. It can then be opened on any computer
2)	Jpg	educational institute- often used in email or website addresses of educational institutions
3)	b-to-b	Consumer-to-Business: any activity in which a customer uses Internet to deal with a company
4)	edu	Business to business and is used to describe any business activity wherein the companies use Internet to deal/trade with each other
5)	pdf	last part of the name of a file that contains a photograph
6)	C2B	Commercial organization and is found as part of website or email addresses of companies

**In column 1, some advantages of e-correspondence are given. Match column I with the correct explanation or information given in Column II.**

S.No.	Column 1: Advantages of e-correspondence	Column II: Explanation or information
1)	Ease in drafting and editing	new devices of storing data have led to enormous space saving
2)	Reduced incidence of error	information can be passed on at a rapid speed saving valuable time
3)	Instant transfer	handling and using information has become affordable
4)	Large storage space	the entire process of exchanging messages has become very creative
5)	Cost-effective	the chances of error are minimized due to automation and the output is accurate
6)	Interesting	Ready-made templates and formats are available, composing and editing has become easy and effortless

### 16.3 LISTENING COMPREHENSION

Listen to the audio on electronic mails carefully and then attempt the activity given below. You may listen to the audio more than once.

#### Check Your Progress 4

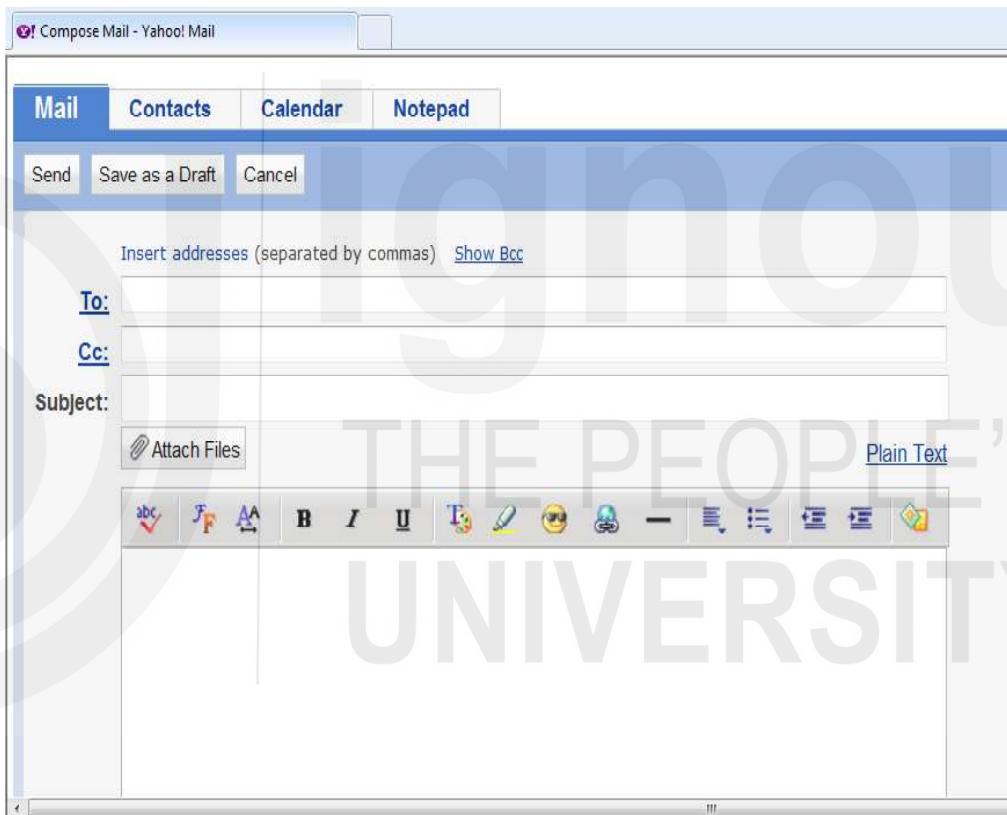
**Based on your listening of the tape, fill the blanks with the correct word in order to learn about important features of email.**

- 1) Emails are quite ..... from other forms of messages such as letters.
- 2) Letters delivered by the postman are also called .....
- 3) Emails can be accessed from any location such as ..... and .....
- 4) Yahoo and Rediffmail are .....
- 5) The sign @ stands for .....
- 6) Incomplete emails or emails that are typed much before sending them are automatically saved in the ‘.....’ folder.
- 7) ..... or ..... refers to those messages that are unwanted or advertise things.
- 8) Messages that the user wants to delete go to the ‘.....’ folder.
- 9) While a message is being sent it goes into .....

