

COM310-902

Instructor: Hana Park

# Chapter 9



Corresponding in Print and Online



# Overview

- Understanding the process of writing correspondence
- Presenting yourself effectively in correspondence
- Writing letters
- Writing memos
- Writing emails
- Writing microblogs
- Writing correspondence to multicultural readers


# Understand the Process of Writing Correspondence

Select the right format: letter, memo, email, or microblog.



For letter, memo, and email:

Clearly state your purpose, use headings, provide a summary, offer relevant background, structure the discussion, and highlight action required.



For microblogs: be concise and clear.



Always revise, edit, and proofread.



# Professional Presentation in Correspondence

1. Balance formality with the context.
2. Ensure correct communication.
3. Adopt the “you attitude” for reader-centric content.
4. Avoid correspondence clichés.
5. Prioritize honesty and transparency.

LETTER CLICHÉ	PLAIN-LANGUAGE EQUIVALENT
attached please find	attached is
enclosed please find	enclosed is
pursuant to our agreement	as we agreed
referring to your ("Referring to your letter of March 19, the shipment of pianos . . .")	"As you wrote in your letter of March 19, the . . ." (or subordinate the reference at the end of your sentence)
wish to advise ("We wish to advise that . . .")	(The phrase doesn't say anything. Just say what you want to say.)
the writer ("The writer believes that . . .")	"I believe . . ."

Markel/Selber, *Practical Strategies for Technical Communication*, 3e, © 2019  
Bedford/St. Martin's

FIGURE 9.1

Letter Clichés and Plain-Language Equivalents

## Example of Correspondence Clichés

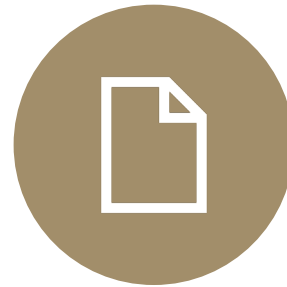
# Types of Correspondence

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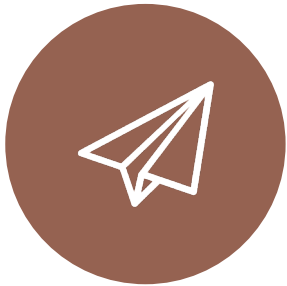
## ***Letters***

Formal, for external communication



## ***Memos***

Semi-formal, for internal communication



## ***Email***

Semi-formal, quick and suitable for both external and internal



## ***Microblogs***

(Tweets, Facebook)

Informal, great for group updates or queries

# Elements of a Letter



**DAVIS TREE CARE**  
1300 Lancaster Avenue  
Berwyn, PA 19092  
www.davisfortrees.com

May 11, 2019

Fairlawn Industrial Park  
1910 Ridgeway Drive  
Berwyn, PA 19092

Attention: Director of Maintenance

Subject: Fall Pruning

Dear Director of Maintenance:

Do you know how much your trees are worth? That's right - your trees. As a maintenance director, you know how much of an investment your organization has in its physical plant. And the landscaping is a big part of your total investment.

(...)

## Heading

## Inside Address

## Attention Line

## Subject Line

When you are unable to address a letter to a particular person because you don't know the name of the individual

## Salutation

If you decide not to use attention or subject line, put the salutation, or greeting, two lines below the inside address.

## Body

# Elements of a Letter

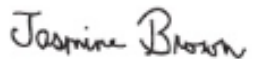
Letter to Fairlawn Industrial Park

Page 2

May 22, 2019

May we stop by to give you an analysis of your trees - absolutely without cost or obligation? Spending a few minutes with one of our diagnosticians could prove to be one of the wisest moves you've ever made. Just give us a call at 610-555-9187, and we'll be happy to arrange an appointment at your convenience.

Sincerely yours,



Jasmine Brown  
President

Enclosure: Davis Tree Care brochure

c: Darrell Davis, Vice President

→ **Header** for second page

→ **Complimentary Close**

→ **Signature**

→ **Enclosure Line**, in case the envelope contains documents other than the letter

→ **Copy Line**, in case you want the primary recipient to know that other people are receiving a copy of it





## **Types of Workplace Letters**

Inquiry

Response to an inquiry

Claim

Adjustment



# Writing an Inquiry Letter

**Purpose:** Request information or clarify doubts.

- Introduce yourself and your reason for writing.
- Frame clear and specific questions.
- Indicate how you'll utilize the information.
- Suggest compensation (if applicable) and request a timely response.



