Basics of Written Communication

Paper XX

UNIT 1

Note Making

What is Note-Taking?

Note-taking is, simply, a way of concisely recording important information so that you can recall it later. Regardless of how good you think your memory is - you will need to take notes in certain situations to remind yourself what was said. It is a mistake to think, when going to a meeting or attending a lecture or some other important talk, that you will remember the details of what has been said - you won't. You may well remember the overall topic of the discussion, even some very specific details, but you won't remember everything. Effective note-taking is an important transferable skill, a skill that can be applied in all aspects of life, socially, at work and during study. Note-taking is a powerful aid to communication, a way of summarising and retaining the key points from what you've heard and understood.

Uses of Taking Notes

The use of note- taking is as follows:

- The first use is that they can help you locate the information that you need faster. This is because a set of well-organized notes will allow you to use headings, subheadings, and other similar markers to find the notes you need for a specific topic without looking through your entire notebook or your entire textbook.
- The second use is that they can help you learn the information that you need to learn. This is because most people have a much easier time learning information when they can hear it, see it, feel it, and apply it. This means that it will typically

be easier for you to learn the information that you need to learn when you can hear it in class, see it on the board, write it down, and use your notes to complete your homework.

- The third use is that they can help you review the information that you need to review. This is because a good set of notes will allow you to boil a subject down to its key points, so you can review those points later.

Structure

How to take notes?

- Before you start taking any notes be clear about why you are attending the talk or meeting. What are you hoping to learn or gain from it? Think of your notes as a guide to your learning and development *after* the event. You notes form part of a working document that you'll return to and add to later.

- Think about whether or not a point is noteworthy before you write it down – do not take notes for the sake of taking notes. Otherwise you'll end up with lots of irrelevant points, which will distract you from the important things. You probably only really need to make notes on things that are new to you.

- Do not write down everything that is said, word-for-word, that would be transcribing, which is an altogether different skill. Concentrate on the key points, remain alert and attentive and listen to what is being said.

- Write in your own style and use your own words, you don't need to worry too much about spelling, grammar, punctuation or neatness as long as you can read your notes later and they make sense to you. Your personal note-writing system will evolve and improve with practice.

- Try to use short concise points, single words or phrases or short sentences, use bullet or numbered lists if necessary. If you are using a pen and paper then it is easy to add linking lines to join ideas and concepts.

- Write down in full, key information that can't be shortened: names, contact details, dates, URL's, references, book titles, formulas etc.

- Use abbreviations to help you – just note what they mean!

- Use underlining, indentation, circle words or phrases, use highlighter pens – whatever system works for you to emphasis the most important points and add some structure to your notes.

- Don't panic if you miss something. You can usually ask the speaker to repeat a point or ask a college or peer after the event. Note down that you have missed something to remind you to do this.

Paragraph Writing

Importance of Topic Sentence

A well-organized paragraph supports or develops a single controlling idea, which is expressed in a sentence called the topic sentence. A topic sentence has several important functions: it unifies the content of a paragraph and directs the order of the sentences; and it advises the reader of the subject to be discussed and how the paragraph will discuss it. Readers generally look to the first few sentences in a paragraph to determine the subject and perspective of the paragraph. That's why it's often best to put the topic sentence at the very beginning of the paragraph. In some cases, however, it's more effective to place another sentence before the topic sentence.

Tips for Locating the Topic Sentence

Although a topic sentence can be located anywhere in a paragraph, it is usually *first* or *last*.

Topic Sentence First

In most paragraphs, the topic sentence comes first. The author states his or her main point and then explains it.

A focus group is a small group, usually consisting of about seven to ten people who are brought together to discuss a subject of interest to the researcher. Focus groups are commonly used today in business and politics; that flashy slogan you heard for a political campaign or a new toothpaste was almost certainly tested in a focus group to gauge people's reactions. Social researchers may use a focus group to help design questions or instruments for quantitative research or to study the interactions among group members on a particular subject. In most cases, researchers ask predetermined questions, but the discussion is unstructured. Focus groups are a relatively cheap method of research and can be completed quickly. They also allow for the flexible discussions and answers that are desirable in qualitative research. However, they definitely require a skilled leader to avoid leading participants in a predetermined direction, to establish an atmosphere in which all participants feel comfortable speaking, and to allow discussion of uncomfortable or challenging topics. It is also possible for two different researchers to analyze the discussion in different ways.

Here, the writer first defines a focus group. The rest of the paragraph provides more details about focus groups.

Topic Sentence Last

The second most likely place for a topic sentence to appear is last in a paragraph. When using this arrangement, a writer leads up to the main point and then states it at the end.

In the developing world 1.1 billion people still lack access to safe drinking water, 2.6 billion do not have access to adequate sanitation services, and more than 1.6 million deaths each year are traced to waterborne diseases (mostly in children under five). All too often in developing countries, water is costly or inaccessible to the poorest in society, while the wealthy have it piped into their homes. In addition, because of the infrastructure that is used to control water, whole seas are being lost, rivers are running dry, millions of people have been displaced to make room for reservoirs, groundwater aquifers are being pumped down, and disputes over water have raised tensions from local to international levels. **Fresh water is a limiting resource in many parts of the world and is certain to become even more so as the 21st century unfolds.**

In this paragraph, the author discusses water as a limiting resource and concludes that water will become more limited throughout the 21st century.

Topic Sentence in the Middle

If a topic sentence is placed neither first nor last, then it may appear somewhere in the middle of a paragraph. In this arrangement, the sentences before the topic sentence lead up to or introduce the main idea. Those that follow the main idea explain or describe it.

In colonial days, huge flocks of snowy egrets inhabited the coastal wetlands and marshes of the southeastern United States. In the 1800s, when fashion dictated fancy hats adorned with feathers, egrets and other birds were hunted for their plumage. By the late 1800s, egrets were almost extinct. In 1886, the newly formed National Audubon Society began a press campaign to shame "feather wearers" and end the practice. The campaign caught on, and gradually, attitudes changed; new laws followed. **Government policies that protect animals from overharvesting are essential to keep species from the brink of extinction**. Even when cultural standards change due to the efforts of individual groups (such as the National Audubon Society), laws and policy measures must follow to ensure that endangered populations remain protected. Since the 1800s, several important laws have been passed to protect a wide variety of species.

In this paragraph, the author discusses how one species nearly became extinct and concludes that government regulations are necessary to prevent this from happening again.

Topic Sentence First and Last

Occasionally writers put the main idea at the beginning of a paragraph and again at the end. Writers may do this to emphasize the main point or to clarify it.

The National Cancer Institute (NCI) has taken a brute-force approach to screening species for cancer-suppressing chemicals. NCI scientists receive frozen samples of organisms from around the world, chop them up, and separate them into a number of extracts, each probably containing hundreds of components. These extracts are tested against up to 60 different types of cancer cells for their efficacy in stopping or slowing growth of the cancer. Promising extracts are then

further analyzed to determine their chemical nature, and chemicals in the extract are tested singly to find the effective compound. **This approach is often referred to as the "grind 'em and find 'em" strategy.**

The first and last sentences together explain that the NCI takes an aggressive strategy to finding and testing samples for cancer-suppression.

Creating topic sentence for paragraph

A **topic sentence** (also known as a **focus sentence**) organises an entire paragraph, and you should be careful to include one in most of your major paragraphs. Although topic sentences may appear anywhere in a paragraph, in academic essays they often appear at the beginning.

A good paragraph has:

- a topic sentence stating the main point of the paragraph,
- supporting sentences with details and specific examples as proof of your point,
- logical, coherent thoughts that are developed in order from one sentence to the next, and
- a concluding idea that wraps up the point of the paragraph.

Read the following paragraph. Look for the topic sentence, concrete details and examples in the supporting sentences, and see how the writer sums up the point of the paragraph with a concluding sentence.

My First Day

My first day of college was a disaster. First, I went to the wrong classroom for math. I was sitting in the class, surrounded by people taking notes and paying attention to how to do equations, which would have been okay if I was supposed to be in an algebra class. In reality, I was supposed to be in geometry, and when I discovered my error, I had already missed the first twenty minutes of a one-hour class. When I got to the correct class, all twenty-five students turned and looked at me as the teacher said, "You're late." That would have been bad enough, but in my next class my history teacher spoke so fast I could not follow most of what he said. The only thing I did hear was that we were having a quiz tomorrow over today's lecture. My day seemed to be going better during botany class, that is, until we visited the lab. I had a sneezing fit because of one of the plants in the lab and had to leave the room. When I finally finished my classes for the day, I discovered I had locked my keys in the car and had to wait for my brother to bring another set. *My first day of school was so bad that I know the rest will have to be better*.

In the above paragraph, the topic sentence appears in bold and the concluding sentence in italics. Notice how the sentences in between support and develop the topic sentence by giving specific examples and details.

What are supporting details and preparing of it?

Supporting details are *specific* facts, evidence, or ideas used to develop, expand, and support the more *general* main point of a paragraph. You should provide enough supporting detail in your paragraphs so the reader can easily understand what you are trying to communicate.

Supporting details are important to develop and support the main idea of the paragraph, making your argument stronger, more interesting, and easier to understand. Supporting details will paint a clearer and more complete picture of what it is you are trying to describe or explain to the reader.

In general, a paragraph starts with a main idea followed by supporting details that make up the body of the paragraph. Paragraphs should be structured in the following way:

1. **Main Idea** (states the main point of the paragraph)
2. **Supporting Details** (reasons/examples to support the main idea)
3. **Closing Sentence** (restates the main point of the paragraph)

Think of a paragraph as a house - the main idea is the roof, the supporting details are the walls that support the roof, and the closing sentence is the foundation of the house.

Different types of details:

Major (Primary) Details: These types of details directly explain or support the main idea of the paragraph.

Minor (Secondary) Details: These types of details explain other details in the paragraph.

<u>**EXAMPLE 1:**</u>

"<u>There are many factors that contribute to student success in college.</u> **The first factor for success is having a goal in mind before establishing a course of study.** *The goal may be as general as wanting to better educate oneself for the future. A more specific goal would be to earn a teaching credential.* **A second factor related to student success is self-motivation and commitment.** *A*

student who wants to succeed and works toward that desire will find success easily as a college student. **A third factor linked to student success is using college services.** *Most beginning college students fail to realize how important it can be to see a counsellor or consult with a librarian or financial aid officer.*"

The <u>underlined</u> sentence is the MAIN POINT of the paragraph

The **bolded** sentences are MAJOR SUPPORTING DETAILS

THE *italicized* sentences are MINOR SUPPORTING DETAILS

EXAMPLE 2:

In the following example, the topic is highlighted, the topic sentence is underlined, and the major details are numbered and italicized.

[1]*The* **hospitality industry** *is one that is open for business 365 days a year.* For this reason, it depends heavily on shift work. [2]*The industry is also dependent upon good customer service that will encourage guests to come back again and again.* [3]*Another characteristic of the hospitality industry is the perishability of its products, for instance, hotel rooms.* Rooms that are vacant for the night are a financial loss to the hotel owner. <u>These are some of the characteristics of the</u> **hospitality industry** <u>that make it a challenging industry in which to work.</u>

Here is another way to see the information in this paragraph:

Topic: The hospitality industry

Topic sentence: These are some of the characteristics of the hospitality industry that make it a challenging industry in which to work.

Major supporting details:

• The hospitality industry is one that is open for business 365 days a year.

• The industry is also dependent upon good customer service that will encourage guests to come back again and again.

• Another characteristic of the hospitality industry is the perishability of its products, for instance, hotel rooms.

As mentioned earlier, you can make sure that a sentence is a major supporting detail by asking yourself, "Does this sentence tell me more about the main idea or topic sentence?" If it does, then it is a major detail. Another way to find the major details of a paragraph is to turn the main idea into a question. The answers to the question will be the major details.

The table below shows some conventional English symbols and abbreviations. You will need specific ones for your own subject.

and	&
and others (people)	et. al.
and other things	etc.
answer	A
approximately	approx.
at	@
because	∵
before example	:
centimetre	cm

century	C
chapter	ch.
Compare	cf.
Correct	✓
decreases, falls	↘
degrees	�
department	dept.
divided by	�
east	E
equal to	=
equivalent to	≡
especially	esp.
for example	e.g.
government	govt.
greater than	>
grows, increases	↗
important	N.B.
in one year	p.a.
information	info.
kilogram	kg
less than	<
maximum	max.

minimum	min.
minus	-
much greater than	>>
much less than	<<
multiplied by	�
north	N
not come from	↚
not equal	≠
not lead to	↛
not proportional to	∝̸
number	No.
or	#
page	p.
pages	pp.
percent	%
plus	+
possibly	poss.
probably	prob.
proportional to	∝
question	Q
results from	←

results in, leads to	→
same as above	"
similar to	≈
that is to say	i.e.
therefore	∴
unlikely	??
uncertain, not sure	?
very	v.
with reference to	re.
wrong	X
year	yr.

Unit 2

Paragraph Writing

Using linking words

Coherence in a paragraph is the technique of making words, phrases, and sentences move smoothly and logically from one to the other. In other words, the ideas are so interwoven and "glued" together that the reader will be able to see the consistent relationship between them. It is obvious that if a paragraph is not unified, does not have a logical order, and does not have a consistent point of view, the reader is unlikely to grasp the point of the paragraph. In addition, there are other devices and techniques that will help you achieve coherence. In general, the coherence devices most helpful for making your communication clear for the reader are transitional words and phrases, repetition of key words and phrases, pronoun reference, and parallel sentence structure.

Linking words or phrases help you to build a logical argument in your assignment by linking one statement to another. An assignment without linking words reads like a series of unrelated statements with no flow.

Linking words can be used to

- link the flow of ideas in your writing
- guide your reader towards the next stage of your argument
- link paragraphs together.