- 10) If a user wants to send a copy of an email to someone other than the main receiver, the email address can be typed in ‘.....,’ which means Carbon copy.
- 11) If a message has to be sent to multiple number of people and the user wants to hide the identity of others to whom the message has been sent; then those specific addresses are typed in ‘.....’ or .....

### **Step-by-step procedure to send an E-mail message**

- 1) Log in- connect with the service provider or network using user name and password.
- 2) Compose mail: click new message or compose mail option
- 3) Add recipient: add the email address of the recipient in the header TO. If there is more than one receiver, you can add them in CC and BCC options.



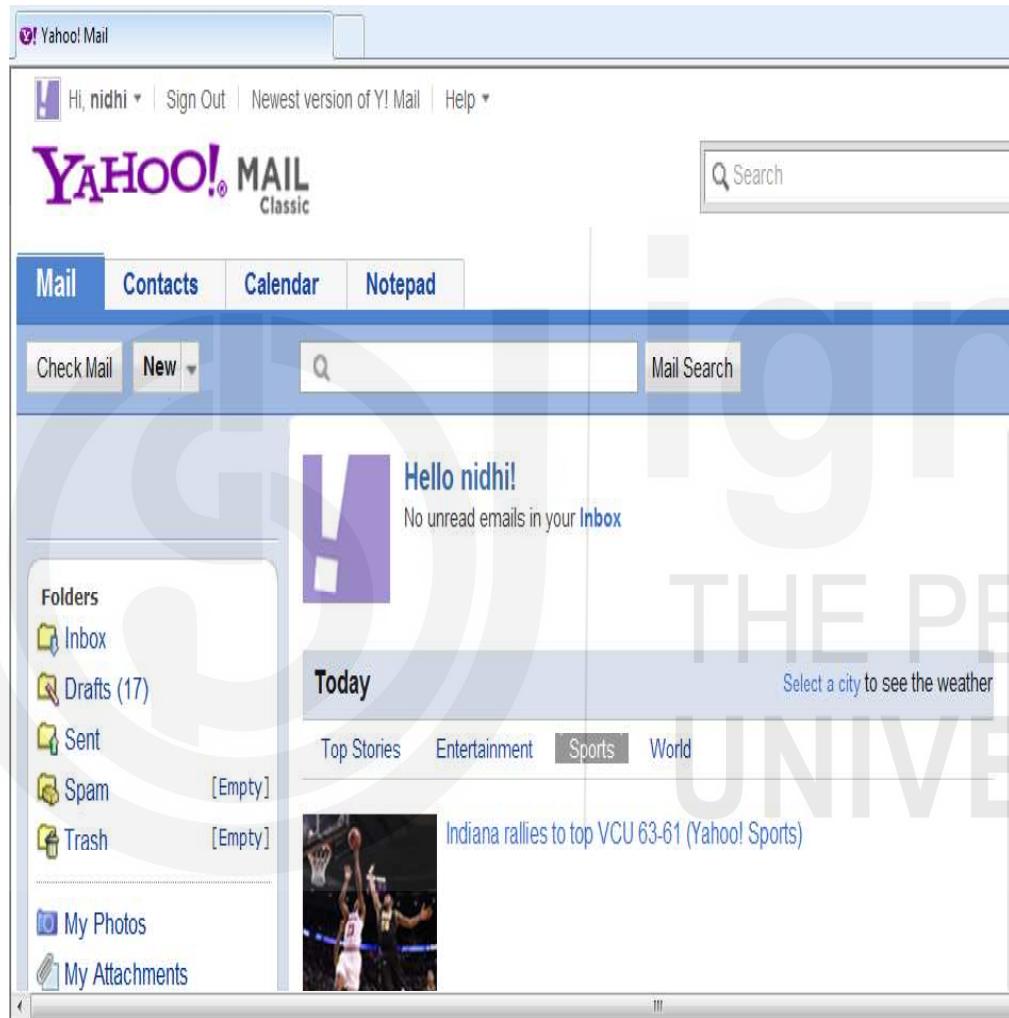
**Compose Mail Box**

- 4) Add Subject: add the subject of the mail
- 5) Attach files: attach the important files, if any, to be sent along with the message. These can range from image, text, audio to video files.
- 6) Draft message: write the message in the blank space provided for the same. Content can be of any length and can be personalized with the help of options given, usually above the space.
- 7) Send: once the mail is drafted, it can be sent to the receiver by clicking on the send option or can be saved in draft folder to be sent later.
- 8) Sign out: once the mail is sent, you can close your mailbox by signing out.