# Responding to an Inquiry Letter

**Purpose:** Address questions or provide information.

- Answer queries to the best of your ability.
- If unable to answer, provide reasons and alternatives.
- Offer any supplement information when relevant.



# Writing a Claim Letter

**Purpose:** Address questions or provide information.

- Adopt a professional and polite tone.
- Identify the product/service in question.
- Describe the issue with specific details.
- Suggest a feasible solution or what you expect in return.

# Example of a Claim Letter



ROBBINS  
CONSTRUCTION, INC.

255 Robbins Place, Centerville, MO 65101 | (417) 555-1850 | robbinsconstruction.com

August 17, 2018

Mr. David Larsyn  
Larsyn Supply Company  
311 Elmerine Avenue  
Anderson, MO 63501

Dear Mr. Larsyn:

As steady customers of yours for over 15 years, we came to you first when we needed a quiet pile driver for a job near a residential area. On your recommendation, we bought your Vista 500 Quiet Driver, at \$14,900. We have since found, much to our embarrassment, that it is not substantially quieter than a regular pile driver.

We received the contract to do the bridge repair here in Centerville after promising to keep the noise to under 90 dB during the day. The Vista 500 (see enclosed copy of bill of sale for particulars) is rated at 85 dB, maximum. We began our work and, although one of our workers said the driver didn't seem sufficiently quiet to him, assured the people living near the job site that we were well within the agreed sound limit. One of them, an acoustical engineer, marched out the next day and demonstrated that we were putting out 104 dB. Obviously, something is wrong with the pile driver.

I think you will agree that we have a problem. We were able to secure other equipment, at considerable inconvenience, to finish the job on schedule. When I telephoned your company that humiliating day, however, a Mr. Meredith informed me that I should have done an acoustical reading on the driver before I accepted delivery.

I would like you to send out a technician—as soon as possible—either to repair the driver so that it performs according to specifications or to take it back for a full refund.

Yours truly,

Jack Robbins, President  
Enclosure

**WHY**

**BODY**

**TAKE ACTION**

# Writing a Positive Adjustment Letter

**Purpose:** Address “good news” to an issue.

- Begin with an expression of regret or apology.
- Detail the measures you’re taking to resolve the issue.
- Conclude on a reassuring or positive note.

## Larsyn Supply Company

311 Elmerine Avenue  
Anderson, MO 63501  
(417) 555-2484  
[larsynsupply.com](http://larsynsupply.com)

August 22, 2019

Mr. Jack Robbins, President  
Robbins Construction, Inc.  
255 Robbins Place  
Centerville, MO 65101

Dear Mr. Robbins:

I was very unhappy to read your letter of August 17 telling me about the failure of the Vista 500. I regretted most the treatment you received from one of my employees when you called us.

Harry Rivers, our best technician, has already been in touch with you to arrange a convenient time to come out to Centerville to talk with you about the driver. We will of course repair it, replace it, or refund the price. Just let us know your wish.

I realize that I cannot undo the damage that was done on the day that a piece of our equipment failed. To make up for some of the extra trouble and expense you incurred, let me offer you a 10 percent discount on your next purchase or service order with us, up to a \$1,000 total discount.

You have indeed been a good customer for many years, and I would hate to have this unfortunate incident spoil that relationship. Won't you give us another chance? Just bring in this letter when you visit us next, and we'll give you that 10 percent discount.