Signalling words

1. Time/order

   at first, eventually, finally, first, firstly, in the end, in the first place, in the second place, lastly, later, next, second, secondly, to begin with

2. Comparison/similar ideas

   in comparison, in the same way, similarly

3. Contrast/opposite ideas

   but, despite, in spite of, even so, however, in contrast, in spite of this, nevertheless, on the contrary, on the other hand, still, whereas, yet

4. Cause and effect

   accordingly, as a consequence, as a result, because, because of this, consequently, for this reason, hence, in consequence, in order to, owing to this, since, so, so that, therefore, thus

5. Examples

   for example, for instance, such as, thus, as follows

6 Generalisation

   as a rule, for the most part, generally, in general, normally, on the whole, in most cases, usually

7. Stating the obvious

   after all, as one might expect, clearly, it goes without saying, naturally, obviously, of course, surely

8. Attitude

admittedly, certainly, fortunately, luckily, oddly enough, strangely enough, undoubtedly, unfortunately

9. Summary/conclusion

finally, in brief, in conclusion, in short, overall, so, then, to conclude, to sum up

10. Explanation/equivalence

in other words, namely, or rather, that is to say, this means, to be more precise, to put it another way

11. Addition

apart from this, as well as, besides, furthermore, in addition, moreover, nor, not only...but also, too, what is more

12. Condition

in that case, then

13. Support

actually, as a matter of fact, in fact, indeed

14. Contradiction

actually, as a matter of fact, in fact

15. Emphasis

chiefly, especially, in detail, in particular, mainly, notably, particularly

Examples

1. Time/order
At first

> ***At first*** the freemen of both town and country had an organization and a type of property which still retained something of the communal as well as something of the private, but in the town a radical transformation was taking place.

Eventually

> ***Eventually*** the group did manage to buy some land in a village not far from London, but the project had to be abandoned when the villagers zoned their land against agricultural use.

Finally

> ***Finally***, there have been numerous women altogether outside the profession, who were reformers dedicated to creating alternatives.

First

> ***First*** I went to see the editor of the Dispatch.

Firstly:

> There are two reasons. ***Firstly*** I have no evidence whatever that the original document has been destroyed.

In the end

> ***In the end***, several firms undertook penicillin production on a massive scale, but hardly any ever came to Florey himself for the clinical trials which he was desperate to extend.

In the first place/in the second place

If we try to analyse the conception of possession, we find two elements. ***In the first place***, it involves some actual power of control over the thing possessed. In the second place, it involves some intention to maintain that control on the part of the possessor.

Lastly

Lastly, we may notice that even a wrongful possession, if continued for a certain length of time, matures into what may be, for practical purposes, indistinguishable from ownership.

Later

Later she went up to the office.

Next

Next, I'd like to show you some pictures.

Second

And ***second***, this kind of policy does not help to create jobs.

To begin with

To begin with, the ratio between attackers and defenders was roughly the same.

2. **Comparison**

In comparison

The vast majority of social encounters are, ***in comparison***, mild and muted affairs.

In the same way

Every baby's face is different from every other's. ***In the same way***, every baby's pattern of development is different from every other's.

Similarly

> You should notify any change of address to the Bonds and Stock Office. ***Similarly***, savings certificates should be re-registered with the Post Office.

3. Contrast
But

> In 1950 oil supplied only about 10% of our total energy consumption; ***but*** now it's up to about 40% and still rising.

Despite

> ***Despite*** the difference in their ages they were close friends.

Even so

> This could lead you up some blind alleys. ***Even so***, there is no real cause for concern.

However

> The more I talked the more silent Eliot became. ***However***, I left thinking that I had created quite an impression.

In spite of this

> My father always had poor health. ***In spite of this***, he was always cheerful.

Nevertheless

> He had not slept that night. ***Nevertheless***, he led the rally with his usual vigour.

On the contrary

I have never been an enemy of monarchy. ***On the contrary***, I consider monarchies essential for the well-being of new nations.

On the other hand

John had great difficulties playing cricket. But ***on the other hand***, he was an awfully good rugby player.

Still

He's treated you badly. ***Still*** he's your brother and you should help him.

Yet

Everything around him was blown to pieces, ***yet*** the minister escaped without a scratch.

4. Cause/effect

Accordingly

She complained of stiffness in her joints. ***Accordingly*** she was admitted to hospital for further tests.

As a consequence

The red cross has not been allowed to inspect the camps, and ***as a consequence*** little is known about them.

As a result

Many roads are flooded. ***As a result*** there are long delays.

Because

Because these were the only films we'd seen of these people, we got the impression that they did nothing else but dance to classical music.

Consequently

Japan has a massive trade surplus with the rest of the world. ***Consequently*** it can afford to give more money to the Third World.

For this reason

The traffic was very heavy. ***For this reason*** he was late.

Hence

The computer has become smaller and cheaper and ***hence*** more available to a greater number of people.

In consequence

The fastest these animals can run is about 65 kph and ***in consequence*** their hunting methods have to be very efficient indeed.

In order that

They are learning English ***in order that*** they can study a particular subject.

In order to

He had to hurry ***in order to*** reach the next place on this schedule.

Owing to this

The rain was terrible. ***Owing*** to this, the match was cancelled.

So

He speaks very little English, ***so*** I talked to him through an interpreter.

Therefore

I'm not a member of the Club. ***Therefore*** it would be rather impertinent of me to express an opinion.

Thus

If I am to accept certain limitations on my freedom, I must be assured that others are accepting the same restraints. ***Thus***, an incomes policy has to be controlled if it is to be effective.

5. Example

For example

Many countries are threatened by earthquakes. ***For example***, Mexico and Japan have large ones this century.

For instance

Not all prices have increased so dramatically. Compare, ***for instance***, the price of oil in 1980 and the price now.

Such as

There are many reasons why the invasion failed, ***such as*** the lack of proper food and the shortage of ammunition.

6. Generalisation

As a rule

As a general rule, the less important tan executive is, the more status-conscious he is likely to be.

For the most part

The New Guinea forest is, ***for the most part***, dark and wet.

In general

The industrial processes, ***in general***, are based on man-made processes.

Normally

Meetings are ***normally*** held three or four times a year.

On the whole

One or two were all right but ***on the whole*** I used to hate going to lectures.

Usually

She ***usually*** found it easy to go to sleep at night.

7. Stating the obvious

As one might expect

There are, ***as one might expect***, several other methods for carrying out the research.

After all

They did not expect heavy losses in the air. ***After all*** they had superb aircraft.

Clearly

Clearly, there is no point in continuing this investigation until we have more evidence.

Naturally

Naturally, publishers are hesitant about committing large sums of money to such a risky project.

Obviously

Obviously, I don't need to say how important this project is.

Of course

>There is ***of course*** an element of truth in this argument.

8. Attitude

Admittedly

>***Admittedly***, economists often disagree among each other.

Certainly

>Rakesh was ***certainly*** a student at the university but I'm not sure about his sister.

Fortunately

>***Fortunately*** such occurrences are fairly rare.

Luckily

>***Luckily***, Saturday was a fine day.

Undoubtedly

>***Undoubtedly***, many families are victims of bad housing.

Unfortunately

>He couldn't wait to tell Judy. ***Unfortunately***, she had already left for work.

9. Summary/conclusion

Finally

>Let's come ***finally*** to the question of pensions.

In brief

>***In brief*** then, do you two want to join me?

In conclusion

In conclusion, let me suggest a number of practical applications.

In short

In short, the report says more money should be spent on education.

Overall

Overall, imports account for half our stock.

So

So if a woman did leave the home, she was only supposed to concern herself with matters pertaining to domestic life.

Then

The importance of education, *then*, has been infinitely greater than in previous centuries.

To conclude

To conclude, I'd like to say thank you to everyone who has worked so hard to make this conference possible.

To sum up

To sum up, we cannot hope for greater success unless we identify our needs clearly.

10. Explanation/equivalence

In other words

In other words, although the act of donating blood would increase the chances of the donor dying, this increase was small compared with the increase in the recipient's chances of surviving.

Or rather

> The account here offered is meant as a beginning of an answer to that question. Or rather it contributes by setting the question in a certain way.

That is to say

> The Romans left Britain in 410 AD - ***that is to say*** England was a Roman dependency for nearly 500 years.

11. Addition

Also

> Sugar is bad for your teeth. It can ***also*** contribute to heart disease.

As well as

> Marx and Engels, ***as well as*** many of their contemporaries, believed that pastoralism predated agriculture.

Besides

> ***Besides*** being good test cases, Locke obviously finds these ideas intrinsically interesting too.

Furthermore

> Computer chess games are still a bit expensive, but they are getting cheaper all the time. ***Furthermore*** their chess-playing strength is rising.

In addition

> Our survey will produce the essential statistics. ***In addition***, it will provide information about people's shopping habits.

Moreover

The drug has powerful side-effects. ***Moreover***, it can be addictive.

Nor

I could not afford to eat in restaurants. ***Nor*** could anyone I knew.

Not only...but also

He was ***not only*** commander of the army ***but also*** a close friend of the President.

Too

Evans was not only our doctor. He was a friend ***too***.

What is more

What is more, more machines will mean fewer jobs.

12. Condition

In that case

Of course the experiment may fail and ***in that case*** we will have to start again.

Then

Sometimes the computer system breaks down. ***Then*** you'll have to work on paper.

13. Support

As a matter of fact

The company is doing very well. ***As a matter of fact***, we have doubled our sales budget.

In fact

The winter of 1940 was extremely bad. ***In fact*** most people say it was the worst winter of their lives.

Indeed

> They continue to work throughout their short life. ***Indeed*** it is overwork which eventually kills them.

14. Contradiction

Actually

> There are many stories which describe wolves as dangerous, blood thirsty animals, but ***actually*** they prefer to avoid human beings.

In fact

> I thought he could speak the language fluently. ***In fact***, that wasn't the case at all.

15. Emphasis

Chiefly

> How quickly you recover from an operation ***chiefly*** depends on your general state of health.

Especially

> They don't trust anyone, ***especially*** people in our position.

In detail

> The implications of this theory are examined ***in detail*** in chapter 12.

In particular

> ***In particular***, he was criticised for pursuing a policy of conciliation and reform.

Mainly

> The political group will have more power, ***mainly*** because of their large numbers.

Repetition of words and phrases

Key words are the words carrying most significance in a paragraph— the key words are those words a writer wants the reader to focus on as the paragraph progresses. In the following excerpt from a paragraph on sports tourism, note the key words used:

*Consistent with the results of other studies, most **sport tourists** tend to be between the ages of 18 and 44, male, and relatively affluent. Again, as with the first sample, a notable group of men and women in late adulthood chose to be active **sport tourists**. This information can be readily demonstrated by the winter-month use of golf courses in the southeastern United States by "snowbirds." For recreation agencies in these areas, winter-month use by retirees is of prime importance. For leisure education practitioners, such activity patterns not only dispel stereotypes attributed to older adults but also support the idea of teaching **sport** skills that can be practiced throughout a person's life. The majority of active **sport tourist** research has focused on people who participate in one specific **sport**.*

The ability to connect ideas by means of repetition of key words and phrases sometimes meets a natural resistance based on the fear of being repetitive. Now we must learn that catching a word or phrase that's important to a reader's comprehension of a piece and replaying that word or phrase creates a musical motif in that reader's head. Unless it is overworked and obtrusive, repetition lends itself to a sense of coherence.

Repeating key terms and phrases helps readers keep track of your ideas. It will also give your writing a sense of flow and continuity. Repetition of key words and phrases is especially important when transitioning from one paragraph to another. For example, consider the following two short paragraphs:

The study shows that too much sodium can lead to an increased blood pressure. The study finds that as Sodium increases blood pressure this excess strain on the heart can double the risk of heart attack.

While the study clearly shows that too much sodium can double the risk of heart attack, the study fails to define how much sodium is "too much" for healthy adults. It fails to account for how a person may reduce their risk factor. For example, active people with plenty of access to fresh water will sweat out a lot of the sodium they ingest. The study shows that a sedentary,individual, or a chronically dehydrated person is more likely to feel the health consequences of ingesting sodium.

The second paragraph repeats the phrase "***the study shows that too much sodium can.***" This provides a sense of continuity between the two paragraphs, making it clear that the writing is centered around the study of sodium's impact on health. The first paragraph is concerned with what the study shows, while the second paragraph explains what the study fails to provide. In the example, "the study shows" acts as a key phrase that orients the readers to what the writing is about, while also providing continuity between the two paragraphs.

Use of pronouns

Pronouns have a place in creating coherence, however. Pronouns can help a writer avoid repetition of a subject when there is no confusion about who or what that subject is.

Here are just a few of the ways in which pronouns can help you:

1. Personal pronouns and repetition

These are words such as "I" "you" "he" etc. They are helpful because they allow you to avoid repetition and repetition when repeated too often can be a problem. Look at:

Some people believe that capital punishment is justified for the most serious crimes such as murder and crimes against humanity. **These people** say that …..

The repetition of people here is plain ugly. Much better is achieve coherence by using the pronoun"they"

Some people believe that capital punishment is justified for the most serious crimes such as murder and crimes against humanity. **They** say that …..

2. Demonstrative pronouns – for linking sentences

These are such as "this" "that" "these" and "those". One of the best ways to use them is to link different sentences together. You can link forwards to the next sentence, even to something that may not be in the text, or you can link backwards. Here's an example:

The first set of circumstances when community work is the appropriate sanction is for less serious offences when the offender shows remorse for his actions. **Part of the reason for this** is that it may be wrong to take away someone's livelihood by sending them to prison,

The idea here is that when you start a new sentence you want to make it easy for the reader/examiner to understand how it links to the previous sentence. Here the phrase **Part of the reason for this** shows the examiner that you are talking about the same thing as the previous sentence – the key word being **this**.

3. Relative pronouns – for joining different parts of sentences together

Relative pronouns are the "who", "that", "which", "when" words. They are super useful for joining parts of sentences together. Look at this example:

These buildings are being replaced for a variety of reasons. These reasons largely depend on the original purpose of the building and the needs of the community.

The writing is cohesive with the "these", but it is ugly. We can do better with a relative, try:

These buildings are being replaced for a variety of reasons **which** largely depend on the original purpose of the building and the needs of the community.