Remember: In the ‘Drafts folder’, incomplete or future messages can be stored. ‘Sent messages’ folder contains the history of mails sent by you. ‘Trash’ is the folder where all the useless or deleted mails are stored. ‘Address book’ is meant for recording and maintaining the contacts and their email addresses. If the user wants to reply to a message, then clicking on ‘Reply’ can do it. If the user wants to respond to all the people who have been Cced or Carbon copied to, the ‘Reply All’ is used.

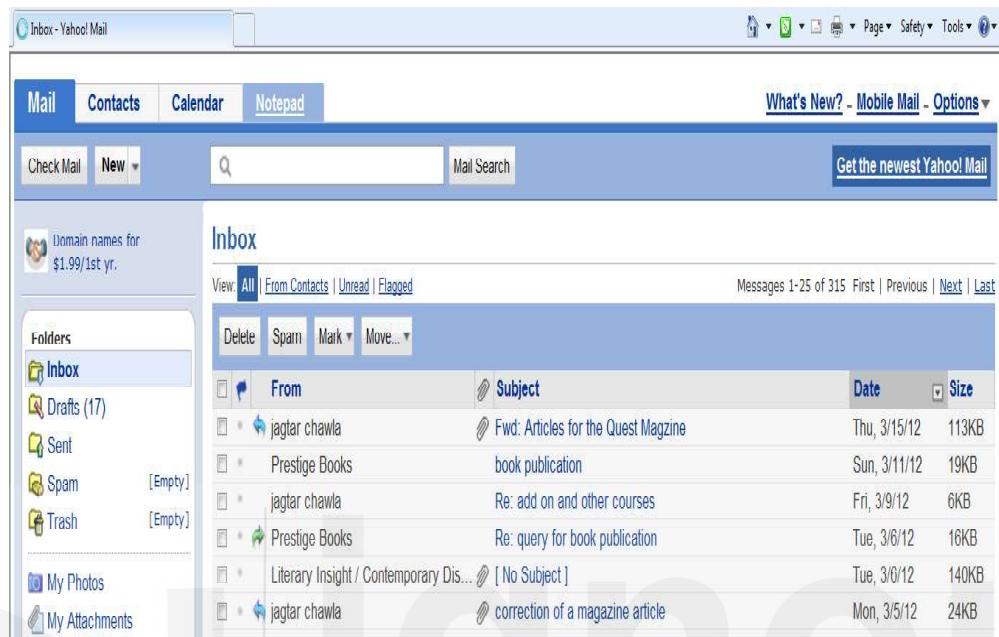
### **Step-by-step procedure to read an email message**

- 1) Log in: connect with the service provider or network using user name and password and reach your home page.



- 2) Go to Inbox: on reaching your home page, click on the inbox folder where all the received mails are stored.
- 3) View mail: inside the Inbox, you can find all the mails received along with names of the sender, subject of the mail and the date.
- 4) Open mail: click on chosen mail to open and read it.
- 5) Reply or forward: you can reply to any mail by choosing the reply option given on top. That mail can also be forwarded further to one or many interested people.

- 6) Delete mail: unwanted mails can be deleted by selecting them through the checkbox given before them and clicking delete option.
- 7) Sign out: once the mail is sent, you can close your mailbox by signing out.



### Check Your Progress 5

Imagine that one of your friends has recently opened an email account but is still not sure about writing an email. Based on the steps provided above, explain the process to him/her.

.....

.....

.....

## 16.4 WRITING BUSINESS EMAILS: DOS AND DON'TS

In today's time, email has become one of the most important ways of

communicating in the world of business. It is one of the most convenient ways of relaying information, keeping track, following-up and transferring huge amount of data in an economical way. With business organizations, government institutes and education sector becoming more and more hi-tech, emails are increasingly used to transfer data, memos, tutorials and other useful information to all the stakeholders.

