

Formal Correspondence

- **Business correspondence** means the exchange of information in a written format for the process of **business** activities.
- **Business correspondence** can take place between organizations, within organizations or between the customers and the organization.
- The **correspondence** refers to the written communication between persons.

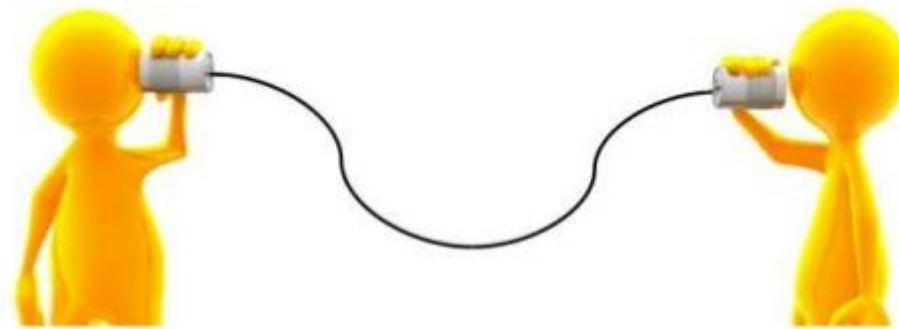
Let's look at the type of communication in business

There are two types,



INTERNAL COMMUNICATION

- It is the information exchange within the organization.
- Messages can be exchanged via personal contact, telephone, e-mail.
- Helps employees in performing their work, developing a clear sense of organization mission and identifying and promptly dealing with potential problems.



EXTERNAL COMMUNICATION



- Communication that is occurred among the organizations is called the external communication
- Organizations communicate with the outside world on a daily basis.
- External communication can be formal and informal.

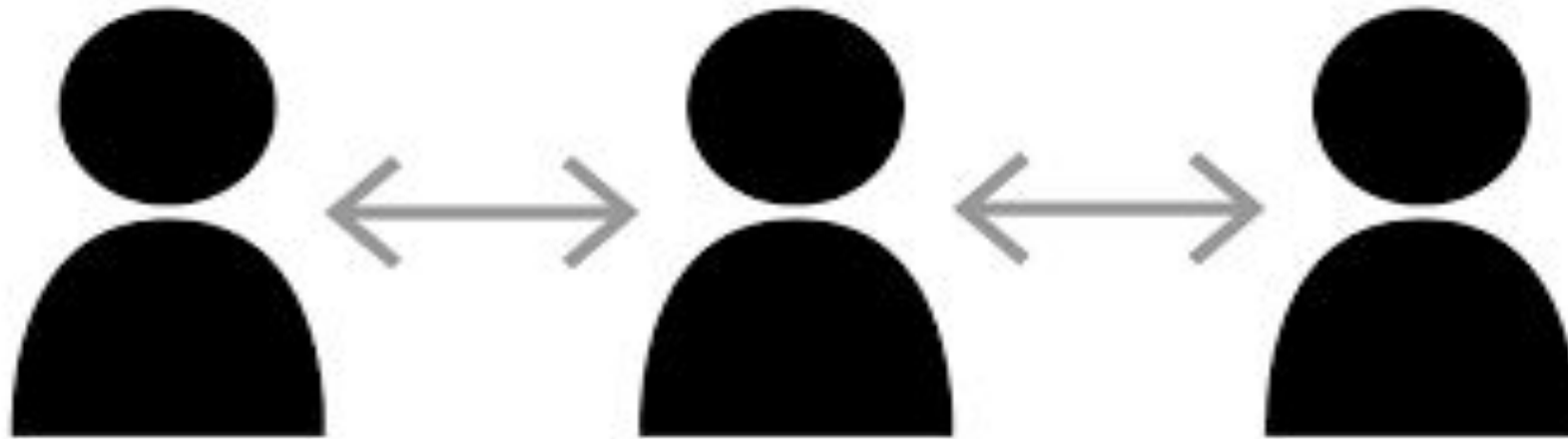
Point to be noted

Internal communication can be formal and informal.

