

# BUSINESS CORRESPONDENCE



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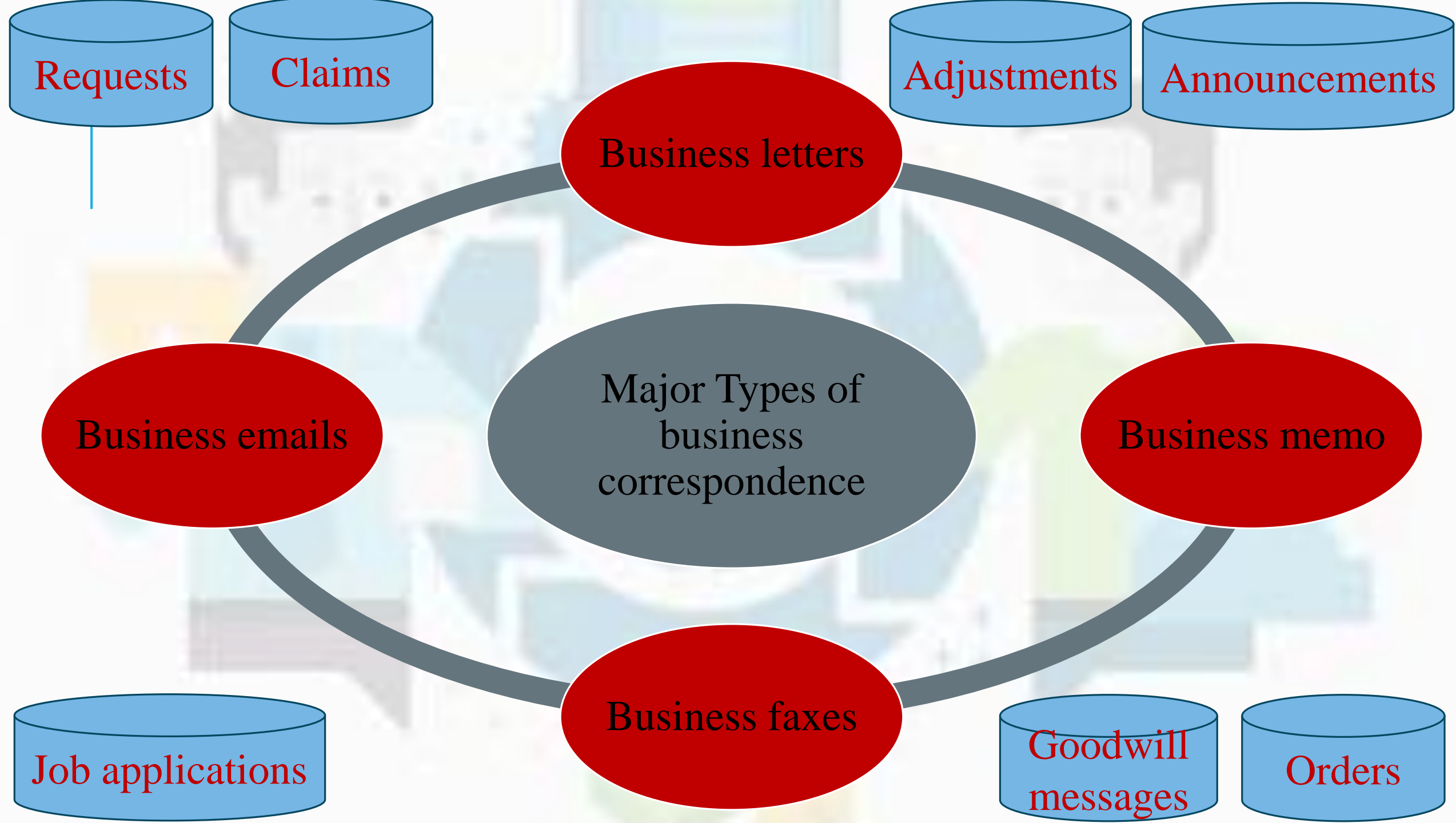
Exchange of information in written format for business activities