*In 1960s, Email was called computer-based-messaging-system (CBMS). It was in 1974 that the trademark of 'Electronic Mail' was first registered.*

While one can write an email in an informal way to family and friends, this is not a good practice in business communication. In business communication, we

refrain from using some of the informal ways of writing like adding emoticon (a list of popular emoticon is given later in the unit), short forms or sms language like ‘brb, lol, b4’ etc.

Though email messages permit flexibility and informality, it has been generally recognized that a minimum level of standard should be followed while drafting emails. Email writing should follow the approach similar to other forms of correspondence where effectiveness is given primary importance. Like other modes, email should be attention grabbing and persuasive. Therefore, you should-

- 1) Watch your tone**
- 2) Avoid being too casual**
- 3) Be concise and brief**
- 4) Be polite**

There are some protocols that are observed in business communication. Let's take a look at them below.

### Important Tips

#### 1) Start with a salutation

Begin your email by addressing the person to whom you are writing. For example, messages should begin with

- For addressing someone you do not know well or a superior  
*Dear Sir/Madam, Dear Mr Mehta, or Dear Professor Smith,*
- *It is wrong to write Mr/Ms/Dr before the first name only. These are written either before a full name or the last/family name*
- For addressing someone with whom you have a working relationship  
*Dear Jai, or Dear Heena, that is name followed by a comma.*
- For addressing someone you know well  
*Hi Arun, Hello Arun or just the name followed by a comma Arun,*

#### 2) Write in short paragraphs

- K.I.S.S. – Keep it short and simple is a good rule to remember
- Get straight to the point and use short sentences
- Divide your email into two to four short paragraphs, each one dealing with a single idea
- Bullet-points can be used for extra clarity, especially if you are listing several questions for the recipient to answer/suggesting a number of alternative options/explaining the steps that you will be carrying out
- Put a double line break, rather than an indent (tab), between paragraphs
- Use correct punctuation and avoid repetition

### 3) Stick to one topic

If you need to write to someone about several different issues, write separate mails for each of them. For example, if you are giving your boss an update on Project X, asking him for a review meeting to discuss a pay raise, and telling him that you have a doctor's appointment on Friday, then do not put them all in the same email. **It is hard for people to keep track of different email threads and conversations if topics are jumbled up.**

**Make sure that in the ‘Subject’ space, the topic is clearly mentioned. For example: “Request for Meeting on ....” Or “Follow-up on the Decision taken on ....” etc.**

### 4) Use capitals appropriately

Emails should preferably follow the same rules of punctuation as other written correspondence. Capitals are often misused. In particular, you should:

- Never write a whole sentence of an email in capitals
- Always capitalize “I” and the first letter of proper noun
- Capitalize acronyms (**USA, BBC, UNESCO**)
- Always start sentences with a capital letter

### 5) Sign off the email

While writing an email, it is essential to close it appropriately.

- For very formal emails such as job application, use ***Yours sincerely*** and ***Yours faithfully.***
- Use ***Best regards*** or ***Kind regards,*** in semi formal and most other situations.
- When writing to people you know well, it is polite to sign off with something such as “All the best,” “Take care,” or “Have a nice day,” before typing your name.
- “Thanking you” is wrong use of English language. If needed, simply type “Thank You.”
- Do include your name, email address, telephone number and postal address, where appropriate. It makes it easy for your correspondents to find your contact details.
- The postal address should be that of the company.
- Include the web link of your company.

### 6) Use correct grammar

Always check the grammar, spellings, punctuation and language before sending the email.

#### Check Your Progress 6

**Compare the following two job applications. The content of the emails are identical – but whom would you give the job to?**

i've attached my resume i would be grateful if you could read it and get back to me at your earliest convenience. i have all the experience you are looking for – i've worked in a customer-facing environment for three years, i am competent with ms office and i enjoy working as part of a team. thanks for your time

**Or**

Dear Sir/Madam,

I've attached my resume. I would be grateful if you could read it and get back to me at your earliest convenience. I have all the experience you are looking for:

- I've worked in a customer-facing environment for three years
- I am competent with MS office
- I enjoy working as part of a team

Thank you for your time.