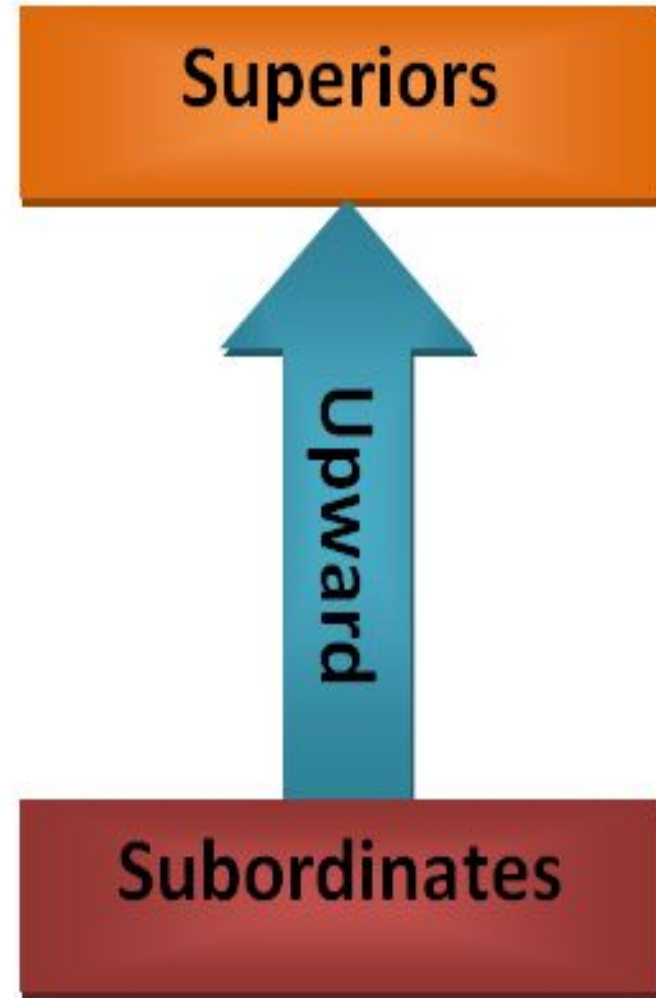


FORMAL INTERNAL COMMUNICATION

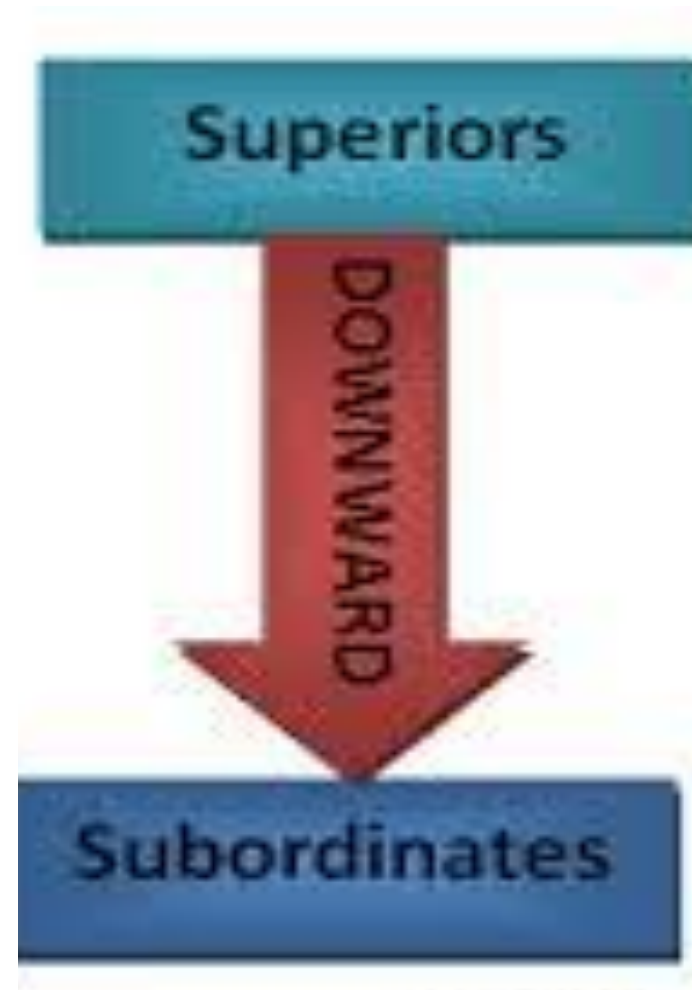
There are three modes of formal communication within the organization