Sincerely,

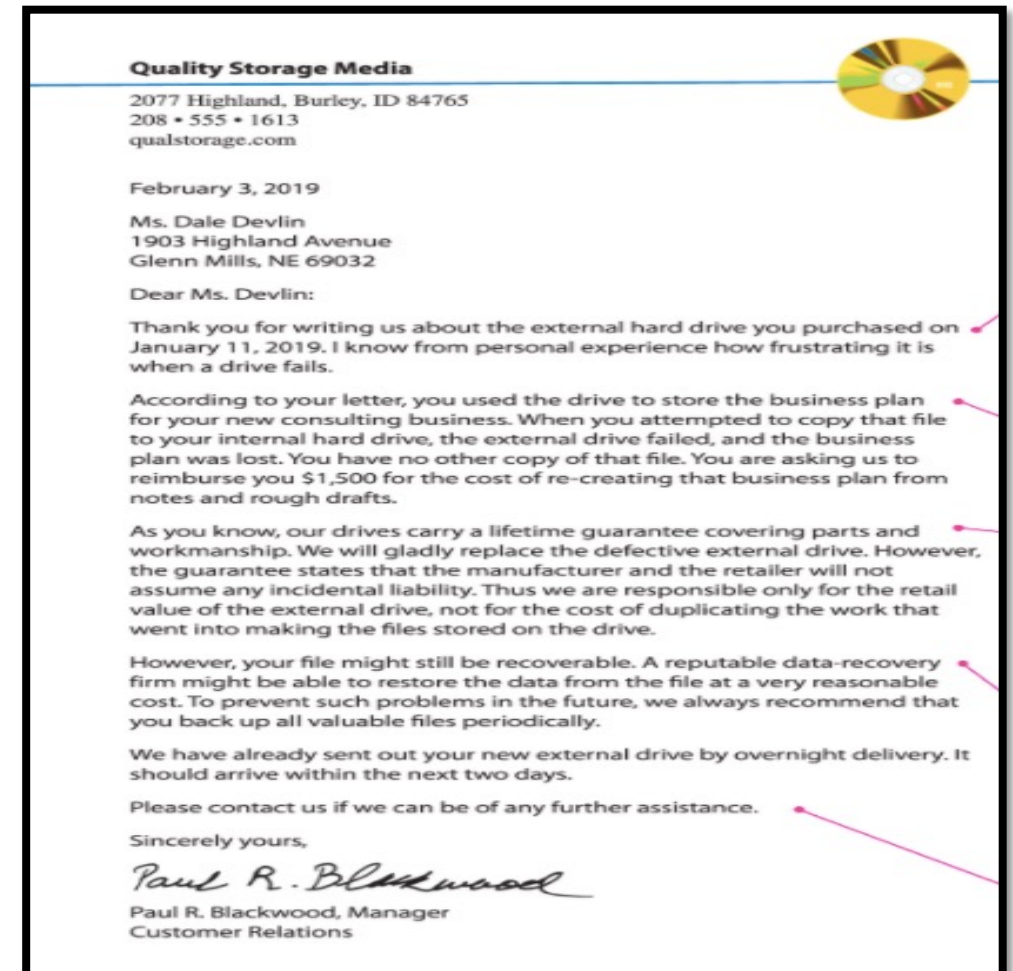


Dave Larsyn, President

# Writing a Negative Adjustment Letter

**Purpose:** Convey “bad news” to address a claim.

- Start by salvaging goodwill – demonstrate reasonableness in your actions and decisions.
- Approach the customer without bias or confrontation.
- Outline the situation as per your understanding.
- Provide a clear explanation for the refusal.
- Ensure a courteous ending, keeping channels open for future interactions.





# Five Elements for Common Memos

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Specific subject line

Clear statement of purpose


A brief summary

Informative headings

Clear recommendation or action items



# Examples of Memo



## Dynacol Corporation

### INTEROFFICE COMMUNICATION

To: G. Granby, R&D  
From: P. Rabin, Technical Services *PR*  
Subject: Trip Report—Computer Dynamics, Inc.  
Date: September 21, 2019

The purpose of this memo is to present my impressions of the Computer Dynamics technical seminar of September 19. The goal of the seminar was to introduce their new PQ-500 line of high-capacity storage drives.

**Summary**  
In general, I was impressed with the technical capabilities and interface of the drives. Of the two models in the 500 series, I think we ought to consider the external drives, not the internal ones. I'd like to talk to you about this issue when you have a chance.

**Discussion**  
Computer Dynamics offers two models in its 500 series: an internal and an external drive. Both models have the same capacity (1T) and they both work the same way: they extend the storage capacity by integrating an optical disk library into the file system. The external drive moves files between the server's faster, but limited-capacity devices (hard disks) and its slower, high-capacity storage devices (optical disks). This process, which they call data migration, is transparent to the user.

For the system administrator, integrating either of the models would take no more than one hour. The external model would be truly plug-and-play; it would not need to install any drivers, as long as his or her device is on our network. The system administrator would push the necessary drivers onto all the networked devices without the user having to do anything.

Although the internal drive is convenient—it is already configured for the computer—I think we should consider only the external drive. Because so many of our employees do teleconferencing, the advantage of portability outweighs the disadvantage of inconvenience. The tech rep from Computer Dynamics walked me through the process of configuring both models. A second advantage of the external drive is that it can be salvaged easily when we take a computer out of service.