Between organizations, within organizations, between customer and organization



Globally accepted formats for business communication



# ESSENTIALS OF BUSINESS CORRESPONDENCE

## Developing effective tone

- A tone that conveys mutual respect, sincerity and courtesy

## Natural language

- Use simple, clear and natural language
- Avoid old-fashioned phrases like: I beg to advise . . . ., as per your request . . . (sounds artificial)

## Positive language

- Keep the emphasis on the positive rather than negative. Stress on the positive rather than negative aspect of a situation.
- When I received your complaint, I checked your record.
- When I received your letter, I checked your record.

## You attitude

- Emphasis on reader's interest, see the situation from the viewpoint of the reader.
- We are shipping your order on Monday.
- You will receive your order by Friday.

A faint, stylized illustration in the background shows two children, a boy on the left and a girl on the right, standing behind a large, multi-colored gear. The gear has a central blue circle and is composed of various colored segments. The boy is wearing a blue shirt and the girl is wearing a green shirt. The overall style is soft and educational.

# COMPONENTS OF A LETTER

# LETTER WRITING: ELEMENTS

Dateline:  
Spell out the  
names of the  
months

28 December 2023

Or

December 28, 2023

# LETTER WRITING: ELEMENTS

Sender's  
Address  
(Above the  
date line)

(Your name)  
Institute of Business Administration  
Main Campus  
Karachi University  
University Road Karachi



# LETTER WRITING: ELEMENTS

Inside Address  
(Below date)

Your name  
Designation  
Dept of Sciences and Humanities  
FAST National University of  
Computer and Emerging Sciences  
Karachi Campus



# LETTER WRITING: ELEMENTS

Subject Line:  
To identify the  
main topic

Requesting information on the upcoming  
courses

Re: Request for financial assistance

Sub: Suggesting major changes in design

# LETTER WRITING: ELEMENTS

## Salutation

Sir/Madam

Dear Sir/Madam, Dear Mr Manager,

Dear Prof.