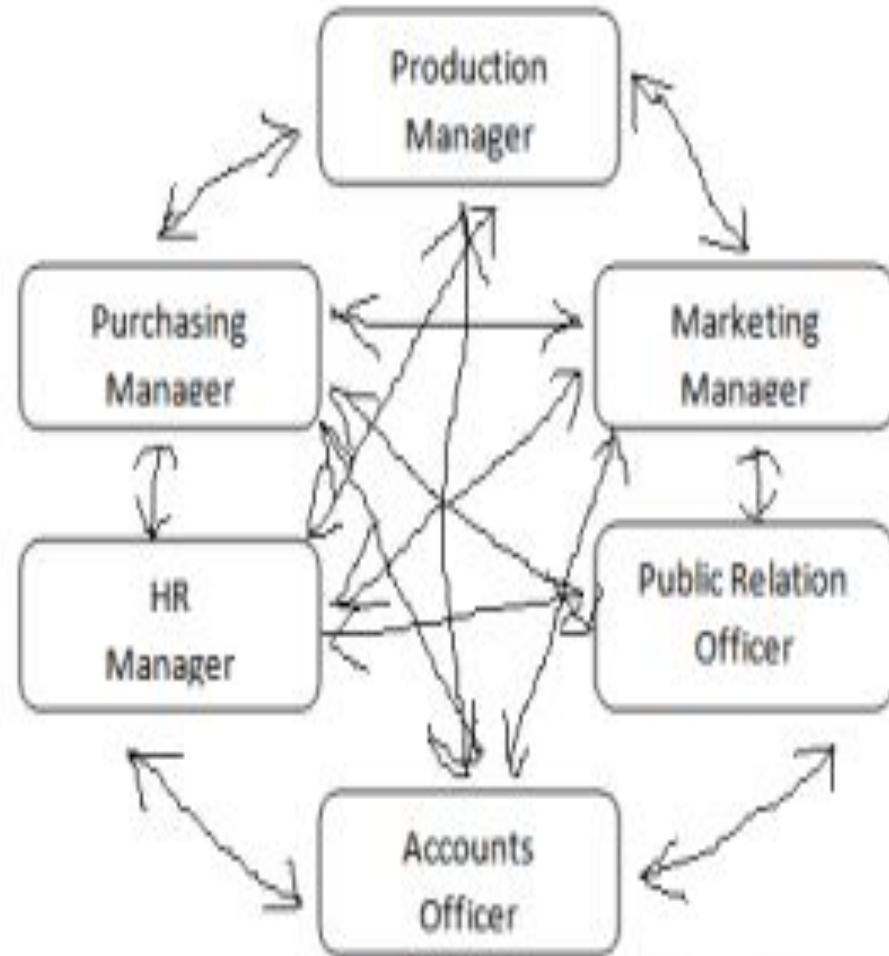
- **Upward communication:** Communication-flows from employees to executives, providing insight into problems, trends, opportunities, grievances, and performance-thus, allowing executives to solve problems and make intelligent decisions.



- **Downward communication:**
Communication-Flows from executives to employees conveying executive decisions and providing information that helps employees do their jobs



- **Lateral/horizontal communication:**
Communication-Flows between departments to help employees share information, coordinate tasks, and solve complex problems.



The Types of Correspondence

Memorandum

Formal
letters

What is a memorandum?

- It is considered as an “inside” correspondence.
- It is written to someone in your company

Why do we use memos?

- To save something as a written record
- To save time
- Inexpensive

What are the purposes of memo?