The writing is just as cohesive as before – only now the grammar is more sophisticated and we have avoided some needless repetition.

Elaboration and Exemplification

To elaborate on something is to expand on it, to explain it in your own words, at greater length, so the reader gets more of the fullness of what is meant. Paragraph should be elaborated properly just to give the reader a full and in depth understanding of the topic sentence and subject matter. An example is given below for understanding.

Without elaboration:
Everyone has a favorite place that they love to go. My favorite place to go is to the skating rink. First, I relish going to the skating rink because they always have fun and exciting games for the skaters to participate in. The best part about these games is that you win a prize. For example, you might win a free coke, a free pass to the skating rink, or even tokens for the video games.

With elaborations:
Everyone has a favorite place that they love to go. My favorite place to go is to the skating rink. First, I relish going to the skating rink because they always have fun and exciting games for the skaters to participate in. The best part about these games is that you win a prize. For example, you might win a free coke, a free pass to the skating rink, or even tokens for the video games. I remember one time especially because I won two free passes to the rink. I was playing my favorite game, four corners. That is where the skaters must stop at one of the corners when the music stops. The D.J. calls out a corner and all of the skaters there must sit down. The last one left is the winner, and that was me! I was so excited. The next day I brought my best friend back with me, and we skated all day, for FREE!

In **EXEMPLIFICATION,** the goal is to provide supporting details to the points given earlier. always give a good example – not just any example, but a well-chosen one, one that will clarify for yourself, or for a reader, what you mean.

- You can use experiences and textual evidence
- Begin your exemplification by saying, "For example. . ."

EXAMPLE:

"For example, a mother staying up through the night with her sick child, a husband weeping with his wife over a deceased family member, or one friend sitting and listening, for hours on end, to another's miseries following a break up-- all demonstrate how love bears all things."

An **exemplification paragraph** develops a general statement--the topic sentence--with one or more specific examples. Not only do these examples illustrate and explain the topic sentence, but they also make your writing more interesting and more convincing.

The following paragraph uses **<u>one extended example</u>** to support its main idea--that fear can move one to action.

Sometimes fear can be a great motivator. Once when I was in high school, I tried out for a part in the school play. I was surprised and thrilled when I was given one of the leads. Never for a moment, however, did I consider how long my part was or how hard I would have to work to memorize it. All I could think of was how much attention I was getting from my friends. I even ignored the warnings of the play's director who told me I would be in trouble if I did not begin to memorize my lines. The reality of my situation finally sank in during our first dress rehearsal when I stumbled all over my lines, and the rest of the cast laughed at me. That night, and for the two weeks leading up to the play, I spent hours going over my lines. Miraculously, I got through the first night of the play without missing (at least obviously missing) many of my lines. As a result of that experience, I learned two things: first, that I could do almost anything if I was frightened enough and second, that I would never try out for another play.

Notice that the single extended example that illustrates the topic sentence is a **narrative**.

What are supporting sentences?

Every paragraph should have adequate and relevant supporting details. If a paragraph has adequate details, this means it has enough details to thoroughly support the main idea. If a paragraph has relevant details, this means that all the supporting sentences relate back to the main idea; there are no unrelated, random sentences. Supporting sentences come after the topic sentence, making up the body of a paragraph. They give details to develop and support the main idea of the paragraph. Supporting facts, details, and examples should be given in the supporting sentence.

Descriptive details will expand on the main idea in your topic sentence. Describe the colors, smells, textures and size of things. If your topic sentence claims that a fire was particularly damaging, you would include the size of the flames, the smoke, the smell of burning materials, etc. Description can include emotional details as well. Describe your feelings or the feelings others described.

Examples support topic sentences like evidence supports an argument. If you say that your car is in disrepair, give some examples. Is the engine barely running? Does it burn oil? Or, are you referring to the interior with exposed springs?

For Example:

There are three reasons why Canada is one of the best countries in the world. **First, Canada has an excellent health care system. All Canadians have access to medical services at a reasonable price. Second, Canada has a high standard of education. Students are taught by well-trained teachers and are encouraged to continue studying at university. Finally, Canada's cities are clean and efficiently managed. Canadian cities have many parks and lots of space for people to live.** As a result, Canada is a desirable place to live.

Examples are very strong evidence that your claim is valid. If you can prove it with a direct example, or even better, more than one example, you'll have your reader convinced.

Example: **Some previously unknown Youtube videos get thousands of hits after a week on the Internet, because Facebook users can post a link for hundreds of friends to see, who can each share it with their hundreds of friends.**

Both these examples clearly demonstrate the concept of exponential growth leading to huge numbers in a short time, and you've even included a real-life example of how we all experience it whenever a video goes viral on the Internet.

Quotation can also be used as supporting details. Quotable comments provide support for your argument but should not be overused. Be sure the quote emanates from an authoritative source and is not misleading.

EXAMPLE: Professor Dinesh admits, "I tell students they don't need to attend my class if they don't want to. I know, however, that if they don't come, they won't pass."

Quoting is different from summarising or paraphrasing because we use the writer's actual words. There are a number of rules that we need to be aware of when we are quoting directly.

- It is very important to ensure that the quote is correctly given; providing a mis-quotation in your essay would indicate a serious level of carelessness.
- The quotation must be relevant to the argument that you are making.
- The quotation should support a point that you have just made.
- The quote must be integrated grammatically into your own writing.
- Where the quotation is short (for example, less than one line) you can continue on the same line, enclosing the quotation in single quotation marks, and of course, providing the reference.
- If the quotation is more than one line, start a new line and indent the whole quotation.
- Do not use quotation marks where the passage is indented.

- At times, you will not want to quote the whole passage and where you wish to omit part of it, type three or four dots to indicate that a section has been deliberately omitted because it is unnecessary.

Here are several examples of how to quote.

Example 1

...and recent research has indicated that '...teachers in both primary and secondary schools are finding it increasingly difficult to teach effectively...' (Kimble 2005 p.46) and the reasons given focus in particular on the amount of administrative work that they are obliged to carry out.

Note the fact that the quote becomes an integral part of the sentence. The quote is surrounded by single inverted commas to help to make it stand out. Because the quote is only part of the original sentence, the writer puts three dots at the start and end of the quotation.

Example 2

Some writers question the current approach to meeting and communicating with members of the opposite sex.

Chatting on the Internet seems to be accepted as normal today, just like chatting to a girl on a street corner fifty years ago; but is it the same? Evidence suggests that they are different in fundamental ways. (Mathews, Jones and Smith 2000)

Note that only longer pieces of text are laid out in this way. The quoted passage is indented. It's important to note that the text does *not* have inverted commas around it unlike when a short quote is integrated within a sentence.

Logical Progression

Logical flow should also occur within each paragraph. This means the move from one sentence to another should be logical. The order in which information should be presented needs to keep the reader centred on the focus of the paragraph, developing points upon this topic in a logically sequenced way. In other words, the text should flow smoothly as the focus of the whole text is made obvious and maintained.

Let us analyze a model paragraph on logical progression

The Human Body

(**1**) The human body is a wonderful piece of work that nature has created. (**2**) It is not beautiful like the body of a butterfly or peacock but it is shaped practically. (**3**) It can do many types of work which other animals cannot. (**4**) It is not strong like the body of a tiger. (**5**) But in place of physical strength it has a big and sharp brain. (**6**) By using this brain the human physique has been able to overcome many of its limitations. (**7**) By sitting in an aeroplane it flies faster than a kite, by riding a motorcycle it travels faster than a leopard, and by firing a machine gun it fights much better than a tiger. (**8**)In spite of all this, the human body suffers from many diseases because it has a weakness for habits such as smoking, drinking and overeating. (**9**) When it is healthy the body can give great pleasure but when it is sick it can cause great pain. (**10**) The wise man would always keep his body fit because a healthy mind can work only in a healthy body.

The first sentence states the main idea of the paragraph and claims the superiority of the human body over the rest of the creation. It enables the reader to expect the following ideas in the paragraph that explain and illustrate the qualities and attributes of the human body.

The second, third, fourth, fifth, sixth, and seventh sentences compare, contrast, elucidate and justify the main idea or topic sentence. They establish the main theme with logical explanations and transitions. They create a graphic picture in the minds of the reader with

suitable and appropriate language expressions. In brief, they develop the main idea of the paragraph.

The eighth and the ninth sentences interpret and analyze the limitations of the human body and prove the strength of the topic sentence. They, further, lead the main idea into a concluding thought.

Finally, the tenth sentence concludes with the idea that the human body should be well preserved for a proper functioning of the system and that a healthy mind can work only in a healthy body.

Thus the paragraph, *The Human Body*, is a unified and coherent paragraph.

Logical progression between paragraphs

We have been thinking of the single paragraph as a unit. But it is, of course, only one of several units in the larger scheme of the whole paper. Just as there should be coherence within the paragraph, so there should be coherence between paragraphs.

<u>Example</u>

My reasons for coming to college were threefold: to improve my earning power, to provide myself with a cultural background that would help me to make a satisfying use of my leisure time, and to increase my social experience

<u>Topic Sentence 1:</u> My chief reason for coming to college was to prepare myself for a position that would allow me to have a larger income than I would be likely to obtain as a high school graduate.

<u>Topic Sentence 2:</u> Another reason for coming to college was to provide myself with a cultural background that would help me to make a more satisfying use of my leisure time.

<u>Topic Sentence 3:</u> A third reason for coming to college was to increase my social experience.

Unit III

Report Writing

Objective of Report Writing

The definition of report writing is creating an account or statement that describes in detail an event, situation or occurrence, usually as the result of observation or inquiry. A report is written for a clear purpose and to a particular audience. Specific information and evidence are presented, analysed and applied to a particular problem or issue. The information is presented in a clearly structured format making use of sections and headings so that the information is easy to locate and follow.

The scope and style of reports varies widely. It depends on three key factors: the report's intended audience, the report's purpose and the type of information to be communicated; for example, technical reports communicate technical information, so the degree of technicality in the report will depend on the reader's familiarity and understanding of technical concepts.

Types of Reports

Different types of reports are:

Informational reports. These reports present facts about certain given activity in detail without any note or suggestions. Whatever is gathered is reported without giving any thing by way of either explanation or any suggestion. A vice-chancellor asking about the number of candidates appearing at a particular examination naturally seeks only information of the fact (candidates taking up the examination) of course without any comment. Generally such reports are of routine nature. Sometimes they may fall under statutory routine category. A company registrar asking for allotment return within the stipulate period is nothing but informational routine, falling under statutory but routine report.

Analytical reports. These reports contain facts along with analytical explanations offered by the reporter himself or may be asked for by the one who is seeking the report. Such reports contain

the narration of facts, collected data and information, classified and tabulated data and also explanatory note followed by the conclusions arrived at or interpretations. A company chairman may ask for a report on falling trends in sale in a particular area. He will in this case be naturally interested in knowing all the details including that of opinion of any of the investigator.

Research reports. These reports are based on some research work conducted by either an individual or a group of individuals on a given problem. Indian oil company might have asked its research division to find some substitute for petrol, and if such a study is conducted then a report shall be submitted by the research division detailing its findings and then offering their own suggestions, including the conclusions at which the division has arrived at as to whether such a substitute is these and if it is there can the same be put to use with advantage and effectively. All details shall naturally be asked and has to be given. In fact such a report is the result of a research.

Statutory reports. These reports are to be presented according to the requirements of a particular law or a rule or a custom now has become a rule. The auditor reports to company registrar has to be submitted as per the requirements of country legal requirement. A return on compensation paid to factory workers during a period by a factory has to be submitted to competent authorities periodically. These reports are generally prepared in the prescribed form as the rules have prescribed.

Non statutory reports. These reports are not in the nature of legal requirements or rules wants, therefore, the reports are to be prepared and submitted. These reports are required to be prepared and submitted: (i) for the administrative and other conveniences,(ii) for taking decision in a matter (iii) for policy formulations, (iv) for projecting the future or (v) anything alike so that efficient and smooth functioning maybe assured and proper and necessary decision may be taken with a view to see that everything goes well and the objectives of the organization are achieved with assured success.

Routine reports. These reports are required to be prepared and submitted periodically on matters required by the organization so as to help the management of the organization to take decisions in the matters relating to day to day affairs. The main objectives of routine reports are

to let the management know as to what is happening in the organization, what is its progress where the deviation is, what measures have been taken in solving the problems and what to do so that the organization may run smoothly and efficiently. Routine reports are generally brief. They only give the facts. No comments or explanations are usually offered in such reports. Generally forms are prescribed for preparation and submission of such reports.

Special reports. Such a type of report is specially required to be prepared and submitted on matters of special nature. Due to an accident a death of the foreman has occurred in a factory. The factory manager may ask for a detail report from the head foreman. Such a report is classified as special reports. These reports contain not only facts and details but they may contain suggestion, comments and explanations as well.

Format of a Report

Report has four formats:

1. Memo Format, when it is written within your department or company.
2. Letter Format, when it is written for outside your company.
3. The Printed forms module is used to print "standardized" or "official" forms based upon the reports in the system. For example, it might be the registration number for a nurse. The output will be an Open Office Document. This document can be read readily by Microsoft Word 2003.
4. Manuscript format

Short Reports are usually one page (two pages maximum).

Shorter reports are often called "informal" reports and they are usually completed in a memo or letter format. When a report begins to get longer, some report writers may change the format slightly and call the result a "semi-formal" report. These types of reports can also be produced in memo or letter form.

Organizations create a variety of reports for different purposes and readers. Some are routine and produced frequently, while others are less common and more complex. Most reports are in hard

copy or paper document form. Others, however, are electronic and have no physical existence. Report formats standardize the structures of common report types, making them uniform across a range of industries and subject matters.

Memos

A memo, short for memorandum, is a type of routine report an organization prepares for internal communication purposes. It is impersonal and objective in its tone, and its length ranges between a sentence or two to several pages. Most memos begin with background information, including information on the sender, receiver, the date, subject and location in case the memo refers to an event. A memo is the most informal type of report format.