Yours faithfully,

Kiran Gujral

## 16.5 COMMON TRENDS IN E-COMMUNICATION

There are more than one ways to exchange information in business. Email is simply one of them. One of the fastest growing mediums of communicating is through a well-known application- Whatsapp. Most of us are used to sending Whatsapp for personal use. However, when using Whatsapp for professional use, there are some good practices that must be followed.

- 1) Always use professional language on Whatsapp.
- 2) Avoid using unnecessary short forms like 'b4' or '2moro'. It does not take long to type 'before' or 'tomorrow'.
- 3) You may use short forms like 'asap' or 'pfa' as these are acceptable in the business world.
- 4) Do not send unprofessional messages like 'good morning' or jokes or messages unrelated to business either to individuals or in business group.
- 5) If possible avoid sending messages after working hours. Respect other people's time as well as yours.
- 6) Instead of sending one long message on Whatsapp, number them and keep to the point.
- 7) If sending a message in a group, when possible mention the name of the person for whom the message is important.
- 8) Be respectful in your language.
- 9) Ensure that your name is clearly visible as a sender rather than have nicknames.
- 10) Avoid exchanging personal messages.

## 16.6 EMAIL ACRONYMS AND ABBREVIATIONS

It is fun and exciting to communicate using various social media. There are so many platforms to choose from. Snapchat, Instagram, Blogs, Facebook etc are just a few popular ones. These can also be used for advertising business as well as personal communication. On these platforms acronyms and emoticons can be used but excessive use of these is not appropriate.

Let's look at some common acronyms and emoticons below:

<b>ASAP</b>	<b>As Soon As Possible</b>	<b>LOL</b>	<b>Laughing out loud</b>
<b>BTW</b>	<b>By the way</b>	<b>ROFL</b>	<b>Rolling on the Floor Laughing</b>
<b>BRB</b>	<b>Be right back</b>	<b>TIC</b>	<b>Tongue in cheek</b>
<b>IOW</b>	<b>In other words</b>	<b>SYS</b>	<b>See you soon</b>
<b>TC</b>	<b>Take care</b>	<b>IAE</b>	<b>In any event</b>
<b>TTYL</b>	<b>Talk to you later</b>	<b>&lt;g&gt;</b>	<b>Grinning</b>
<b>PLZ</b>	<b>Please</b>	<b>ASL</b>	<b>Age, sex, location</b>
<b>NP</b>	<b>No problem</b>	<b>THX</b>	<b>Thanks</b>

### Emoticons

<b>:- )</b>	<b>Smiling</b>	<b>:- 1</b>	<b>Indifferent</b>
<b>:- (</b>	<b>Sad</b>	<b>;- )</b>	<b>Winking</b>
<b>;- (</b>	<b>Crying</b>	<b>;- D</b>	<b>Laughing</b>
<b>:- \</b>	<b>Undecided</b>	<b>:- o</b>	<b>Surprised</b>
<b>:- @</b>	<b>Screaming</b>	<b>8- )</b>	<b>Wearing sunglasses</b>
<b>:-&amp;</b>	<b>Tongue tied</b>	<b>:- P</b>	<b>Tongue hanging out</b>

## 16.7 WRITING

### Check Your Progress 7

- I) Fill in the gaps to complete this e mail written by Punit Luthra to a colleague working in their Hyderabad office.

..... Ahmed

Could you ..... the press cuttings of all articles published about our company in your local newspapers in the last six months? I ..... for our annual report.

..... in by the last week of this month.

.....

*Punit Luthra*

Radiant International  
14 Patel Road  
New Delhi-110007

**Remember:**

Subject lines of emails appear in the inbox and must indicate clearly, specifically but briefly what the mail is about. Based on that the receiver will decide whether to open the mail immediately or put it off to a later time.

**Check your answer with the Key.**

- II) Imagine that you are Ahmed. Write an e mail to Punit in response to his request for information. Don't forget to write a suitable subject line for the email.
- III) You are Kashish Kaur. You have an important visitor coming to your company on Tuesday 6th August. You would like your assistant Amit to take care of him. Write an email to your assistant asking him/her to:
- receive the visitor at the airport – *mention date and time*
  - take him to the hotel and then bring him to your office
- IV) Your company is organizing a conference on New Age IT Solutions. Write an email to an expert inviting him /her to be one of the speakers.