Dear Ali

When writing to a particular person or position: Use descriptive title

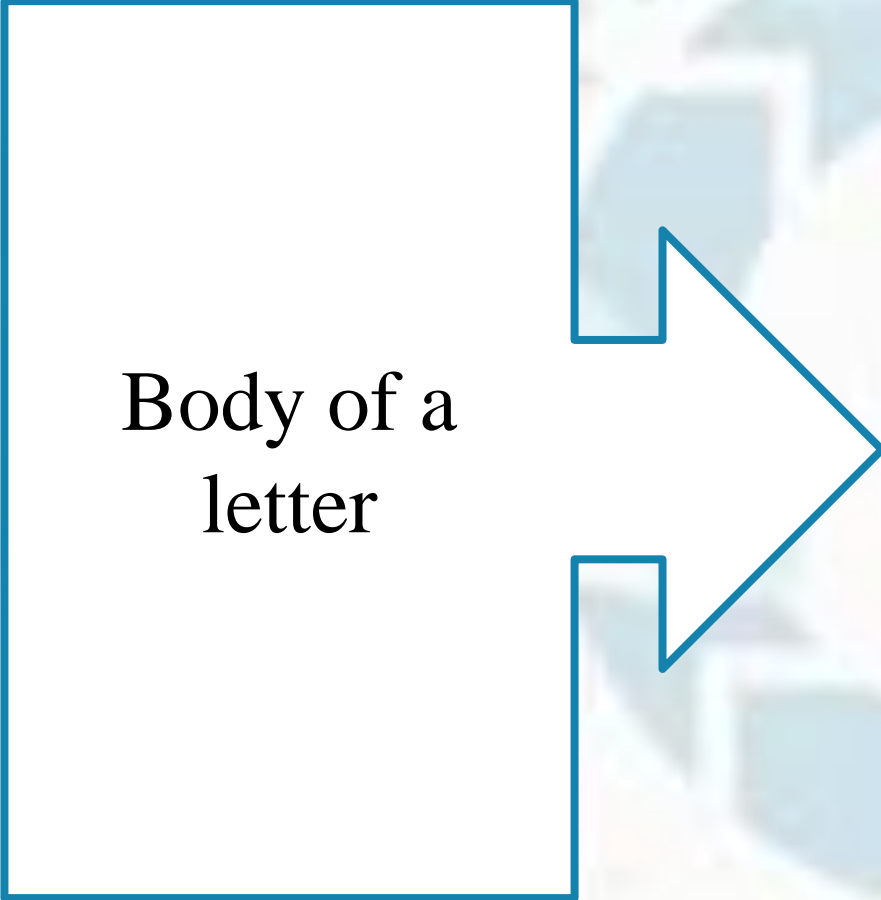
Attention: Marketing Department

When writing to a company department, omit salutation and use attention line

Begin the main letter body right after the subject line.

Omit salutation  
When writing to a company without directing the letter to a particular person or position

# LETTER WRITING: ELEMENTS



Body of a  
letter

- Comprises three to four paragraphs.
- Generally includes purpose of writing, explains all relevant points, summarizes and ends with polite expressions

# LETTER WRITING: BODY PARAGRAPHS

1<sup>st</sup> paragraph

Briefly state your purpose of writing

2<sup>nd</sup> paragraph

Summarise your reason for writing

3<sup>rd</sup> paragraph

Explain your request/complaint in more detail.

4<sup>th</sup> paragraph

Conclude with thanks and a call to action

# LETTER WRITING: ELEMENTS



Complimentary  
Close

The diagram features a large white box on the left with a blue border. Inside this box, the words 'Complimentary' and 'Close' are stacked vertically. A large blue arrow points from the right side of this box towards a list of closing phrases on the right. The background of the slide is a blurred image of a person's face and a laptop screen.

Sincerely  
Truly  
Cordially  
Regards  
With best/kind/warm regards  
With compliments