Letters

Letter reports are usually one-page documents used for external communication purposes. They are in block form and include standard features of letters, such as the sender's address, receiver's name and address, date, salutation, body, acknowledgment and sender's signature. Letter reports normally are typed on a company letterhead.

Formal Reports

Formal reports follow a methodical structure and communicate knowledge, results and findings to a range of internal and external readers. Most formal reports contain a title page, cover letter, table of contents, list of tables and illustrations, executive summary, an extensive body and references. The title page lists the name of the report, date of completion and name of author or company. The cover letter summarizes the purpose of the report, its importance and any required follow-up action needed. The table of contents lists the major topics in the report along with their page numbers. The executive summary highlights the report's main points, the report body also may include conclusions and recommendations, and the references page notes the sources cited in the report.

Semi-Formal Reports

A semi-formal report, also called a titled document, is a shorter, less complex version of a formal report. Semi-formal reports typically have multiple pages including a title page, introduction page, a body and references.

Informal reports may feature:

- letter or memo format
- minimal use of headings and visual aids
- personal pronouns and contractions
- a length from a few paragraphs up to five pages
- content primarily for internal audiences

More formal reports however tend to have:

- a more standard format organised into separate sections
- front and back matter (sections) along with the body of the report
- a greater number of headings (including subheadings) and visual aids
- third person pronouns and no contractions or slang
- a length from five pages to several hundred
- content designed for internal and/or external audiences

Tone of Language of Formal and Semi formal

Formal Language

- Use of passive voice
- Few personal pronouns
- Neutral verbs are used, ie non-emotive verbs

Informal Language

- Use of active voice
- Use of personal pronouns, eg. I, you, we
- Verbs that show feelings, eg I think, we feel, I am pleased

There are a couple of common situations in which you want to go for neutral tone as opposed to positive or negative tone, and impersonal writing can help you in both situations. They are as follows:

- You are delivering nonemotional information; not good news or bad news.
- You are delivering news that might unnecessarily upset the reader, and you want to temper your reader's reactions.

Let's take a look at the examples below. The first uses impersonal writing. The second uses personal writing. Notice the different effect of each.

- **Impersonal:** Statements were provided to the examiners that did not accurately portray the circumstances surrounding the findings.
- **Personal:** CFO Mukesh Bagg provided Examiner Robin Gupta with inaccurate information surrounding his involvement in the findings.

While these statements provide the same information, the writing styles differ in such a way that the tone of each carries very different messages. The focal point in the impersonal version centers on the statements that were provided, as opposed to the person who made them; personal language is avoided throughout. The message is softened in tone to reduce the sense of blame.

The second statement uses proper nouns to identify the participants and identifies Mr. Mukesh has the responsible party. It certainly presents a more accusatory version than does the impersonal version.

It cannot be said that either of these statements is correct or incorrect, because it depends on the situation and your intent. If the most important point is the statements and NOT who made them,

then the impersonal option is best. If it is critical to identify the responsible party, then the personal option is best.

Personal language should be used to identify individual involvement in issues (that is, violations of law or actions that can be substantiated through well-documented workpapers). When personal writing just unnecessarily places blame that is not key to your intent, it should be avoided.

Parts of a report

There are usually 4 parts.

1. Summary

2. Background (which is optional and not always necessary)

3. Body (main contents) The content may even include a simple, small chart or diagram (if it contains lots of information, is complex or several pages, then include it in the "attachments" section).

4. Recommendation or Conclusion (use either one, depending on the subject/purpose of your report).

Sample Analytical Report

Report of Committee on Declining Sales

A Committee comprising three members was constituted in accordance with the Board Resolution passed at the Board meeting held on April 30. 2014 to study the causes of declining sales of our refrigerators and to suggest measures for the promotion of their sales. The three members of the committee were:

Mr. Nitin Kapadia, Senior Marketing Manager
Mr. Narinder jain, Marketing Officer
Mr. Naresh Chugh, Marketing Officer

Work done:

- The committee personally interviewed the dealers, retailers and actual users, to know the causes of declining sales.
- The committee reviewed the literature on refrigerator sales in magazines and newspapers to know the general trends of the market region-wise.
- The committee studied the sales record of the last three years.

Findings:

The data revealed by magazines and newspapers show a negative growth around 6% in 165 litre refrigerators whereas 190 to 230 litre category has registered an astounding growth of 128% . The dealers attribute these trends to the exchange offers which has spread to 2-3 million units refrigerators all over India. The direct purchasing which used to command significant position is losing ground.

The present market share of various major companies in India is as follows:

Whirlpool   27%

Videocon   18%

Godrej   15%

BPL   12%

Kelvinator   10%

Voltas   7%

Allwyn   6%

Others   5%

The committee studied the distribution network, which is of critical importance, and finds that distributors and dealers pay less attention to promotion of sales of our refrigerators. The reasons for lack of their interest are higher discounts and credit period allowed by other companies. Other companies usually allow them 5% to 7% discount whereas our company allows only 4%

.They are given 45days to 90 days credit by other companies , whereas our credit period is limited is up to 30 days.

As far as advertisement is concerned, other companies spend a lot of money on advertising on television network. Our company's advertisement campaigns have not been as aggressive as theirs, during the last 3-4 years. It has been carried out through newspapers only.

The committee found that users of the refrigerators also reported against the quality of compressors. Other companies have improved their technology due to collaborations with foreign enterprises, like Videocon with Toshiba.

The committee collected the data regarding prices of different refrigerators in different cities and found that prices of our refrigerators are slightly higher.

Recommendations:

1. There is no need to reduce or increase the prices of refrigerators under present conditions.
2. The dealer's margin should be increased from the present 4% to 6% to induce them for promotion of sales. Besides, the credit period be increased upto 60 days, considering the policy of other competitors.
3. As early as possible, an exchange scheme should be introduced by which customers can purchase new model refrigerators by surrendering an old one and paying some cash.
4. Budget should be made for TV advertising.

Mr. Nitin Kapadia, Senior Marketing Manager

Sample Informational Report in MEMO Format

As the secretary of a youth club, prepare a report on the literacy drive undertaken by your club. The report will be submitted to the secretary, Dept of Mass Education, Odisha.

To: The Secretary, Dept of Mass Education, Odisha

From: Mr. S.K.Das, Secretary, Friends Club, Bhubaneswar

Date: 7 January 2014

Sub: Literacy drive in Banki Block

The Friends club, Bhubaneswar organized a literacy drive in three villages of Banki Block in Cuttack District for two weeks with effect from 7. 12. 2013 to 21. 12. 2013. The villages selected are Haripur, Mohana and Kesura. Mr. Rakesh Mohanty, the President of the club was the leader of the drive and 24 members of the club worked as active campaigners and participants. Each village was entrusted to eight members .The chairman and BDO of Banki Panchayat Samiti supported and helped as in this program. The targeted-group in each village consisted of 10 illiterate boys and girls and 10 illiterate adults. The club provided out of its own financial resources black boards, chalk, slates, paper and pencils. The children were taught for three hours from 10 am and the adult for two hours from 7 pm every day. The club members devoted One hour daily to motivating and educating the people on the aims and objectives of the campaign. Thanks to the hard work put in by the members of the club and active cooperation of the village the target was reached in just 14 days. A test was conducted on the last day. It showed that all the children as well as adults were able to learn how to write their signatures, read and simple words and sentences in Odia and a little practical arithmetic for their daily as it is heartening to mention that the drive was , by and large, a success

S. K. Das
Secretary

Structure of a report

Good reports often contain a five-stage structure:
1. Introduction
2. Background Information
3. Development

4. Discussion

5. Conclusion

1. Introduction

In the introduction you can introduce the aim and subject of the report. You tell the reader what to expect, what issue is being explored or evaluated, and if necessary, why. It is often helpful to summarize very briefly the main finding of the report at this point, as this can stimulate the interest of the reader. Grab the attention of the reader and encourage them to read on.

2. Background Information/Context

In this area you would present an overview of the historic, economic, political or social influences and/or the micro factors that enable the reader to put the report discussion issues into context or perspective.

3. Development

In this broad area of the report, you would outline key issues, ideas, and practices that are the main focus of the report. You might also present relevant data or information to illustrate or explain what has happened. You might also include the ways a particular model is currently applied, or the way a particular scheme developed.

4. Discussion

The discussion section is the heart of the report – and usually is the most important in terms of the mark you receive! This is where you present your analysis of the issues presented earlier in the report. This is where you interpret, explain and discuss the issues you outlined earlier in the report. In an academic report this is often done by reference to relevant theories, models and practices.

5.Conclusions or Summary or Recommendations

This section should bring the report to a close by pulling together the main points emerging from the report and by giving a relatively brief resume of the main or overall conclusions or

recommendations reached. The reader will be left in no doubt what your position is on the topic discussed in the report.

Routine and Special report

Routine reports: These reports are required to be prepared and submitted periodically on matters required by the organization so as to help the management of the organization to take decisions in the matters relating to day to day affairs. The main objectives of routine reports are to let the management know as to what is happening in the organization, what is its progress where the deviation is, what measures have been taken in solving the problems and what to do so that the organization may run smoothly and efficiently. Routine reports are generally brief. They only give the facts. No comments or explanations are usually offered in such reports. Generally forms are prescribed for preparation and submission of such reports. Routine reports provide information on routine decisions, actions taken and results obtained in respect of the routine on going operations of the organizations. These kind of reports enable operational personnel, and managers in the organization to perform their on ongoing routine activities. These reports also provide input data for detailed planning of operations and for other routine activities. Routine reports also enable managers to review the operations and ascertain if these are satisfactory. Finally routine reports provide input data for exception and special reports.

Special reports: Such a type of report is specially required to be prepared and submitted on matters of special nature. Due to an accident a death of the foreman has occurred in a factory. The factory manager may ask for a detail report from the head foreman. Such a report is classified as special reports. These reports contain not only facts and details but they may contain suggestion, comments and explanations as well. Special reports are prepared in response to requirement outside the scope of routine ongoing activities of an organization. For example, a project feasibility report may be prepared when the management of a company is contemplating major expansion in manufacturing capacity.

Unit 4

Business Correspondence

Difference between CV and Resume

CV:

A CV (Curriculum Vitæ, which means course of life in Latin) is an in-depth document that can be laid out over two or more pages and it contains a high level of detail about your achievements, a great deal more than just a career biography. The CV covers your education as well as any other accomplishments like publications, awards, honours etc.

The document tends to be organised chronologically and should make it easy to get an overview of an individual's full working career. A CV is static and doesn't change for different positions, the difference would be in the cover letter.

Resume:

A resume, or résumé, is a concise document typically not longer than one page as the intended the reader will not dwell on your document for very long. The goal of a resume is to make an individual stand out from the competition.

The job seeker should adapt the resume to every position they apply for. It is in the applicant's interest to change the resume from one job application to another and to tailor it to the needs of the specific post. A resume doesn't have to be ordered chronologically, doesn't have to cover your whole career like and is a highly customisable document.

Differences:

As stated, three major differences between CVs and resumes are the length, the purpose and the layout. A resume is a brief summary of your skills and experience over one or two pages, a CV is more detailed and can stretch well beyond two pages. The resume will be tailored to each position whereas the CV will stay put and any changes will be in the cover letter.

A CV has a clear chronological order listing the whole career of the individual whereas a resume's information can be shuffled around to best suit the applicant. I would say the main difference between a resume and a CV is that a CV is intended to be a full record of your career history and a resume is a brief, targeted list of skills and achievements.

2.0 Preparation of a Curriculum Vitae

Personal details

Normally these would be your **name, address, date of birth** (although with age discrimination laws now in force this isn't essential), **telephone number and email.**

Education and qualifications

Your degree subject and university, Intermediate levels or equivalents. Mention grades unless poor!

Work experience

- Use action words such as developed, planned and organised.
- *All of your work experiences have involved working within a team-based culture. This involved planning, organisation, coordination and commitment e.g., in retail, this ensured daily sales targets were met, a fair distribution of tasks and effective communication amongst all staff members.*

Interests and achievements

- Keep this section **short and to the point.** As you grow older, your employment record will take precedence and interests will typically diminish greatly in length and importance.

- **Bullets** can be used to separate interests into different types: sporting, creative etc.

- **Don't use the old boring cliches** here: "socialising with friends".

- **Don't put many passive, solitary hobbies** (reading, watching TV, stamp collecting) or you may be perceived as lacking people skills. If you do put these, then say what you read or watch: *"I particularly enjoy Dickens, for the vivid insights you get into life in Victorian times"*.

- Show a **range of interests** to avoid coming across as narrow : if everything centres around sport they may wonder if you could hold a conversation with a client who wasn't interested in sport.

- **Hobbies that are a little out of the ordinary** can help you to stand out from the crowd: skydiving or mountaineering can show a sense of wanting to stretch yourself and an ability to rely on yourself in demanding situations

- Any **interests relevant to the job** are worth mentioning: current affairs if you wish to be a journalist; a fantasy share portfolio such as Bull bearings if you want to work in finance.

- Any **evidence of leadership** is important to mention: captain or coach of a sports team, course representative, chair of a student society, scout leader: *"As captain of the school cricket team, I had to set a positive example, motivate and coach players and think on my feet when making bowling and field position changes, often in tense situations"*

- Anything showing evidence of **employability skills** such as team working, organising, planning, persuading, negotiating etc.

Skills

- The usual ones to mention are languages (good conversational French, basic Spanish), computing (e.g. "good working knowledge of MS Access and Excel, plus basic web page design skills" and driving ("full current clean driving licence").
- If you are a mature candidate or have lots of relevant skills to offer, a skills-based CV may work for you

References

- Many employers don't check references at the application stage so unless the vacancy specifically requests referees it's fine to omit this section completely if you are running short of space or to say "References are available on request."
- Normally two referees are sufficient: one academic (perhaps your tutor or a project supervisor) and one from an employer (perhaps your last part-time or summer job). See our page on Choosing and Using Referees for more help with this.How long should a CV be?