- To inform
- To inquire
- To report
- To remind
- To promote goodwill

What is the tone of memo?

- Informal communication
- Writer is likely to be familiar with the reader within organization
- A very formal tone might sound intimidating

How to structure a memo?

It has following parts:

1. Heading
2. Opening
3. Body
4. Closing

Heading

- To: (Name and designation of the sender)
- From: (Name and designation of the Recipient)
- Date: (Complete and current)
- Subject: (Topic/subject of memo)

To: Mr. Ahmer
Director Sales

From: Mr.Ali
Sales Manager

Date: March 11, 2016

Subject: **SALES SUMMARY FOR THE YEAR 2016**

OR

Subject: Sales Summary for the Year 2016

Opening

- State the purpose of the memo, give facts.

Body

- Single spaced
- It describes the main idea of memo, includes details on the said topic

Closing

- Make a courteous closing statement
- Do not use “yours sincerely”

Examples of Memo

Example

To: All Staff

From: The Manager

Date: May 27, 2010

Subject: Inappropriate use of time on Google Doodle games

Coworkers,

It has come to my attention that many in the office have been spending time on the Google home page microgames. This memo is a reminder to use your work hours for work.

According to a recent article, the estimated daily cost of people collectively playing these games instead of working is over \$120 million—which is calculated based on the daily average increased time spent on the Google home page (36 seconds).

If these estimates are applied to our 600 office employees, this results in a nearly \$700 weekly loss.

This is a conservative estimate considering the extensive discussions that occur about beating the office's current high score. The extra cost quickly adds up.

Of course, we don't want you to view our organization as a place of drudgery and draconian rules. I encourage a fun and competitive environment, and I recognize that we certainly won't be profitable if you are unhappy or dissatisfied with your jobs. This is just a reminder to be careful with your use of company time.

Thank you,

The Manager

To: Computer Programming Division

From: Vice President Lumbergh

Date: February 19, 2016

Subject: Attaching cover sheets to TPS reports

This is to remind the division that, starting today, we are now filing all Testing Procedure Specification (TPS) reports with new cover sheets.

The reason for this change is simple. In addition to a new format, the cover sheets provide a summary of the report as well as the updated legal copy. The new cover sheets also include Initech's new logo.

Though this change may initially seem like a headache and an extra step, it is necessary to include the new cover sheets due to their updated information. Failing to do so will result in a confusing and inaccurate product delivered to our customers.

Please be sure to follow this new procedure.

Best regards,

Vice President Lumbergh

Example 2

Practice

You are an administrative assistant. You want to tell 10 people about an upcoming computer training seminar. You are attaching a brochure about the seminar from the presenter, but you also need to inform them of the following:

- what the training is for
- who the presenter is, including a brief statement about his/her background
- where the training will be held, including the date and time
- whether or not parking is available
- whether or not lunch and/or any refreshments will be served

Formal letter and formats

Three approaches to be used

- Direct
- Indirect
- AIDA

Direct Requests (Direct approach)

The direct request message asks the reader to do something that s/he is inclined to do:

- placing an order
- making business reservations and appointments
- requesting action related to routine business procedures
- making claims requests for adjustment (about damaged, faulty, wrong or late goods)

I. Main Idea	Introduce your request, major statement or question (such as your reason for writing to this person, purpose of adjustment, statement of order or reservation)
	State reason(s) if desirable justifying the request (such as reasons for interest in product or service, why you're interested in the applicant, why you want a particular action done)
	Reason for writing to this particular reader (especially when inquiring about a person/applicant)
II. Explanation	Details to help the reader respond to your request correctly (such as cost, size, color, quantity, catalog number, payment method, deposit, shipment, special instructions, all facts pertaining to order or claim)
	Devices for easy reading and easy answering (such as numbered questions, bulleted lists, use of charts)
	Development of your attitude (such as emphasizing company's/product's/ service's qualities or your faith in the reader instead of anger, threats, sarcasm, or exaggeration)
III. Motivation and Polite Closure	Clear action (what action you want the reader to take and when), easy action (enclosing reply envelope, phone number office hours or other helpful info), appreciation, polite closure to build goodwill