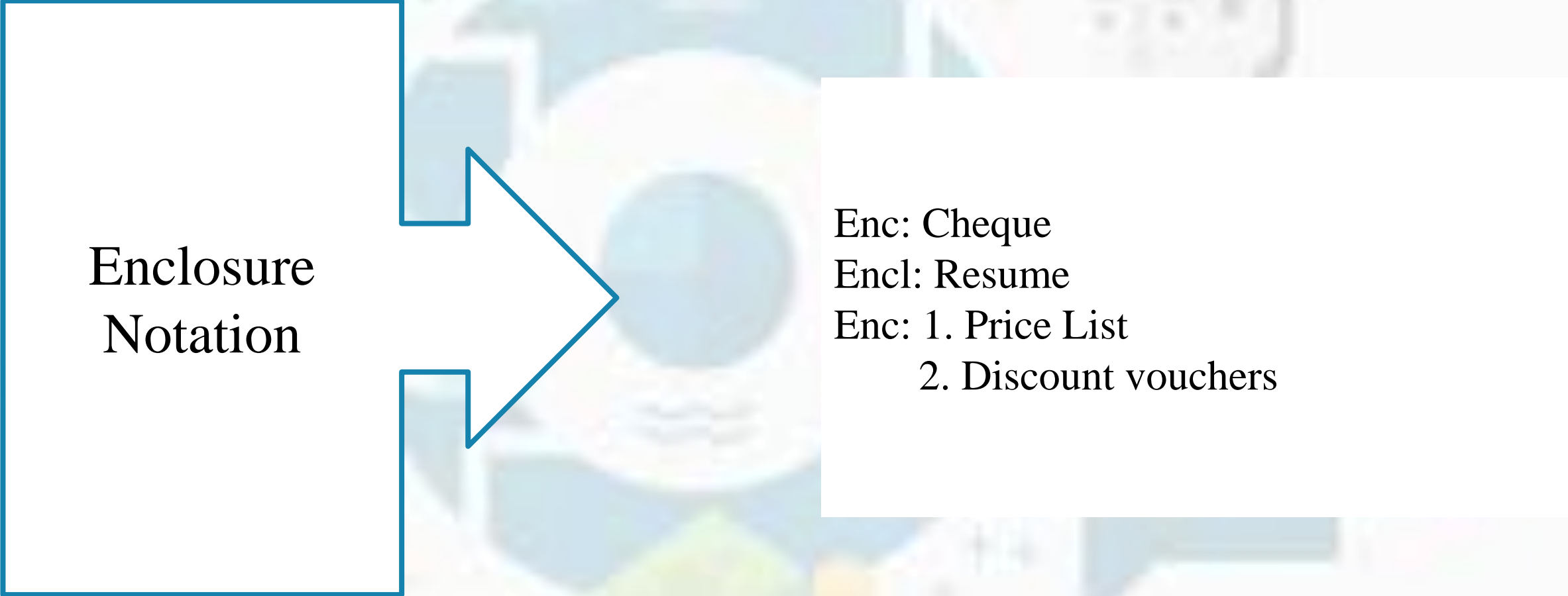
# LETTER WRITING: ELEMENTS



Signature  
box/block

(Signature)  
(Your name)  
Lecturer (Designation)  
FAST National University (Affiliation)

# LETTER WRITING: ELEMENTS



Enclosure  
Notation

The diagram consists of a large white rectangle with a blue border on the left side. To its right is a large white arrow pointing right, also with a blue border. To the right of the arrow is a white rectangular box containing a list of items. The background of the slide is a blurred image of a person's face and a laptop screen.

Enc: Cheque  
Encl: Resume  
Enc: 1. Price List  
2. Discount vouchers



# LETTER WRITING: ELEMENTS



Post Script

PS: The last date for submission is 10  
January 2024

# LETTER WRITING: FORMATS

These are the styles of placing various combinations of elements on paper for drafting letters

# LETTER WRITING: FORMATS

## Full Block

- All elements left aligned starting next to the margin excluding subject line

## Block

- 4 elements (Sender's address, date line, complementary close and signature box) move to the right hand side starting in the centre of the page
- All other elements left aligned excluding subject lines

## Semi Block

- All features of the block format
- In addition paragraph are indented (Beginning of each paragraph)

# LETTER WRITING FORMAT:

Open

- Full Block and Block Format

Close

- Semi Block Format

# TYPES OF MESSAGES

Messages can be categorized based on author's purpose or the initial response expected from the reader.

1. Positive/ Neutral/ Informative/ Good News/ Goodwill Messages
2. Bad News/ Negative Messages
3. Persuasive Message

# POSITIVE/ROUTINE/NEUTRAL MESSAGES

- Enquiries and information about procedures, products/ services, options
- Announcements of policy/ policy changes
- Acceptances
- Positive answers to readers' requests
- Instructions to staff and employees regarding systems/ procedures



# PURPOSE OF POSITIVE MESSAGES

A positive message primarily intends to:

- Give information or good news to the reader or to reassure the reader

- Have the reader read the message, understand it, and view the information positively

- Deemphasize any negative element



# FORMAT OF POSITIVE/ROUTINE/NEUTRAL MESSAGE

Positive Messages follow **direct approach**:

Opening: Subject and key idea

Background: General circumstances or context.

Detail: Further explanation to the key idea

Close: Courteous close (with action statement if necessary)

If the background information is so brief as it does not warrant a separate paragraph, you may include the background information in the opening paragraph.

See the sample messages  
on page 12-15 of the hand  
out

The direct approach is created by placing the key idea in the opening paragraph, thus revealing to the reader almost immediately the purpose of the communication

# PRACTICE: POSITIVE MESSAGES

Task: It is your first day as an intern in Befiler (Pvt) limited. Your supervisor has asked you to compose an informational email to your colleagues. You see this as an opportunity to self-introduce yourself and establish a professional relationship with the colleagues of your department. Write a positive email to your IT department colleagues with a purpose of self-introduction, good will and building professional relationship with them. Follow the direct approach and full block format to draft your email.