There are no absolute rules but, in general, a new graduate's CV should cover no more than two sides of A4 paper.

The purpose of this document is not to get you the job, but to get you an interview. Always remember you're not writing a CV for yourself, you are writing it for your reader. As you write your CV, put yourself in their shoes. Keep it short, to the point and, above all else, interesting.

Due to the high volume of applications they receive, a recruiter will generally spend at most 20 seconds initially reviewing each CV, so it's important to get it right. If you follow the structure outlined above, you're on the right track to presenting the information in a clear, concise and persuasive way.

Time spent making sure your CV is crisp and relevant is always time well spent. There are plenty of simple mistakes that are often overlooked that will turn your readers off before they've gone much further than your name and address.

- Resist the urge to jazz up your CV with images or colour .
- Steer clear of long paragraphs.
- Careful use of bold type can be effective, but don't overdo it.
- Underlining should be reserved for website links only.
- Use typefaces like 'Times New Roman' or 'Arial' - they're easier to read.
- Avoid using font sizes smaller than 11pt, employers won't strain their eyes to read it.
- Don't use txt speak and only use abbreviations if they're universally known.

Finally

Check for spelling or typographical errors. Any errors are your responsibility and are one of the first things employers use to weed out the weaker candidates. Even if the role you're after doesn't require a high level of literacy, spelling errors scream lack of care, which is an undesirable quality for any recruiter. Don't put all your faith in a spell checker as many are set to American settings as a default. If you're not sure about a word, look it up in a dictionary.

Before you distribute your finished document or upload it to the Internet, get someone to look over it. Professional CV checkers see hundreds of CVs every day and can immediately spot things that may put off a potential employer.

Job Application Letter/Cover Letter

What is a cover letter?

A cover letter is an accompanying letter that serves as the introduction to your resume. No resume should be sent without one. The cover letter is individualized for each position for which you are applying. It is an extension of your resume/CV and reflects your knowledge of the employer's needs.

What is the purpose of the cover letter?

The purpose of the cover letter is to introduce yourself to an organization, demonstrate your interest in the company or a specific vacancy, draw attention to your resume and motivate the reader to interview you. Often this letter is the first contact you have with a prospective employer. A neat, concise, well-written letter can entice the employer to read your resume with greater interest and will improve your chances of getting an interview.

How should cover letters be organized?

The cover letter typically consists of three parts: introduction, body, and closing. Within these three parts you must include:

• Why you are interested in the organization

• Why they should be interested in you

• When and how you will contact them to follow up and schedule an appointment

Introduction - The beginning of your letter should capture the employer's interest by identifying the position for which you are applying or your career objectives, indicating where you heard about the job, and describing your interest in that particular opening.

Body - The body of your letter (1-3 paragraphs) should show that you understand the nature of the position by explaining how your qualifications relate to it. You should include examples of the skills and/or qualities from your resume that you believe make you a particularly strong candidate. Do not, however, simply repeat what is in your resume. Use this section as an opportunity to illustrate more specifically how you think your experience can contribute to the organization.

Vary your writing. Variety makes your letters more interesting and easier to read. Try to offset long sentences with short ones. Use transitional words and phrases to help your ideas flow together more easily.

Use attention-getting action verbs and adjectives. When describing yourself and your qualifications, use adjectives and action verbs to add flavor and pique interest. Pick up a copy of the *Action Verbs...To Enhance Your Resume* handout at Career Services.

Proofread, proofread, proofread. Check and check again for spelling errors. Don't rely on your spell check alone. Read your letter backwards to catch any spelling errors and typos. Check for grammatical errors by reading your letter out loud from beginning to end. Also have others check for errors.

Closing - Since your objective is to secure an interview, you want to establish a flow of action that produces an invitation to do so. In your closing you should suggest what you would like the reader to do or what action you plan to take to maintain contact. This may take the form of a request for an interview and/or a statement of your intent to follow up in the near future with a phone call. "*Respectfully*" is a good way to close your letter. Never forget to sign it.

What are some general guidelines for effective cover letter writing?

- ***Use an accepted business letter format***. The most common format used today is the full-block style. There are a variety of resources on cover letters in the Career Discovery Center at Career Services. Look at different samples until you find one you feel suits you best.

- ***Personalize each letter***. You should make every attempt to address each letter to a specific individual. This may require that you contact the organization to get the name and title of the appropriate person.

- **_Use non-sexist language_**. If you are answering a blind ad with no way of obtaining the name of a specific person, do not use _Dear Sir_ or _Dear Madam; Dear Director of Human Resources_ or _Dear Hiring Official_ are both appropriate, but only do this when it has proven impossible to get a specific name.

- **_Limit your letter to one page_**. Clear, concise writing will ensure that you say everything you need to say in as few words as possible. Cover letters should never be more than one page and are usually not more than 5 paragraphs.

- **_Avoid overusing the word "I"._** For example, instead of saying "I have enclosed a copy of my resume" you can restructure sentences to use "you" more often. The result would be "Enclosed you will find a copy of my resume." A rule of thumb is to try not to use "I" more than twice per paragraph.

SAMPLE COVER LETTER

Prakash   Dixit

32   Bapuji   Nagar

Bhubaneswar 752009

12 March 2014

Sanjay   Sood

Hiring   Manager

ABC   Railroad   Company

323   South   Avenue

New   Delhi   203549

Dear Mr. Sanjay

Please accept my letter and resume in response to a mechanical engineer position advertised in The Times of India on 4 March 2014. I am a Graduate in mechanical engineering from BPUT University. I would like to begin my career with a company/firm where I will have effective environment for knowledge, where with my skills and knowledge I will able to know about new things, and where my performance will be meet to company's goals/needs.

As a mechanical engineer, I am perfect in engineering principles, applied tools and practices, mechanical system designing, building and testing. In addition, I have excellent knowledge about AutoCAD.

My key strength includes leadership, creativity, troubleshooting skills and quick problem solving ability.

I believe that I could make significant contribution to your firm. If you are interested in interview, please contact me at my telephone number (9937254865) or e-mail me on prakashdixit@rediffmail.com.

Thank you for reading my letter and resume.

Sincerely,

(Signature)

Prakash Dixit

Encl: CV

Types of Curriculum Vitae

There are two types of CV that one can prepare while applying for jobs

- **Functional CV**

This type of CV mainly focuses on your skills and experience .if you keep changing your career quite often and there are gaps in your employment history, it is advisable to prepare this type of resume**.**

- **Chronological CV**

A chronological CV gives your work history in the chronological order, that is in the sequence of occurrence. Nowadays, a reverse chronological order is in practice, as employers prefer this type as they get to know what you are doing now and where and when you have worked in different organization.

What is a functional CV format?

A functional CV is a skills-based CV format. These formats can be useful if you're looking for a career change. This is because they focus on your transferable skills and experience, rather than job titles, companies, and how long ago you got the experience.

In a functional CV you promote your skills and achievements in three to six 'functional headings'. For example, if you're applying for work in a retail role then headings could include 'customer service' and 'sales' – both key skills for any retail role.

Functional CVs are similar to targeted CVs, in that they focus on your skills, but on a functional CV you choose the title of the three to six skill headings. On a targeted CV the headings are always 'abilities' and 'achievements'. Therefore, functional CVs can be effective at highlighting your unique combination of skills.

What are the pros and cons?

You might consider using a functional CV if:

- you want to change to a broad, new area of work, and show your relevant transferable skills and experience

- you've got gaps in your employment history

- you've had a lot of jobs and you want to describe the experience you've got as a whole

- you want to highlight skills you've gained in previous jobs but that you don't use in your current or most recent job

Drawbacks with functional CVs can include:

- it's one of the more unusual formats – some employers might not be familiar with it

- if you've worked for well-known employers or you've had a lot of promotions they will be on the second page, so not as noticeable

- setting alarm bells ringing for employers – some may feel a skills-based CV format is an attempt to hide something (such as gaps in your work history)

Sample Functional CV

Ranjita Gupta

C-503, Satyam Tower, M G Road

Calcutta- 750214

Telephone: 07792 3134567

ranjitagupta@gmail.com

Profile

Considerable experience in the education sector both as an English teacher and

Head of Department. A proven record of supporting, coaching and training staff and

students to achieve goals. An effective communicator with good project management

and analytical skills.

Leading, Coaching and Mentoring

- Leadership qualities and the ability to manage challenging behaviour effectively

- Mentoring various members of staff through Initial Teacher Training and their first line management posts; coaching, developing and supporting staff with personal issues and work problems
- Providing ongoing pastoral care to students
- Decision making regarding teaching methods, design of the school curriculum, departmental budgets and staff recruitment.

Communication

- Excellent written and verbal communication skills, with the ability to communicate subject material to students of mixed abilities and backgrounds
- Establishing and maintaining positive relationships with fellow professionals and parents.

Project Management

- Designed and implemented a new school intranet site
- Initiated pilot project with local Connexions Service, providing help and support with careers guidance and work experience placements for students
- Organising and supervising after-school activities including educational visits, sporting events and school productions.

Experience

2008-2012	Bal Bharati Secondary School	Head Department English Teacher
2005-2008	City Secondary School	English Teacher
2003-2005	Stone Crest Upper School	English Teacher

Training

- Coaching in the Workplace Certificate
- Various line management training including: setting objectives and conducting appraisals; team leadership; motivating staff; recruitment and selection;

assertiveness at work

- Sector-related learning and development – equality and diversity; child protection
- First aid qualifications
- Various IT training courses including Word, Excel, Powerpoint, Internet and email.

Qualifications

- Bachelor of Education (BEd) degree – University of Burdwan (2003)
- Graduate (English) – B K Basant College with 62% (2001)
- Intermediate from B K Basant College with First Class (1998)

Additional Information

- Full, clean driving licence.
- Language skills – fluent in English

Interests

- Sports – taking part in a range of sports and outdoor pursuits including canoeing, rock climbing and diving.
- Fundraising co-ordinator for local children's charity.

References

Available on request

Chronological CV

A chronological CV focuses on presenting the candidate's experience on an employer by employer basis, with the posts being listed in reverse chronological order. It also contains detail of education and qualifications, together with hobbies. Some chronological CVs also contain a

brief personal statement at the front which sets out the key skills and strengths of the candidate. This is the most common type of CV.

How to structure a chronological CV

A chronological CV typically uses the following structure:

- Personal details (i.e. name and contact details)
- Personal profile or career objectives. This should not exceed 5 lines.
- Employment in reverse chronological order. Under each employer, you should set out a number of bullet points which describe your key achievements. In order to be fully effective, you should ensure that you use power words.
- Key qualifications
- Professional memberships
- Hobbies and personal interests

Advantages

- Particularly useful for those applying within the same industry as it will demonstrate your career progression.
- It is the favourite format for most employers, who simply want to get a feel for your career to date.
- If you do not have many achievements across your career, taking a job by job approach will save you having a separate "Achievements" section (characteristic of Functional CVs) which may look tiny.

Disadvantages

- If you have gaps in your employment which you would rather not discuss, a chronological CV will make them more obvious.
- If you are changing caree direction, a chronological CV will add little information to your new employer, who will be more concerned about the transferable skills that you are bringing rather than the detail of your experience in an unrelated sector.

Rajiv   **Saha**

Address	line	1

Address   line   2

T: 0121   638   0026

M: 0044   121   638   0026

Email: rajivsaha@gmail.com

PERSONAL   SUMMARY

An ambitious, highly motivated and energetic sales executive with excellent marketing and business development skills. Experience of managing sales and merchandising for established retail outlets, franchises and international brands. A results orientated professional with a proven ability to get results, generate revenue, improve service as well as reduce costs. Over 10 years marketing experience of working in competitive industries and successfully identifying, developing and managing new business opportunities within these markets.

CAREER   HISTORY

SALES   EXECUTIVE   -   Company   name

January   2007   -   present

Involved in the strategic market planning for the companies services, as well as being in charge of the sales team. Organised merchandising operations and major events like promoting new store openings or product launches.

- Involved in managing office relocation from Cuttack to Bhubaneswar.
- Proposed and gained the company's Main Board acceptance to revised bonus schemes for sales staff.
- Reduced costs by merging software technologies through different departments.

- Involved in developing a new sales incentive scheme that was adopted across our company.

- Responsible for forecasting market trends.

- Making sure products and services are supplied to customers on time.

- Involved in the training of new sales staff.

- Increased average monthly direct sales from 150,000 to 220,000.

MARKETING EXECUTIVE - Company name

May 2004 - January 2007

Responsible for marketing a wide range of the companies products which included fast moving consumer goods and consumer durable's like clothes and toys.

- Represented the company at trade fairs and exhibitions.

- Launched and distributed company product to over 300 accounts.

- Involved in the recruitment, interviewing and training of over 30 national sales staff.

- Increased sales in my department by 500,000 in 18 months.

- Negotiated loyalty programme with our national vendors.

- Researching the market for related products.

- Arranged client demonstration.

- Regularly liaised with our suppliers to ensure the progress of existing orders.

- Involved in the recording and administration of sales by forwarding reports and copies to the sales office.

- Provided customers with competitive quotations.

PROFESSIONALEXPERIENCE

Marketing

- Experience of territorial marketing, account management and client relations and retention.

- Writing detailed sales forecast report for senior company managers.

- Gathering industry data and analyzing spend patterns to highlight the potential for future growth.

- Communicating new products to potential clients.

- Proven ability to maximize sales opportunities by creating professional sales script and building rapport with potential new and also existing customers.

Management

- Willing to accept responsibility and be accountable.

- Created a regional sales reporting and performance monitoring system

- Monitoring and reviewing the performance of sales teams, to ensure targets are met.

- Responsible for monitoring sales levels and patterns on a weekly and monthly basis to identify and predict any potential problems.

