# Title: 3 types of messages

## Project introduction

At FPT, we see the importance of good English not only for passing the exam and getting high grades but also for our future career. English undoubtedly gives you an edge over other job applicants out there who share the same expertise and experience.

English has been a big obsession to many FPT students. All major subjects are taught in English and students need to take all the tests in English also. Many friends of ours say that they have problem understanding the exam paper, not to mention answer them.

English Handbook aims at creating a helpful reference for FU students who have been struggling with English. By reading this, they can:

* Know about the disadvantages of not knowing English in specific situations at FPT and in real life
* Avoid many mistakes other English learners have made
* Know what the fundamental elements of English are and know how and what to study on their own
* Make a detailed study plan on their own, based on their current level and learning pace

We hope that our readers will become persistent learners and fluent English speakers.

## Project stakeholder

Project stakeholders are those whom we will contact during our project:

|  |  |  |
| --- | --- | --- |
| Name | Job Title | Contact purpose |
| Mrs HuyenDTT | SSC Teacher | 1. Ask for help with booking room for team meeting  2. Ask for help with reviewing the content  3. Ask for help with reviewing the format  4. Thank for helping bring the project to completion |
| Mrs Nguyen Thi Hoa | FPT Head of English Department | 1. Ask for help with reviewing the content  2. Thank for help with reviewing the content |
|  | FPT students | 1. Thank you for joining the survey about English learning |
|  | Outsource designer | 1. Thank you for designing the logo and formatting the  handbook |
| Mr Nguyen Khac Thanh | FPT University President | 1. Ask for sponsoring the project  1. Thank you for sponsoring the project |
|  | FPT Club Ministers  - FPTU English Club  - Japanse Software Club  - NoShyClub  - FU Student Council  Head of PDP – Personal Development Program Department  Head of Student Service Department | 1. Ask for help with media coverage for the project  2. Thank you for help with media coverage for the project |
| Ms Nguyen Thi Hong Phuc | FPT English Club Minister | 1. Approval to request to use the book for member training  2. Refusal to request to use the book for member training |

## Three types of messages

## Positive message

### Template

1. Request for information
   1. Direct opening
   2. Details are presented in a positive manner
   3. Close is courteous
2. Request approval
   1. Approval given positively in the opening paragraph
   2. Clearly state condition of use and describe what is available
   3. Positive close
3. Claim
   1. Explanation is given without a display of anger
   2. Complaint is specified clearly
   3. Demands are given in a considerate manner
   4. Close is friendly
4. Claim adjustment
   1. Positive information given immediately
   2. Convincing information
   3. Offer something (free subscription) as sales appeal
   4. Positive close
5. Social business
   1. Congratulations

Use the direct approach

* + - Support details compliment the receiver
    - Award is specified
    - Close is personal
    - Card message conveys main idea
  1. Condolence

Must be sincere, short and positive

* + - Personal story
    - Courteous, action-specific close
    - Main idea conveyed in card message
  1. Appreciation
     + Show your gratitude by saying thank to the receiver in the first paragraph
     + Give necessary information
     + Is personal and sincere
     + Use a friendly close
  2. Invitation
     + Include all the necessary details such as the date, time, place, suggested dress, and whether the receiver may bring a guest.
     + For departmental or company-wide events such as picnics, it would be appropriate to indicate whether children are welcome.
     + Be sensitive to diverse living arrangements; use “guest” rather than “spouse.
  3. Holiday greeting

Message should be distinctive

* + - Message tone set by seasonal stationery
    - Receiver center-wording
    - Add company name in the signature area of the card
  1. Welcome
     + Use welcome as main idea
     + Use you-viewpoint
     + Paraphrase main idea
     + Use personal, collegial close

### Example

Message Type: Social business message

Scenario: Thank you Mr Thanh – FPT University Student – for sponsoring this project

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## Negative message

### Template

1. Request refusal
   1. Provide a neutral buffer
   2. Introduce explanation
   3. Provide logical explanation
   4. Provide alternative
   5. Build goodwill with personalized close
2. Adjustment refusal
   1. Subject: does not reveal refusal
   2. Has coherent, clear content
   3. Show benefit to customer
   4. Offers a friendly, goodwill close
3. Credit refusal
   1. Good opening buffer builds good will; is neutral
   2. Explanation is logical; stress receiver’s interest
   3. Negative information is implied
   4. Resells
   5. Friendly, off the topic close; warm and personalized
4. Unsolicited negative message
   1. Positive, builds goodwill
   2. Neutral; introduce explanation
   3. Explicit message; de-emphasize by placement
   4. Additional reasoning; emphasizes by placement
   5. Close: neutral, stay off negative subject

### Example

Message Type: Request refusal

Scenario: Refusal to request to use the book for member training

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## Persuasive message

### Template

1. Persuasive request
   1. Gain attention
   2. Build interest
   3. Provide details that stimulate desire
   4. Make taking action easy
2. Recommendation
   1. Attract the receiver’s attention
   2. Build interest
   3. Stimulate desire
   4. Recommend action
3. Persuasive claim
   1. Gain attention with praise
   2. Gain interest by giving details
   3. Add more details
   4. Make polite request
4. Sales message
   1. Nontraditional technique used to capture receiver’s attention
   2. Interest stimulated by giving details
   3. Interest maintained by identifying benefits to receiver
   4. Details tell how receiver is helping community
   5. Request for action makes response easy
5. Collection
   1. Use pride appeal
   2. Review past actions courteously
   3. Motivate receiver to take action

### Example

Message Type: Persuasive request

Scenario: Send to Mr Thanh – FPT University Minister to ask for sponsoring the project