*When you have completed the tasks mentioned above, you must note the degree of formality/informality used. This is an extremely important part of business communication.*

*In the first set of 2 mails, Punit and Ahmed are colleagues of similar rank and do not need to be formal in their mails.*

*In the next email, Kashish Kaur is the boss, writing to her Assistant Amit.*

*In the last mail you are writing to an expert, presumably a senior person outside your company and you need to be very formal.*

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## 16.8 LANGUAGE FOCUS

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**Check Your Progress 8**

- I) Here are some language structures commonly used in email writing. Unfortunately the sentences have got jumbled. Sort them out by putting the words in the right order.

- 1) order would I place like to an for
- 2) I writing to you am know let
- 3) you phone for your call this morning thank
- 4) are in some of by the we computer softwares web interested advertised you on the.

- 5) you week send could us the information by the end please of the?
- 6) are for the we inconvenience sorry caused.
- 7) would if tomorrow you could I confirm my bookings appreciate by.
- 8) forward looking visit to your
- 9) reply I look to your forward.
- 10) know please let the goods by when can us you send us.

## **II) Find and correct the mistake in each sentence**

- 1) Please reply this message to confirm that it has been received.
- 2) I don't like receiving trash messages.
- 3) They haven't received of your emails.
- 4) I've thrown my email by mistake.
- 5) I will email you the files. I know your email name.

## **16.9 LET US SUM UP**

In this unit you learnt about the different kinds of web tools used in the current times for communication. In particular, you learnt about different types of e-correspondence and their advantages. The unit also detailed the steps for opening an email account along with steps for drafting and reading emails. You also learnt about the rules for writing direct and effective business emails.

## **16.10 ANSWER**

### **Check Your Progress 1**

Electronic correspondence (e-correspondence) involves usage of communication **technology** to perform the task of communication.

The digital world has its own **language** and as a user of this communication tool, it is important to become familiar with this language and its abbreviations. For example, every second, millions of messages are **transmitted** from one place to another through communication /telephone network formed by satellite links. This network is called the **Internet**. It connects one computer with several others **worldwide**. The Internet users are connected with each other through the **World Wide Web** (www) where the websites around the globe are interlinked with each other. This means that the information stored on one address or site can be accessed by a thousand others across the network **linked** with the web. In order to **view** or ‘browse’ things available on the sites, one needs to have a web browser or internet explorer software.

### **Check Your Progress 2**

<b>S.No.</b>	<b>Abbreviation</b>	<b>Full Form</b>
1)	<b>com</b>	Commercial organization and is found as part of website or email addresses of companies
2)	<b>Jpg</b>	last part of the name of a file that contains a photograph

3)	<b>b-to-b</b>	Business to business and is used to describe any business activity wherein the companies use Internet to deal/trade with each other
4)	<b>edu</b>	educational institute- often used in email or website addresses of educational institutions
5)	<b>pdf</b>	Portable Document Format: a type of a computer file that contains words etc, and can be sent on the Internet. It can then be opened on any computer
6)	<b>C2B</b>	Consumer-to-Business: any activity in which a customer uses Internet to deal with a company

### Check Your Progress 3

S.No.	<b>Column I: Advantages of e-correspondence</b>	<b>Column II: Explanation or reasons</b>
1)	<b>Ease in drafting and editing</b>	Readymade templates and formats available, composing and editing has become easy and effortless
2)	<b>Reduced incidence of error</b>	the chances of error are minimized due to automation and the output is accurate
3)	<b>Instant transfer</b>	information can be passed on at rapid speed saving valuable time
4)	<b>Large storage space</b>	new devices of storing data have led to enormous space saving
5)	<b>Cost-effective</b>	handling and using information has become affordable
6)	<b>Interesting</b>	the entire process of exchanging messages has become very creative

### Audio text on Electronic Mails for 16.3

Electronic mail is very different from letters and other forms of messages that were sent through the means of a postman. The technology of the two is very different. Messages sent through a postman are now known as ‘snail mail’. Can you think of a reason why it is known as ‘snail mail’?

Electronic mail or email is a method of exchanging digital messages from a sender to one or more recipients. Email system operates through the Internet network. One needs to open an email account with any of the service providers such as Google, Rediffmail, Yahoo, Hotmail etc. Those who operate these accounts are called *users*. Users can access their accounts from any location—home, office, cyber-café, market etc. Once the account is opened, the users get a mailbox address containing their chosen identification code along with the name of the service provider or organization.