KEY COMPETENCIES AND SKILLS

Brand	launch
Business	development
Product	advertising
Loss	prevention
Planning	
Promotions	
Competitor	analysis
Site	selection
Negotiating	
Merchandising	
Key account	management
Staff development	

PREVIOUS CAREER HISTORY

Sales person	Smith & Co	2003 - 2004
Telesales executive	Allens Kitchens	2002 - 2003

ACADEMICQUALIFICATIONS

Utkal	University	-	Degree	1999	-	2003
JKBK	College	-	1997	-	1999

REFERENCES

Available on request.

Driving   license: Yes

DOB: 1981

Languages: English, Hindi

SAMPLE RESUME

RajivSaha

Addressline1

Addressline2

T:01216380026

M:00441216380026

Email: rajivsaha@gmail.com

Career Objective:

To work for an organization which provides me the opportunity to improve my skills and knowledge to growth along with the organization objective.

Profile Summary:

- An enthusiastic fresher with highly motivated and leadership skills having bachelors of engineering degree in Mechanical Engineering.
- Expert in implementation of each step of project.
- Eager to learn new technologies and methodologies.
- Always willing to innovate the new things which can improve the existing technology.

Personality Traits:

- Highly motivated and eager to learn new things.
- Strong motivational and leadership skills.
- Ability to produce best result in pressure situation.
- Excellent communication skills in written and verbal both.
- Ability to work as individual as well as in group.

Academia:

- Bachelor of engineering from ASD institute of Technology with 75%
- Diploma in Mechanical Engineering from AKL Institute with 73%

Technical Qualification:

- 2D Drafting Package : AutoCAD.

- 3D Drafting Package : Solid Edge

- Analysis Package : Femap

- InternetSavvy

Project:

- Leaf spring by using Natural fibres

- Duration -3 month

- Description- In this project we use natural fibres for using as leaf spring and it is cost effective production.

Achievements:

- FOUR suggestion certificates issued by TVS for my best suggestions.

- "SAE INDIA MEMBER" and attended one day workshop conducted by SAEINDIA

- Participated in International Conference on Emerging Trends in Energy and Environment.

- Completed training on Basic Life Support and First Aid Skills

- Completed training on Basic Fire Safety and Emergency Preparedness.

Extra Curricular Activities:

- Participated in Robotics Championship in SDF University.

- Actively participated in program of ASD NGO.

- ReadingBooks

6.0 Dos and Don'ts of CV writing

Curriculum Vitae is a self-marketing tool and getting an interview can depend on how good your CV is. Your CV is your chance to show an employer you have the skills and experience needed, and that you are the right person for the job. However, the way you present your CV can have an overwhelming influence over whether your CV is even read, let alone get you that all important interview. You will need to consider what to include, how much detail is needed and how to make your CV stand out from all the others.

Do...

- **Construct your CV with your prospective employer in mind**. Look at the job advert or specification and think about what the job involves, and what the employer needs. Find out about the main activities of the employer.
- **Tailor your CV to the job**. Your CV shouldn't be your life story but should be tailored for the job you're applying for, focusing on the parts that are important for that particular job.
- **Make your CV clear, neat and tidy**. Get somebody to check your spelling and grammar. No-one wants to read a CV that is squashed together and includes too much information. Your CV should be easy to read with space between each section and plenty of white space. Use left-justified text as it's easiest to read, using black text on good quality white or cream paper.
- **View your experience in a positive light**. Try to look objectively at your experiences (even the bad ones) and identify what you learned or what skills you developed in the process. This is the picture you should present to the employer.
- **Place the important information up-front**. Put experience and education achievements in reverse chronological order.
- Include experience and interests that might be of use to the employer: IT skills, voluntary work, foreign language competency, driving skills, leisure interests that demonstrate team skills and organization/leadership skills.

- **Put your name and email address on every page** - in case the pages of your CV get separated.

- **Use positive language**. when describing your work achievements use power words such as 'launched', 'managed', 'co-ordinated', 'motivated', 'supervised', and 'achieved'.

- **Quote concrete outcomes to support your claims**. For example, 'This reduced the development time from 7 to 3 days' or 'This revolutionized the company's internal structure, and led to a reduction in overheads from £23,000 to £17,000 per year'.

- **Make use of the internet for sample CVs and CV templates** - to help maximize the impact of your CV and to get inspiration for layout and tone.

Don't...

- **Hand-write or type your CV**. This looks unprofessional and old fashioned.

- **Include information which may be viewed negatively** – failed exams, divorces, failed business ventures, reasons for leaving a job, points on your driving license. Don't lie, but just don't include this kind of information. Don't give the interviewer any reason to discard you at this stage.

- **Include anything that might discriminate against you** – such as date of birth, marital status, race, gender or disability.

- **Include salary information and expectations**. Leave this for negotiations after your interview, when the employers are convinced how much they want to employ you.

- **Make your CV more than two pages long**. You can free up space by leaving out or editing information that is less important. For example, you do not need to include referees – just state they are available on request. Don't include all of the jobs you have had since school, just the relevant ones. Add details about your most recent qualifications, which are more relevant, but summarize the rest.

- **Dilute your important messages**. Don't bother with a list of schools you attended with grades and addresses, don't include a long list of hobbies, or a long work history. Concentrate on demonstrating that the skills they need, what you have achieved by applying the skills you have and what benefits your clients have gained from your work.

- **Use jargon, acronyms, technical terms** - unless essential.
- **Lie** - employers have ways of checking what you put is true, and may sack you if they take you on and find out you've lied to them.

Unit 5

Memoranda

Meaning of Memoranda

A memo (or memorandum, meaning "reminder") is normally used for communicating policies, procedures, or related official business within an organization. It is often written from a one-to-all perspective (like mass communication), broadcasting a message to an audience, rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project, or to inform a specific group within a company of an event, action, or observance. A short message or record used for internal communication in a business.

Format of a Memo

Begin a memo with this standard heading:

TO: This is where the name of the recipient
        goes, along with their title in the company.

FROM: the name of the sender, his/her position,
        and if the memo is printed, the sender's initials.

DATE: the date the memo is sent.

SUBJECT or RE: the title of the memo. It mentions
the situation the memo will address.

Next, the memo's content generally follows this structure:

      a. Situation/Problem- an introduction or the purpose of the memo followed by a description of the issue at hand.

      b. Solution/ Action– the steps needed to resolve the problem and how they are to be carried out.

      c. Closing- ends with a polite expression; also, provide a contact number where the recipient can reach you and offer to answer any questions that may arise.

<u>SAMPLE</u>

<u>MEMORANDUM</u>

TO: Suresh Agarwal, Store Manager
FROM: Deepak Dutta, Assistant Manager
DATE: March 18, 2014
RE: Dress Code Issues

A number of our clients have expressed their concern over the way certain sales associates are dressed. Clients complain their clothing does not reflect our store's good image and quality of service, and instead makes them look trashy and unprofessional.

I think it is necessary for us to establish and enforce a dress code for all our store employees. Some of the items that can no longer be considered appropriate are excessively baggy pants and T-shirts, low cut blouses, and any garment that exposes the chest and back.

I would like to discuss this issue with you at your convenience, and also answer any questions you may have. Please contact me at XXX-XXXX.

Deepak Dutta, Assistant Manager

Writing strategies of a memo

Step 1

Send your memo only to those individuals who need to see it. For a communications strategy, you will want to include your management team, sales, and anyone who has been, or will be, involved in the communications planning process. If it is confidential, you will want to both limit the audience to only those who need the information, and clearly note that the contents are confidential at the top of the memo.

Step 2

State the purpose of your memo in your opening paragraph. Make your opening statement direct so that the reader clearly understands why he should pay attention. For example, you might write: "This memo details the communication strategy as determined by the task force selected by the agency last month."

Step 3

Write the context of the memo, or the background information. For example, it might be that the communications team had been meeting for several weeks and identified a key objective but could not come up with an agreed-upon strategy.

Step 4

Write your task. This is the action that was taken. In this case, it might be that you were tasked with assembling a smaller group, including several people from outside the communications department, to develop some strategies and solicit feedback.

Step 5

Write your summary segment. If your task was to generate a strategy, your summary would reveal the communications strategy that you, and any others involved, have developed. For

example, your strategy might be to initiate public relations activities using a combination of agency resources and in-house personnel to reach your agreed-upon objectives.

Step 6

Write your discussion to provide details that support the summary. You may include reminders that the chosen strategy needs to be feasible, should be the one most likely to be effective, and that the purpose of a strategy is to achieve the stated objectives with the resources available. Include alternative strategies that were reviewed, along with their pros and cons or an explanation of why they were discarded.

Step 7

Write your closing segment. This is where you list action items or offer to be a resource if there are questions or you want to set up a follow-up meeting for further discussion. You also want to note here if there are attachments with the memo. For example, you might include notes from the strategy meeting, or a copy of the communications plan that includes the objective and key messages -- items that are crucial in determining the communications strategy. You may also indicate that selecting tactics appropriate to the strategy will be the next step and give a time frame and responsible party for that.

Business Letter Vs Memo

Business memos are internal documents sent to employees to convey information about the company, while business letters are external communiqués, often related to sales activities or customer needs or to query a vendor or government agency. The formatting is different for both, and learning how to properly create each will help you more effectively communicate your message. Memos are often sent to notify staff members about a meeting or new policy the company feels is important enough to warrant more than word-of-mouth dissemination. Memos are often informal, with less attention to structure, formatting, grammar and quality of paper. Letters are more formal documents sent to people outside your company. They can include requests for information or clarification from a government agency; responses to customer complaints or queries; or pitches or proposals to vendors, customers or the media. Letters are

usually put on high-quality paper, rather than copy paper, and are carefully proofread to avoid even the smallest mistake.

- A letter is a short or long message that is sent by one person to another while a memo is a short message that is sent by a person to another.

- A letter is more formal and contains more information while a memo is informal and is very short.

- A memo is more concise and to the point as compared to a letter.

- A letter is exchanged between businesses and their clients while a memo is exchanged between individuals within an organization.

- A memo usually has a header that states where it is from and who it is intended for while a letter may or may not have this feature.

E-mails

The abbreviated form of electronic mail is 'email'. Email is a system used for creating, sending/receiving and storing data in a digital format over a network of computers. Today's email technology uses the store-and-forward model. In this model, users send and receive information on their computer terminals. However, the computer is used only to connect to the email architecture. The creation, transmission and storage of email takes place only when connection with an email architecture is established. Email is one of the important technological developments which has greatly influenced the way we communicate with each other. It would be interesting to study the benefits and limitations of this popular mailing tool.

Advantages **of emails**

- Emails are easy to use. You can organize your daily **correspondence**, send and receive electronic messages and save them on computers.

- Emails are fast. They are **delivered** at once around the world. No other form of written communication is as fast as an email.

- The language used in emails is simple and **informal**.

- When you **reply** to an email you can **attach** the original message so that when you answer the **recipient** knows what you are talking about. This is important if you get hundreds of emails a day.

- It is possible to send **automated** emails with a certain text. In such a way it is possible to tell the sender that you are on vacation. These emails are called auto responders.

- Emails do not use paper. They are **environment** friendly and save a lot of trees from being cut down.

- Emails can also have pictures in them. You can send birthday cards or newsletters as emails.

- Products can be advertised with emails. Companies can **reach** a lot of people and inform them in a short time.

Limitation of Email

1. **Emotional responses.** Some emails cause upset or anger. A reply in the heat of the moment can't be easily retracted.

2. **Information overload.** Too many people send too much information. They often cite 'need to know' as the justification. Learn how to use email effectively and you'll reduce time wasted on this.

3. **Lacks the personal touch.** Some things are best left untyped. Email will never beat a hand written card or letter when it comes to relationships.

4. **Misunderstandings.** Emails from people who don't take the time to read what they write before clicking 'send'. Time is wasted, either to clarify or, worse, acting on a misinterpretation of the message.

5. **Pressure to reply.** Once it's in your inbox, you feel an ever increasing obligation to act on it.

6. **Spam.** Having to deal with spam and spoofs is one of the worst avoidable time wasters online.

7. **Sucks up your time.** Over checking messages is so common, but it is time wasted on low value, passive activity.

8. **Too long.** How long *is* too long? It's hard to say exactly, but the longer it goes on, the harder it is to take in. Email is suited to brevity.

9. **Viruses.** A virus could seriously affect your computer. If you want to know how to use email effectively, it's worth learning how to deal with these.

Structure and Content

Structure

An email includes at least the three following headers:

- **From**: The sender's email address
- **To**: The recipient's email address
- **Date**: The date when the email was sent

It may contain the following optional fields:

- Received: Various information about the intermediary servers and the date when the message was processed.
- Reply-To: A reply address.
- Subject: The message's subject
- Message-ID: A unique identification for the message.

Style

- Always fill in the subject line with a topic that means something to your reader.
- Put your main point in the opening sentence. Most readers won't stick around for a surprise ending.
- Never begin a message with a vague "This"--as in "This needs to be done by 5:00." Always specify what you're writing about.
- Don't use **ALL CAPITALS** (no shouting!), or all **LOWR CASE** letters either

- Be brief *and* polite. If your message runs longer than two or three short paragraphs, consider (a) reducing the message, or (b) providing an attachment. But in any case, don't snap, growl, or bark.

- Remember to say "please" and "thank you." And mean it. "Thank you for understanding why afternoon breaks have been eliminated" is prissy and petty. It's *not* polite.

- Add a signature block with appropriate contact information (in most cases, your name, business address, and phone number, along with a legal disclaimer if required by your company). Do you *need* to clutter the signature block with a clever quotation and artwork? Probably not.

- Edit and proofread before hitting "send." You may think you're too busy to sweat the small stuff, but unfortunately your reader may think you're a careless dolt.

- Finally, reply promptly to serious messages. If you need more than 24 hours to collect information or make a decision, send a brief response explaining the delay.

E-mail Etiquette

There are certain professional standards expected for e-mail use. Here are some things to keep in mind regarding professional e-mail conduct:

1. **Be informal, not sloppy.** Your colleagues may use commonly accepted abbreviations in e-mail, but when communicating with external customers, everyone should follow standard writing protocol. Your e-mail message reflects you and your company, so traditional spelling, grammar, and punctuation rules apply.