Bad news Messages (Indirect approach)

Bad news messages convey bad news for the reader. These are messages that will not be received favorably by our reader. Bad news messages say “no”:

- conveying negative news about claims adjustments
- refusing credit
- declining requests or favors
- conveying bad news about requests
- turning down an applicant for a job, scholarship, promotion, etc.
- conveying news about price increases

I. Buffer	
	Don't begin with the bad news! Start positively (appreciation, agreement, assurance and understanding, good news, neutral courtesy, sympathy)
II. Explanation/ Analysis of Circumstances	Needed details (general to specific), answer all questions, tactful and logical statements of reasons, details about requirements, details about what's wrong
	Pertinent and tactful favorable then unfavorable facts (record, duties, habit, deliveries, deadlines); company policy, legal aspects, procedures, emphasis on desired goal
III. Decision and Alternatives	Imbedded bad news (stated just once clearly, tactfully, concisely and positively); helpful counterproposal and alternatives, ideas for getting needed help, possible future changes; sales promotion and other products available
IV. Positive, Friendly Closure	Appreciation, invitation to future action, easy action and motivation (enclosed reply forms and envelope), willingness to help further, good wishes, hope for improvement, forward look

Point to be noted

Bad news messages must be written carefully so as not to cause the reader to break off relations completely. Since we know that reader will be irritated, angry or disappointed.



Choosing an Organizational Approach in the Writing Process



Persuasive Request Messages

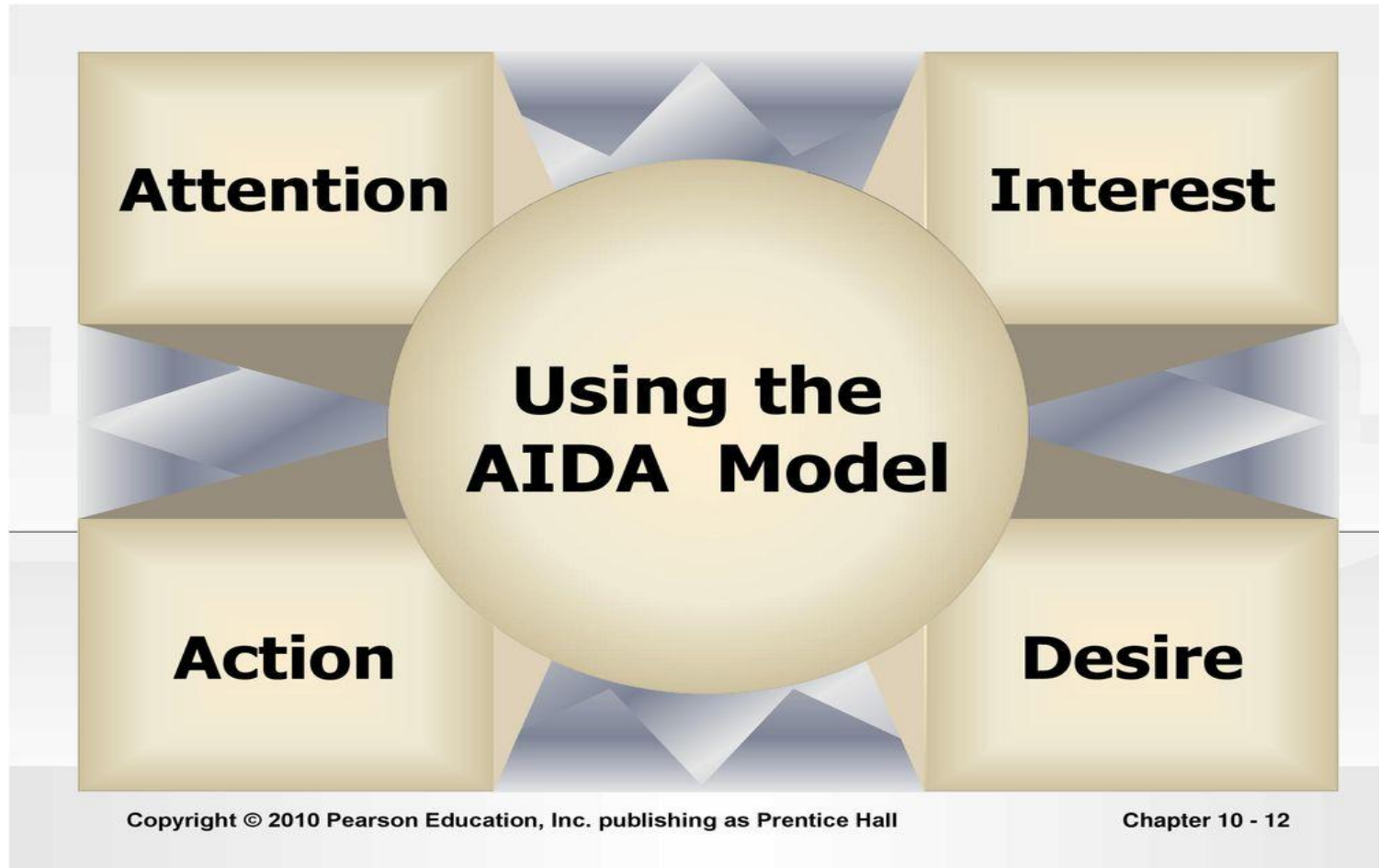
Persuasive requests are messages that ask the reader to do something that s/he is inclined NOT to do:

- request for favors and help
- request for donations
- request for cooperation (on projects and goals)
- requests that require special privilege (such as for credit or adjustments not covered by the warranty)
- requests that require the company to make an exception for you or change in policy or performance
- sales letters

Since the reader automatically wants to refuse our request, we need to convince him/her of the benefits of doing what we're asking. Therefore, the direct approach will not be effective. Instead, use the AIDA formula.



What is AIDA?



AIDA Formula for Routine Persuasive Requests

I.

Attract the reader's favorable attention in the very first sentence. Convince the reader right at the start that you have something useful or interesting to say. Make the opening statement brief and engaging without making extravagant claims.

II.

Arouse the reader's interest so that s/he will continue to read the letter. This section explains the relevance of your message to the reader. Continuing the theme you started with, paint a more detailed picture with words. Your goal is to get the reader to think, "This is an interesting idea; could it possibly solve my problems?"

III.

Create desire to help. These letters always emphasize how the reader will benefit from doing what we're asking. In letters asking for donation, emphasize doing good for the community, having his/her name connected with the writer or the event, or publicity. In letters asking for favors and help, emphasize how the request will help his/.her reputation or will help the writer's good cause.

IV.

Make clear the action the reader needs to take. This section offers a good opportunity for one last reminder of the main benefit the reader will realize from the action you want. Tell the reader what to do to help, such as supplying a name of a contact, a phone number, reply forms, stamped envelope. End with a statement of appreciation

3 types of format,



Full Block

The diagram illustrates the 'Full Block' format. It consists of a single, wide, light gray rectangular block. A darker, rounded rectangular label with the text 'Full Block' is positioned on the left side of this block, partially overlapping it.



Modified Block

The diagram illustrates the 'Modified Block' format. It consists of a single, wide, light gray rectangular block. A darker, rounded rectangular label with the text 'Modified Block' is positioned on the left side of this block, partially overlapping it.



Semi-Block

The diagram illustrates the 'Semi-Block' format. It consists of a single, wide, light gray rectangular block. A darker, rounded rectangular label with the text 'Semi-Block' is positioned on the left side of this block, partially overlapping it.

Full block

- Block format features all elements of the letter aligned to the left margin of the page.
- It has a neat and simple appearance.
- Paragraphs are separated by a double line space.