Opening: Introduction yourself briefly



Background:

Provide a context on why you joined this company (mention positive reputation it is known for)

Mention your interest in the current projects of the team

Offer your willingness for the contribution you can make as an intern.



Closing: Goodwill positive note on future meeting and where they can find you (mention the office/desk number)

# NEGATIVE/BAD NEWS MESSAGES

- Rejection, and refusal to requests
- Regrets
  - Announcements of policies/ policy changes which have disadvantage to the reader
  - Negative performance appraisals
  - Disciplinary notices, notices of defect

# PURPOSE OF NEGATIVE MESSAGES

A negative message serves the following primary functions:

- convey the bad news

- gain acceptance for it

- maintain as much goodwill as possible with the audience

# INDIRECT APPROACH

The indirect approach is created by placing the key idea in the close instead of in the opening.

When to use indirect approach:

When the bad news is personally upsetting

When the bad news will provoke a hostile reaction

When the bad news threatens the customer relationship

When the bad news is unexpected

# TYPES OF BUFFERS

**Agreement:** find a point on which you and the reader share similar views

**Appreciation:** express sincere thanks for receiving something

**Cooperation:** convey your willingness to help in any way you realistically can

**Fairness:** assure the reader that you have closely examined and carefully considered the problem, or mention an appropriate action that has already been taken

**Good news:** start with the part of your message that is favorable

**Praise:** find an attribute or an achievement to compliment

**Resale:** favorably discuss the product or company related to the subject of the letter

**Understanding:** demonstrate that you understand the reader's goals and need



# FORMAT OF NEGATIVE MESSAGE

## Buffer statement

- Positive or neutral statement that establishes goodwill.

## Explanation

- Explain the situation: Why there is an issue.
- Rationale for negative news: Help reader understands the ‘why’
- Add concrete details

## Break the bad news

- State the negative news

## Redirect

- Focus on possible alternatives, solutions, or upcoming actions

## Closing

- Goodwill close: End on a positive note



# Two ways to state the negative news

Implied negative news

Explicit negative news

We appreciate your interest in attending the Online Business Communication Conference from March 12-14; however, these dates coincide our department's deadline for the Dunbar Associates marketing plan. We need you on our team as we finalize the submission.

Your request to pursue research into the accounting practices of Dunbar Associates has been denied due to tight departmental time constraints.

# Task: Identify The Components Of Negative Message

## Redirect

- However, you are welcome to take vacation before and/or after the project rolls out. As compensation, HR is providing IT staff with three extra days of paid vacation.

## Explanation + Break the bad news

- Summer is traditionally a time when many employees are out of the office and demands on the servers are reduced. In order to minimize the disruption to staff throughout the company, the IT department will be rolling out a server replacement project during July and August. Because this project will need to be completed in a more compressed time frame, no vacation requests in July and August are possible for staff in the IT department. As a result, your request for vacation during August has not been approved.

## Closing

- We look forward to receiving your revised vacation request soon.

## Buffer

- Thank you for submitting your request for 10 days of vacation (your maximum entitlement) in August.

# PRACTICE: NEGATIVE MESSAGES

**Task:** Imagine that you work in the hospitality industry. You work in the IT department. Your boss has arranged a training session on the topic “Using Social Media in the Hospitality Industry”. You are required to attend this training session, but due to certain unexpected reasons, you cannot attend the session. Write a negative news business letter to your boss informing that you cannot attend the training session. Follow the Indirect approach and write all the formal components of the letter using the block format only.

Paragraph 1: Create a buffer statement



Paragraph 2:

State the rationale for your refusal based on the genuine and acceptable circumstances (At least two to three statements). Add concrete details

Break the negative news: Either implied or explicit



Paragraph 3: Provide any possible alternative or solution that can compensate your refusal.



Paragraph 4: End on a positive note that emphasis on maintaining positive relationship