2. **Keep messages brief and to the point.** Just because your writing is grammatically correct does not mean that it has to be long. Nothing is more frustrating than wading through an e-mail message that is twice as long as necessary. Concentrate on one subject per message whenever possible.

3. **Use sentence case.** USING ALL CAPITAL LETTERS LOOKS AS IF YOU'RE SHOUTING. Using all lowercase letters looks lazy. For emphasis, use asterisks or bold formatting to emphasize important words. Do not, however, use a lot of colors or graphics embedded in your message, because not everyone uses an e-mail program that can display them.

4. **Use the blind copy and courtesy copy appropriately.** Don't use BCC to keep others from seeing who you copied; it shows confidence when you directly CC anyone receiving a copy. Do use BCC, however, when sending to a large distribution list, so recipients won't have to see a huge list of names. Be cautious with your use of CC; overuse simply clutters inboxes. Copy only people who are directly involved.

5. **Don't use e-mail as an excuse to avoid personal contact.** Don't forget the value of face-to-face or even voice-to-voice communication. E-mail communication isn't appropriate when sending confusing or emotional messages. Think of the times you've heard someone in the office indignantly say, "Well, I *sent* you e-mail." If you have a problem with someone, speak with that person directly. Don't use e-mail to avoid an uncomfortable situation or to cover up a mistake.

6. **Remember that e-mail isn't private.** I've seen people fired for using e-mail inappropriately. E-mail is considered company property and can be retrieved, examined, and used in a court of law. Unless you are using an encryption device (hardware or software), you should assume that e-mail over the Internet is not secure. Never put in an e-mail message anything that you wouldn't put on a postcard. Remember that e-mail can be forwarded, so unintended audiences may see what you've written. You might also inadvertently send something to the wrong party, so always keep the content professional to avoid embarrassment.

7. **Be sparing with group e-mail.** Send group e-mail only when it's useful to every recipient. Use the "reply all" button only when compiling results requiring collective input and only if you have something to add. Recipients get quite annoyed to open an e-mail that says only "Me too!"

8. **Use the subject field to indicate content and purpose.** Don't just say, "Hi!" or "From Laura." Agree on acronyms to use that quickly identify actions. For example, your team could use <AR> to mean "Action Required" or <MSR> for the Monthly Status Report. It's also a good practice to include the word "Long" in the subject field, if necessary, so that the recipient knows that the message will take time to read.

9. **Don't send chain letters, virus warnings, or junk mail.** Always check a reputable antivirus Web site or your IT department before sending out an alarm. If a constant

stream of jokes from a friend annoys you, be honest and ask to be removed from the list. Direct personal e-mail to your home e-mail account.

10. **Remember that your tone can't be heard in e-mail.** Have you ever attempted sarcasm in an e-mail, and the recipient took it the wrong way? E-mail communication can't convey the nuances of verbal communication. In an attempt to infer tone of voice, some people use emoticons, but use them sparingly so that you don't appear unprofessional. Also, don't assume that using a smiley will diffuse a difficult message.

11. **Summarize long discussions.** Scrolling through pages of replies to understand a discussion is annoying. Instead of continuing to forward a message string, take a minute to summarize it for your reader. You could even highlight or quote the relevant passage, then include your response.

Circular and Notice

3.1 Difference between Notice and Circular

Circular: It is a written formal document used for inter departmental communication. It serves the same purpose as a notice and may be written for the same reason. The only difference between the two is that the Notice is displayed at one place, whereas the Circular is widely circulated among the members concerned. Usually the signature of the reader is taken as a proof to ensure that the information has been transmitted.

Notices: It is a form of intra departmental communication. Informational messages are transmitted to the members of an organization by putting them up as notices for everyone to read. It is generally displayed on the Notice Board of the organization and everyone is expected to go through its contents. In case of legal notice, it is sent by post.

In an organization, the purpose of notice is for :
1) Inviting everyone for a meeting.
2) Regarding a new rule to be initiated or followed.
3) Regarding events to be held.
4) Regarding a holiday.

5) Regarding deadlines for any particular job assigned.

Salient feature of a Circular

A circular letter is a type of letter that is written to share a particular piece of information with a very large audience. The purpose of a circular letter is very different from a personal letter, which is only used to send a piece of information to one or maybe two people. The main purpose of a circular letter is to announce or reveal new information or perhaps to clarify certain policies in a political situation. Below are some steps on how to write a circular letter.

Step 1.

The first thing to do when you are trying to write a circular letter is to make sure that you know your target audience well. For this type of letter, the readership is going to be very broad so it can be quite difficult to figure out what level of knowledge your audience has. For this situation, you should think about the majority of your readers, and tailor your letter towards them.

Step 2.

You then need to think about the difference between external and internal circular letters. An external letter would be circulated amongst clients or the general public. Whereas an internal circular letter would be circulated amongst a larger group, however it is limited to that group.

Step 3

When it comes to actually writing the letter, you should think about the exact tone and voice that is suitable for the letter that you are writing. For example, only use a stern tone when entirely necessary such as addressing tardiness but not appropriate for a letter to clients.

Step 4

Be careful with the content of your letter. Make sure that you only write about information that has been authorized to be distributed. Because some circular letters will be distributed to a large audience, it would not be wise to disclose confidential contact information.

Situations requiring Circular

Circular letter is written for the following business objectives:

The primary objective of circular letter is to distribute information relating to business. Circular letter usually circulates the following business information:

- Launching a new business
- Expansion of existing business in any new field
- Changing the nature of business
- Opening or closing branches of the business
- Changing the name of the business
- Shifting the address of the business
- Discharging any officer, executive, agent or representative of the business
- Employing any new business executive or agent
- Admission of new partner
- Retirement or death of any existing partner
- Cancellation of any business deal or contract
- Entering into any new business contract
- News regarding increase or decrease of price
- News regarding trademarks, registered brand etc.
- Amalgamation of some business units and
- Winding up of business partly or wholly

SAMPLE

CIRCULAR

To   AllEmployees

From:DineshParesh,MD

DateOctober3,2014

Our success to become a part of Altair Industries last year is something that we need to   review in the hope that we can enthuse ourselves in setting our next goals in future. I herewith would like to share with you my thought and plans about the area I believe are important   to   all   of   us   in   years   ahead.

Productivity

I am sure that you are all aware of the effort throughout our country to improve productivity. Over   the   past year, we have made heavy   capital   investment to improve our position. Productivity, however, depends not only on the acquisition of more efficient equipment but also on the commitment of each employees to see creative ways using resources most efficiently.

Marketing   and   Sales

You may be aware that our *Target Sales* program has helped us improve our sales by over 15 percent. Although that result is gratifying, it is not large enough to offset the week's position in which we found ourselves two years ago. Therefore, I am setting a goal of 25 percent increase in sales   for   this   next   year.

I hope you share the excitement I feel as we implement these plans. Indeed, you must actively participate if they are to have a chance for success.

Notice Format

A notice is a formal means of communication. The purpose of a notice is to announce or display information to a specific group of people. Notices are generally meant to

be pinned up on specific display boards whether in schools or in public places. Notices issued by the government appear in newspapers.

Format:

A notice should be written in the following format:

- the name of the organisation issuing the notice
- the title 'NOTICE'
- a heading to introduce the subject of the notice
- the date
- the body of the notice
- the writer's signature, name (in block letters) and designation

Format

Name of organisation/office issuing the notice

Date   Notice

Heading

Body of letter

Signature

Name

Designation

A well-written notice must inform the readers about the following points:

- What is going to happen, (that is, the event)

- Where it will take place

- When it will take place (that is, the date and time)

- Who can apply or is eligible for it

- Whom to contact or apply to (that is, the issuing authority)

- Only the most important points should be written.

- A.O.D. – that is, any other detail given in the question.

- One is free to add any relevant information not included in the question.

- The sentences should be short and grammatically accurate.

- They should be in the passive voice as far as possible.

- The notice should be presented within a box.

- The word limit for a notice is 40–50 words (only the words in the body of

- the notice are counted).

- Information given in a notice must be clear and should not cause any

- misunderstanding or confusion.

- A notice must be catchy and appealing – it should attract the reader's

- attention at once.

- Increase the visual appeal of your notice by using bold letters, catchy slogans,

- striking words and phrases, etc.

- Standard abbreviations are allowed.

SAMPLE

Delhi Public School, New Delhi

Notice

13 April 2014

Meeting of Science Society

On the occasion of National Science and Technology Day, the school has decided to organise a fair. All office bearers are requested to attend a meeting in the School Library on 16 April 2005 at 10 am to discuss the arrangements for the fair.

Vikram Singh

(Secretary, Science Society)

Business letter

4.0 Introduction

Now-a-days business operations are not restricted to any locality, state or nation. Today production takes place in one area but consumption takes place everywhere. Since the businessmen as well as customers live in far off places they don't have sufficient time to contact each other personally. Thus, there arises the need for writing letters. In the past the situation was not so. Business letters were not essential in olden days. But now the importance of letters has increased because of vast expansion of business, increase in demand as well as supply of goods.

4.1 Why business correspondence are important ?

- **Help in maintaining proper relationship**

Now-a-days business activities are not confined to any one area or locality. The businessmen as well as customers are scattered throughout the country. Thus, there is a need to maintain proper relationship among them by using appropriate means of communication. Here business letters play an important role. The customers can write letters to the businessman seeking information about products and businessmen also supply various information to customers. This helps them to carry on business on national and international basis.

- **Create and maintain goodwill**

Sometimes business letters are written to create and enhance goodwill. Businessmen at times send letters to enquire about complaints and suggestions of their customers. They also send letters to inform the customers about the availability of a new product, clearance sale etc. All this results in cordial relations with the customers, which enhances the goodwill of the business.

- **Help in expansion of business**

Business requires information regarding competing products, prevailing prices, promotion, market activities, etc. If the trader has to run from place to place to get information, he will end up doing nothing. It will simply result in loss of time. But through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and, thus enhance sales.

4.2 Elements of good business letter

The most important element of writing a good letter is your ability to identify and write to your audience. If you are addressing your letter to the department of human resources, avoid using highly technical terms that only engineers would understand. Even if your letter is addressed to an engineering company, chances are that the personnel in human resources does not have an engineering background.

The next element is to make sure you present your objective in a clear and concise manner. Don't be vague about your objective; most people will not have the patience to sit there and guess at the meaning of your letter. Most don't have the time to read a long-winded letter either, so stick to one page and just get to the point without going into unnecessary details.

Another important element to remember is to remain professional. Even if you are writing a letter of complaint, remain polite and courteous. Simply state the problem(s) along with any other relevant information and be sure to avoid threats and slander.

Remember to introduce yourself if your audience is unaware of who you are.

In most cases, the business letter will be the first impression that you make on someone. Though business writing has become less formal over time, you should still take great care that your letter's content is clear and that you have proofread it carefully.

Business writing should be clear and concise. Take care, however, that your document does not turn out as an endless series of short, choppy sentences. Keep in mind also that "concise" does not have to mean "blunt"—you still need to think about your tone and the audience for whom you are writing.

Strive to be exact and specific, avoiding vagueness, ambiguity, and platitudes. If there are industry- or field-specific concepts or terminology that are relevant to the task at hand, use them in a manner that will convey your competence and experience. Avoid any language that your audience may not understand. Your finished piece of writing should indicate how you meet the requirements you've listed and answer any questions raised in the description or prompt.

4.3 Layout of a business letter

The essential parts of a business letter are as follows:

1. **Heading** -The heading of a business letter usually contains the name and postal address of the business, E-mail address, Web-site address, Telephone Number, Fax Number, Trade Mark or logo of the business (if any)

2. **Date** - The date is normally written on the right hand side corner after the heading as the day, month and years. Some examples are 28thFeb., 2003 or Feb. 28, 2003.

3. **Reference**- It indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. This reference number is given on the left hand corner after the heading. For example, we can write reference number as AB/FADept./2003/27.

4. **Inside address** - This includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet below the reference number. Letters should be addressed to the responsible head e.g., the

Secretary, the Principal, the Chairman, the Manager etc. Example:

M/S Bharat Fans

Bharat Complex

Hyderabad Industrial Complex

Hyderabad

Andhra Pradesh - 500032

The Chief Manager,

State Bank of India

Utkal University Campus

Bhubaneswar,

Orissa- 751007

5. Subject - It is a statement in brief, that indicates the matter to which the letter relates. It attracts the attention of the receiver immediately and helps him to know quickly what the letter is about. For example,

Subject: Your order No. C317/8 dated 12thMarch 2003.

Subject: Enquiry about Samsung television

Subject: Fire Insurance policy

6. Salutation - This is placed below the inside address. It is usually followed by a comma (,). Various forms of salutation are:

Sir/Madam:

For official and formal correspondence

Dear Sir/Madam: For addressing an individual

Dear Sirs/Dear Madam: For addressing a firm or company.

7. Body of the letter- This comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts.

(a) Opening part - It is the introductory part of the letter. In this part, attention of the reader should be drawn to the previous correspondence, if any. For example- with reference to your letter no. 326 dated. 12thMarch 2003, I would like to draw your attention towards the new brand of television.

(b) Main part - This part usually contains the subject matter of the letter. It should be precise and written in clear words.

(c) Concluding Part - It contains a statement of the sender's intentions, hopes or expectations concerning the next step to be taken. Further, the sender should always look forward to getting a positive response. At the end, terms like Thanking you, With regards, With warm regards may be used.

8. Complimentary close - It is merely a polite way of ending a letter. It must be in accordance with the salutation. For example:

Salutation	Complementary close
i. Dear Sir/Dear Madam Y	ours faithfully
ii. Dear Mr. Raj Y	ours sincerely
iii. My Dear Akbar Y	ours very sincerely (express very informal relations.)