For example, xyz@yahoo.com or abc@gmail.com

Here ‘xyz’ and ‘abc’ are the user chosen codes. Yahoo.com and gmail.com are the service providers. Both the names are separated by ‘at the rate of’ sign (@), which indicates that the user is ‘located at’ the particular mailbox of that particular service provider.

The user can access the account anytime by ‘logging in’ to their email account, which is protected by password. The user also generates this password herself or himself. These passwords serve as the key to unlock the mailbox. Some of the common passwords are – 123456789, qwerty123, user’s date of birth or anniversary etc. However, these are also known as weak passwords as other people can ‘hack’ an account easily.

Each email system uses a fixed structure, generally with basic options of ‘Inbox’, ‘Compose’, ‘Drafts’, ‘Sent Mail’, ‘Bin’ and ‘address book’. Modern systems offer many additional user-friendly features along with these basic ones.

‘Inbox’ is used to store all the received messages. Clicking on the ‘Compose’ key opens a small window in which the email is typed out. There are some basic details that have to be filled while sending an email. These details are usually common to all the email service providers. These are ‘To,’ ‘Cc,’ ‘Bcc,’ ‘Subject,’ and ‘Compose email’. Nowadays all service providers have additional functions that users can use while composing an email – attach (files, audio, videos, image), font (size, style, colour), etc.

#### **Check Your Progress 4**

- 1) different
- 2) snail mails
- 3) home and office
- 4) internet service providers
- 5) at the rate of
- 6) draft
- 7) junk mail or spam
- 8) trash
- 9) outbox
- 10) CC
- 11) Bcc or blind carbon copy

#### **Check Your Progress 6**

**Based on the email written, the job would most likely be offered to the second candidate because**

Explanation:

- The second email has a clear structure
- It uses punctuation marks appropriately
- It has appropriate beginning and sign off
- It uses bullet points to emphasize skills description

- I) A suitable subject line for the above email could be: **Request for Press Cuttings of Last Six Months**

I)

**Dear Ahmed**

Could you **please send me** the press cuttings of all articles published about our company in your local newspapers in the last six months? I **need them** for our annual report.

**Please send them** in by the last week of this month.

**Regards**

*Punit Luthra*

Radiant International

14 Patel Road

New Delhi

II)

**Subject: Press Cuttings to reach you by 28 September**

Dear Punit

Received your email asking for local press cuttings. I will ensure that they reach you by 28 of September. Would it be OK if I couriered them to you?

Regards

Ahmed

III)

**Subject: Mr Ramgopal's visit on 6 August**

Dear Amit,

Mr Ramgopal is visiting our company on 6 August. Can you please receive him at the airport on 6th morning at 8 am? He is taking the Jet Airways flight from Chennai. Please take him to the Park Plaza at Nehru Place where he is booked and then bring him over to my office by 10 am.

Thanks

Kashish Kaur

**Subject: Invitation as Guest Speaker for New Age I T Solutions  
from 12-14 September**

Dear Mr Banerjee,

I am pleased to let you know that our company is organizing a conference on New Age I T Solutions from 12 to 14 September 20...

We would like to invite you as one of the guest speakers for a session of 2 hrs which will include interaction with participants.

Please let us know if 13 August 11 am would suit you. We will be thankful if you accept our invitation.

We look forward to your confirmation.

Kind Regards

Amita Sood  
Network Solutions  
124/67 Nehru Place  
New Delhi

**Check Your Progress 8**

- I**
  - 1) I would like to place an order for...
  - 2) I am writing to let you know...
  - 3) Thank you for your phone call this morning.
  - 4) We are interested in some of the computer softwares advertised by you on the web.
  - 5) Could you please send us the information by the end of the week?
  - 6) We are sorry for the inconvenience caused.
  - 7) I would appreciate if you could confirm my bookings by tomorrow.
  - 8) Looking forward to your visit.
  - 9) I look forward to your reply.
  - 10) Please let us know by when you can send us the goods.
- II**
  - 1) Please reply to the message to confirm that it has been received.
  - 2) I don't like receiving junk messages.
  - 3) They haven't received any of your emails.
  - 4) I've deleted my email by mistake.
  - 5) I will email you the files. I know your email address.

## **Notes**



## **Notes**



**BEGLA-136**

**ENGLISH AT THE WORKPLACE (BLOCK 1 to 4)**

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