**Recommendation**  
I'd like to talk to you, when you get a chance, about negotiating with Computer Dynamics for a quantity discount. I think we should ask McKinley and Rossiter to participate in the discussion. Give me a call (x3442) and we'll talk.

### INTEROFFICE

To:	C. Cleveland	c:	B. Aaron
From:	H. Rainbow <i>HR</i>		K. Lau
Subject:	Shipment Date of Blueprints to Collier		J. Manuputra
Date:	2 October 2019		W. Williams

Figure 9.9

Figure 9.10



# Email Etiquette

- 1. Stay On-Topic:** Keep the content focused on relevant business matters.
- 2. Adopt Suitable Formality:** Gauge the situation and the recipient.
- 3. Ensure Accuracy:** Check for grammar, punctuation, and clarity.
- 4. Avoid Aggressive Tones:** Refrain from inflammatory (“flaming”) comments.
- 5. Readability:** Use clear formatting and concise sentences.
- 6. Privacy:** Don’t forward messages without the original writer’s consent.
- 7. Be Purposeful:** Send emails with clear intent and value.

# Email Etiquette

To: Supers and Leads  
Subject:

LATELY, WE HAVE BEEN MISSING LASER REPAIR FILES FOR OUR 16MEG WAFERS. AFTER BRIEF INVESTIGATION, I HAVE FOUND THE MAIN REASON FOR THE MISSING DATA.

OCCASIONALLY, SOME OF YOU HAVE WRONGLY PROBED THE WAFERS UNDER THE CORRELATE STEP AND THE DATA IS THEN COPIED INTO THE NONPROD STEP USING THE QTR PROGRAM. THIS IS REALLY STUPID. WHEN DATE IS COPIED THIS WAY THE REPAIR DATA IS NOT COPIED. IT REMAINS UNDER THE CORRELATE STEP.

TO AVOID THIS PROBLEM, FIRST PROBE THE WAFERS THE RIGHT WAY. IF A WAFER MUST BE PROBED UNDER A DIFFERENT STEP, THE WAFER IN THE CHANGE FILE MUST BE RENAMED TO THE \*\* FORMAT.

EDITING THE WAFER DATA FILE SHOULD BE USED ONLY AS A LAST RESORT, IF THIS BECOMES A COMMON PROBLEM, WE COULD HAVE MORE PROBLEMS WITH

INVALID DATA THAT THERE ARE NOW.

SUPERS AND LEADS: PLEASE PASS THIS INFORMATION ALONG TO THOSE WHO NEED TO KNOW.

ROGER VANDENHEUVAL



To: Supers and Leads  
Subject: Fix for Missing Laser Repair Files for 16MB Wafers

Supers and Leads:

Lately, we have been missing laser repair files for our 16MB wafers. In this email I want to briefly describe the problem and recommend a method for solving it.

Here is what I think is happening. Some of the wafers have been probed under the correlate step; this method copies the data into the nonprod step and leaves the repair data uncopied. It remains under the correlate step.

To prevent this problem, please use the probing method outlined in Spec 344-012. If a wafer must be probed using a different method, rename the wafer in the CHANGE file to the \*. format. Edit the wafer data file only as a last resort.

I'm sending along copies of Spec 344-012. Would you please pass along this email and the spec to all of your operators?

Thanks. Please get in touch with me if you have any questions.

Roger Vandenheuval





# Microblogging at Work: Key Considerations

- **Permanence:** Posts are archived and reflect on both you and the organization.
- **Regulations:** Your content adheres to the same legal standards as other documents.
- **Organizational Guidelines:** Familiarize yourself with company policies on microblogging.



# Effective Microblogging for Organizations

- **Define Purpose:** Understand your audience and objectives.
- **Master the Platform:** Get acquainted with the technology.
- **Engage with Culture:** Adapt to the community's norms.
- **Provide Value:** Share, educate, and assist rather than push sales.
- **Humanize:** Keep posts relatable and authentic.
- **Own Mistakes:** Acknowledge and rectify errors promptly.
- **Promote Sharing:** Link to useful resources generously.
- **Fact-Check:** Ensure accuracy in your posts.
- **Review:** Always edit and proofread before publishing.



# Multicultural Correspondence

- 1. Cultural Practices:** Recognize and respect the customs and values of your readers.
- 2. Language & Tone:** Adjust to the preferred communication style of your audience.
- 3. Preferred Platforms:** Use the communication tools and applications familiar to your readers.