8. Signature - It is written in ink, immediately below the complimentary close. As far as possible, the signature should be legible. The name of the writer should be typed immediately below the signature. The designation is given below the typed name. Where no letterhead is in use, the name of the company too could be included below the designation of the writer. For example:

> Yours faithfully
> For M/S Acron Electricals
> (Signature)
> SUNIL KUMAR
> Partner

Type of Business Letters

Business letters are written for the fulfillment of several purposes. The purpose may be to enquire about a product to know its price and quality, availability, etc. This purpose is served if you write a letter of enquiry to the supplier. After receiving your letter the supplier may send you details about the product as per your query. If satisfied, you may give order for supply of goods as per your requirement. After receiving the items, if you find that the product is defective or damaged, you may lodge a complaint. These are the few instances in which business correspondence takes place. Let us learn the details about some important business letters.

i. Business Enquiry Letter

Sometimes prospective buyers want to know the details of the goods which they want to buy, like quality, quantity, price, mode of delivery and payment, etc. They may also ask for a sample. The letter written to sellers with one or more of the above purposes is known as enquiry letter.

Points to be kept in mind while writing letters of enquiry-

➤ Letters of enquiry should clearly state the information required, which may be asking for a price list or a sample.

➤ Write specifically about the design, size, quantity, quality, etc. about the product or service in which the buyer is interested.

➤ The period or the date, till which information is required, may also be mentioned.

ii. Quotation Letter

After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called quotation letter. These letters are written keeping in view the information asked for like price list, mode of payment, discount to be allowed etc. Businessman should reply to the inquiries carefully and promptly.

iii. Order Letter

We have studied about letters of enquiry and reply to enquiry i.e., quotation letter. The prospective buyer after receiving the reply to his enquiry letter may decide to place on order with

that business house which offers goods at minimum price and at favourable terms and conditions. Letters written by a buyer to the seller giving the order to purchase the goods is called order letter.

iv. Complaint Letter

A complaint letter is written when the purchaser does not find the goods up to his satisfaction. It is normally written by the purchaser when he receives wrong, defective or damaged goods or receives incorrect quantity of goods. It can also be written directly to the transit authority when the goods are damaged in transit. Thus, we may define a letter of complaint as the letter that draws the attention of the supplier or any other party on account of supply of defective or damaged goods.

Points to be considered while writing a complaint letter-

➢ Complaint letters should be written immediately after receiving the defective goods.

➢ Mistakes as well as difficulty due to mistake should be mentioned clearly

➢ Proposal to correct the mistakes should be made

➢ Suggestions on how the complaint should be dealt with, i.e., mention of compensation, replacement, discount, cancellation etc, should be made.

➢ Mention period in which the corrective action should be taken

➢ Request to be careful in future.

v. Recovery Letter

The letter written by the seller for collection of money for the goods supplied to the buyer is called recovery letter. The aim of recovery letter is to collect money without annoying the customers. The letter should include information regarding the amount of arrears argument for payment, and last date for payment. The language of recovery letter should be polite, so that the customer is not offended and future transactions with him are not adversely affected.

Sample business letter

Mrs. Sabitha Gouri

22/72 Golden Tower

Gandgi Road

Hyderabad 5300264

May 26, 2014

The Tiny Tots Toy Company

156 Pyramid Way

College Park,

Mumbai 7420115

Dear Customer Service Representative:

I recently purchased one of your Tiny Tents (Model # 47485) for my three-year old. Unfortunately, after viewing the components that came with the product, I discovered that four of the parts were missing. Also, the instructions that came with the tent are incomplete. Both of these situations have resulted in the tent remaining unassembled and unacceptable as a toy for my daughter.

I am writing to request replacements for the missing parts, and a copy of the full set of assembly directions for the model I purchased. If reasonable arrangements are not made within ten business days, I will return the tent to the store I purchased it from and expect a full refund. To assist you in processing my request, I am including a copy of my sales receipt and a list of the missing parts.

I have purchased other toys manufactured by your company in the past, and have always been impressed with the quality and selection Tiny Tots has made available to its customers. I sincerely hope this is a one-time incident, and that any future purchases I make will live up to the standard my family has come to expect from your company.

Yours Sincerely

Signature

Mrs. Sabitha Gouri

The Seven Cs of Business Letter writing

1. **Correctness**

    At the time of encoding, if the encoder has comprehensive knowledge about the decoder of message, it makes the communication an ease. The encoder should know the status, knowledge and educational background of the decoder. Correctness means:

    ➢ Use the right level of language
    ➢ Correct use of grammar, spelling and punctuation
    ➢ Accuracy in stating facts and figures

2. **Clarity**

    Clarity demands the use of simple language and easy sentence structure in composing the message. When there is clarity in presenting ideas, it's easy for the receiver/decoder to grasp the meaning being conveyed by the sender/encoder.

3. **Conciseness**

    A concise message saves time of both the sender and the receiver. Conciseness, in a business message, can be achieved by avoiding wordy expressions and repetition. Using brief and to the point sentences, including relevant material makes the message concise. Achieving conciseness does not mean to loose completeness of message.

4. **Completeness**

By completeness means the message must bear all the necessary information to bring the response you desire. The sender should answer all the questions and with facts and figures. and when desirable, go for extra details.

5. **Consideration**

Consideration demands to put oneself in the place of receiver while composing a message. It refers to the use of You attitude, emphases positive pleasant facts, visualizing reader's problems, desires, emotions and his response.

6. **Concreteness**

Being definite, vivid and specific rather than vague, obscure and general leads to concreteness of the message. Facts and figures being presented in the message should be specif.

7. **Courtesy**

In business, almost everything starts and ends in courtesy. Courtesy means not only thinking about receiver but also valuing his feelings. Much can be achieved by using polite words and gestures, being appreciative, thoughtful, tactful, and showing respect to the receiver. Courtesy builds goodwill.

SAMPLE INQUIRY LETTER

Paras Footwear
22, Janapath Road
Bhubaneswar 751026

27th February, 2014

The Sales Manager,

Lakhani Shoes Ltd.,

Gouri Shankar Street,

Calcutta-59

Dear Sir,

I visited your stand at the All- India Trade Exhibition at Delhi last week, and I was very interested in your display of ladies' sandals. I should be grateful if you could send me the Catalogue of your complete range of ladies' sandals, and also your retailer's price list.

I would be thankful for a quotation for 500 pairs of 'sentinel' shoes. Perhaps at the same time you could let me know your terms of business and the time required for delivery you receive the order.

 If terms and delivery dates are satisfactory, we would expect to place regular orders.

Sincerely yours,

Markat Parija
Purchase Manager

DOS AND DON'T'S OF INQUIRY LETTER

- An Inquiry Letter should give a brief introduction about the writer or her/his company
- It should give all relevant details of what is being inquired about
- Since an Inquiry Letter is a request, it should not sound authoritative

- If lot of information is requested it is better to write them in bullet points so that no information is missed out
- Since an Inquiry Letter is an official letter, it should be typed
- Grammatical and punctuation errors should be carefully looked into
- If the writer has a deadline by when s/he needs the information that should be communicated to the reader as well
- If the letter is being written on a letterhead, the writer must make sure that the correct phone numbers and contact details are mentioned in the letter as it makes easier for the writer to make a contact

SAMPLE REPLY LETTER

Lakhani Shoes Ltd.
Gouri Shankar Street
Calcutta – 59

1st March, 2014

Our Ref: JAJ/OR/1296

Mr Markat Parija
Purchase Manager
Paras Footwear
22, Janapath Road
Bhubaneswar 751026

Dear Mr Parija,

Thank you for your enquiry of 27th February. I enclose our catalogue and price list for the type of shoes you are enquiring about, and some samples of the most popular shoes in the range. Except for the 'Jaydee' luxury range (Which are made for each individual customer) the delivery date is 2-3 weeks from the receipt of your order; 'Jaydee' range takes 5-7 weeks from the receipt of your order.

The price of the 'Sentinel' shoes for 500 pairs is Rs. 1, 50,000/- (The retail Price is Rs.360/- per pair, and there is a 25% discount for bulk orders up to 750 pairs; above this the Discount is 30%.) The rest of this quoted price for 500 pairs covers freight, transport and Insurance. In addition, there is a discount of 5% for cash settlement within four weeks of the dispatch of goods.

I shall look forward to hearing from you. Please do not hesitate to write again if you need any further information.

Yours sincerely,

Victor Bandopadhyaya
Sales Manager

<u>**SAMPLE ORDER LETTER**</u>

Popular Enterprisers

77, Bapuji Nagar

Bhubaneswar 751008

22 July 2014

Mr Anil Agarwal

Sales Manager

Relax Plastics Pvt. Ltd.

55, Industrial Estate

New Delhi, 4253606

Dear Sir,

We received your letter no.75/RP/122 dated 17.07.2014 and thank you for the catalogues and price list sent to us.

We are glad to place our first order with you. Please arrange to send us the following items of furniture by 1 August 2014 at our address on terms stated in an offer letter under reference.

<u>**Sl. No.**</u>	<u>**Description**</u>	<u>**Qty.**</u>	<u>**Unit Price**</u>	<u>**Amount**</u>
1	Work Chairs	120	90	10,800
2	Work Tables	120	110	13,200
3	Reception Chair	15	150	2250
4	Executive Chair	5	250	1250
5	Executive Table	5	300	1500

Rs. 29.000

All items stated above should be of standard size, color and description specified in the catalogues supplied by you. Please intimate us the date of dispatch, along with the invoice. We are sending a bank guarantee to ensure payment. Om receipt of goods within the time stated above we shall send you a bank draft for the amount stated in the invoice.

We hope the goods will reach us by 12 August. In case you are unable to execute the order please inform us immediately.

Regards.

Mr. Pankaj Kumar
Proprietor

SAMPLE SUPPLY LETTER

Relax Plastics Pvt. Ltd.
55, Industrial Estate
New Delhi, 4253606

30   August 2014

Mr Pankaj Kumar
Proprietor
Popular Enterprisers
77, Bapuji Nagar

Bhubaneswar 751008

Dear Sir,

Thank you for your order dated 22 July 2014 for office furniture. Your order has been dispatched today i.e. 30 August 2014 and will reach you by August 10. We have also received your bank guarantee of 50.000/-.

We have sent the goods with utmost care and make sure that it will reach you in good condition. We also hope that the items will come up to your expectation.

Please inform us after you receive the goods. At the same time please do not hesitate to inform us if you have any complaints.

Thanking you.

Regards.

Mr Anil Agarwal
Sales Manager

Sagar Agency

Plot No. 62-A

Kharvel Nagar

Bhubaneswar 754201

27 March 2014

Mr. Ashish Arora

Sales Manager

Swostik Pens Pvt. Ltd.

102/24, M G Road

New Delhi 6532089

Sub: Complaints about the Gel pens

Dear Sir,

We have recently received several complaints from customers about your Gel pens. The pens are clearly not giving satisfaction and in some cases we have had to refund the purchase price.

The pens complained about are part of the batch of 500 supplied against our order no. 8562 dated 22 January 2014. This order was placed on the basis of a sample pen left by your representative. We have compared the performance of this sample with that of a number of the pens from this batch and there is little doubt that many of them are faulty – some leak and other blot while writing.

We therefore wish you to accept the return of the unsold balance i.e. 177 pens. Please let us know what arrangement you wish us to make for their return.

Regards.

Mr. Ravi Pati

Proprietor

DOS AND DON'T'S OF COMPLAINT LETTER

DO

- Stay calm. While it may help if you are a bit "fired up" when you write your letter, it can also be a good idea to let yourself cool down a bit before drafting a letter. This is especially true if you'll ultimately have to revise the language and tone. (Cursing and name-calling are definite no-no's.)
- Get right to the point. It's good to start your letter with a clear, attention-getting paragraph that communicates your concern (or shock, or disappointment). You may also want to point out that you have been a customer or patron for quite some time, especially if you have been otherwise satisfied. Then, get right to your problem.
- Be organized. If the issue has been unfolding for some time, make it clearer to the recipient by including a timeline of events. Show proof (such as advertisements, receipts, or Web site printouts). Be as concise as possible; don't ramble.
- Say what you want to say. In your eagerness to communicate the problem and how it inconvenienced you or wasted time and money, don't forget to let the letter's recipient know what you want to be done about it.

DON'T

- Don't be rude, angry, sarcastic in tone, and don't threaten. It can be appropriate to suggest that you may have to take your business elsewhere, or to complain to

government agencies and consumer watchdog groups. But you lose credibility and can even invite legal trouble if you threaten harm, extortion, or inappropriate retribution. Be assertive, but be polite.

- Don't blame the recipient. In most cases, the person to whom you are addressing the letter is not the one who wronged you. Out of simple courtesy, as well as to increase the chances of a favorable outcome, address the party politely without accusatory statements.

- Don't make stuff up. Stick to the facts, and resist any temptation to throw in unwarranted digs about rude salespeople.

- Don't give up. If your first letter doesn't get results, be prepared to write again, moving up the company "food chain" as necessary. You may need to contact the Better Business Bureau, government officials, consumer rights' organizations, and/or the media.

SAMPLE COMPENSATION LETTER

Swostik Pens Pvt. Ltd.
102/24, M G Road
New Delhi 6532089

12 April 2014

Mr. Ravi Pati
Proprietor
Sagar Agency
Plot No. 62-A
Kharvel Nagar
Bhubaneswar 754201

Sub: Compensation for the faulty Gel pens

Dear Sir,

Thank you for your letter of 27 March 2014 pointing out defects in the pens supplied to your order no. 8562. This has caused us a good deal of concern and we are glad that you brought this matter to our notice.

We have now tested a number of pens from the production batch you mentioned, and agree that they are not perfect. The defects have been traced to a fault in one of the machines, which ahs now been rectified.

Please arrange to return to us your unsold balance of 377 pens. We will supply you the same number of pens immediately and an extra 30 pens so that you can give it to the customers if they come for replacement of the pens already sold.

We are extremely sorry for the inconvenience caused. We assure you that this kind of things will not happen again.

Regards.

Mr. Ashish Arora
Sales Manager