Sender's address

Sender's phone number

Today's date

(drop down 4 lines)

Recipient's name

Recipient's company name

Recipient's address
(2 space)

Dear Name:**(1 space)**

In this type of block letter, all the paragraphs line up at the left margin. There is no indenting of the paragraphs. The margins should be set to 1-1.5" all the way around the page. If you are using company letterhead, you will need to account for that in figuring the margin where the letterhead is placed on the page.

(1 line space)

Contd.

You only need to single-space between sentences. Leave an extra open line between paragraphs. Keep in mind that these sample letters are a guideline. **People often customize to meet their preferred style.**

(1 line space)

Some people choose to center the above sender information.

(2 line space)

Sincerely,

(space down four lines)

Signature here

add name,

add title

[Identification initials]

20-54 Jackson Avenue

Brooklyn, NY 11352

June 28, 2007

Ms. Jennifer Esposito

John Doe Fellowship

595 Park Avenue

New York, NY 10021

Dear Ms. Esposito:

The John Doe Fellowship has always loomed on the horizon for me. Ever since I decided to major in history, I have wanted to participate in your program. From the research that I have done, I believe that your program provides its participants with an extensively detailed look at the history of the world through hands-on experience with fossils,

This experience has influenced me to intern as a tour guide at the American Museum of Natural History, where my love for the origins of history and learning from the tactile experience with artifacts increased. In the future, I would like to participate in historical research and eventually become a full-time professor of history. I believe my skills, experience, and goals make me an excellent candidate for your program.

This experience has influenced me to intern as a tour guide at the American Museum of Natural History, where my love for the origins of history and learning from the tactile experience with artifacts increased. In the future, I would like to participate in historical research and eventually become a full-time professor of history.

I believe my skills, experience, and goals make me an excellent candidate for your program.

Thank you very much for considering me for the John Doe Fellowship. I am looking forward to hearing from you.

Sincerely,

Bill Lurie

(419) 352-5425

Modified block format

- *Modified block* differs from block style in that the date, sign off, and signature lines begin at the center point of the page line.
- The beginning of each paragraph is indented five spaces, along with the subject line, if used. Depending on the length of the letter, paragraphs may be separated by a single or double line space.

123 Corona Blvd.
Flushing, NY 1123
July 3, 2007

Dr. Steven Serafin,
Director Reading/Writing Center
Hunter College
695 Park Ave
New York, NY 10065

Dear Dr. Serafin:

My name is Sally Eisner. I am writing this appeal to request a 4th chance to take the CUNY Proficiency Exam in June of 2007. I have taken the exam twice and missed it once. The first time, I feel that I was simply unprepared. I did not realize that I should have attended CPE workshops offered at the Reading/Writing Center. The second time, I attended the workshops and learned more about the exam; however, my Task 2 score was unsatisfactory, so I failed again. Finally, I registered for CPE tutoring at the

Now, I am working hard to build on my academic skills. After a consultation with a CPE advisor at the Reading/Writing Center, I have a clear vision of what I should do in order to pass the exam. Again, I have registered for a semester of CPE tutoring at the Writing/Reading Center that I plan to attend weekly.

I would really like to have a 4th chance to pass this exam because I am confident that if I work hard, I can do it. Thank you very much for considering my appeal. I hope to hear back from you soon.

Sincerely,

Sally Eisner

Semi-Block format

- It is similar to the modified block format, except that the **first line of each paragraph is indented**.
- This format is more conventional for informal personal letters in which we want to exude a warm, relaxed and friendly correspondence style.

Letterhead

January 4, 2020

Ms. Ashley Nicholas
Savbizoor Ltd
28 Green State
Upstate NY.

Dear Mr. Nicholas:

Thank you for ordering 15 cases of premium paper from Imperial Stationary Ltd. Your order has been shipped and should reach you within the next five business days.

Find enclosed your total bill for the above order amounting to \$ 794.85 and the cheque for \$23.85 is your refund. Because you paid in advance, we are giving you 3 percent cash discount and we are also paying for shipment and handling.

Imperial Stationary Ltd. is pleased to add you in its customer's list. We look forward to your next order.

Sincerely,

J. O' Conelly

Jennifer O'Conelly

Customer Service

2 Enclosures