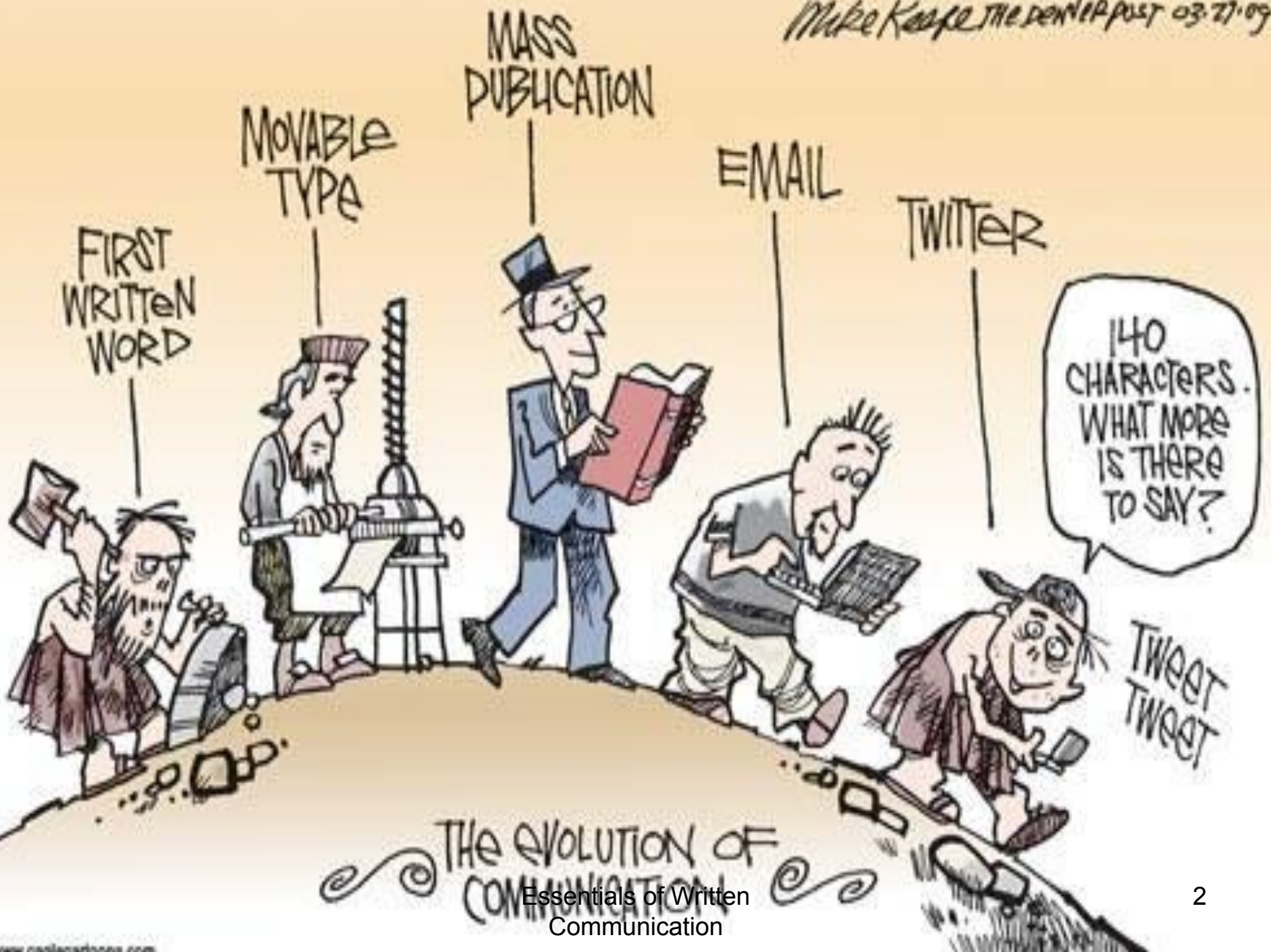


Written Communication



-Submitted by
Abhishek, Alka,
Arjun, Mahak



THE EVOLUTION OF COMMUNICATION

Essentials of Written Communication

Prepare a written document

Preparing the document

What kind of document should you write?
What is the purpose?
Who is the audience?

Collecting and organising information

Which information to collect
How to collect the information
How to organise the information

Writing the document

How to choose the best words
How to develop an outline
How to edit the document
How to format the document

Business Letter Format

Block Format: Business Letter

Return Address Line 1 1

Return Address Line 2

Date (Month Day, Year) 2

Mr./Mrs./Ms./Dr. Full name of recipient. 3

Title/Position of Recipient.

Company Name

Address Line 1

Address Line 2

Dear Ms./Mrs./Mr. Last Name: 4

Subject: Title of Subject 5

Body Paragraph 1

.....

Body Paragraph 2

.....

Body Paragraph 3

..... 6

Closing (Sincerely...), 7

Signature 8

Your Name (Printed) 9

Your Title

Enclosures (2) 10

Typist Initials. 11

Opening Paragraph Of A Business Letter

- It's an important principle of effective writing to put the most important information first.
- Your opening paragraph is the headline and is used to state the main point of the letter
- Begin with a friendly opening; then quickly transition into the purpose of your letter. Use a couple of sentences to explain the purpose, but do not go in to detail
- Try to avoid using phrases that are wordy, give little information and create an impersonal tone.

Closing Paragraph Of A Business Letter

- Your closing paragraph should bring your letter to a polite, business-like close
- The ending of a business letter is particularly important because it provides closing remarks that can identify what action should be followed by the receiver
- Last paragraph should include requests, reminders and notes on enclosures
- Also, thank the recipient for their time and attention

Eg-

‘I look forward to hearing from you and in the meantime, should you have any queries, please do not hesitate to contact me.’

Enclosed you will find...

I appreciate any feedback you may have...

PRINCIPLES OF **WRITTEN** **COMMUNICATION**

COMPLETENESS

Your business message is complete when it contains all facts the receiver needs for the reactions you desire.

1. Provide all information-who, what, when, where and why
2. Answer all questions asked
3. If sender's message is incomplete, use your judgement in offering additional material.

CONCISENESS

Conciseness is saying what you have to say in the fewest possible words.

1. Eliminate wordy expressions-use single word in place of long phrases. Eg- 'Now' instead of 'at this time'
2. Include only relevant material
3. Avoid unnecessary repetition

CONCRETENESS

It means being specific, definite and vivid rather than vague and general.

Misunderstanding of words creates problems for both parties (sender and the receiver).

1. Use specific facts and figures
2. Choose vivid, image building words
Eg-Flood, volcano
3. Be to the point



CONSIDERATION

Consideration means preparing every message keeping the receiver in mind.

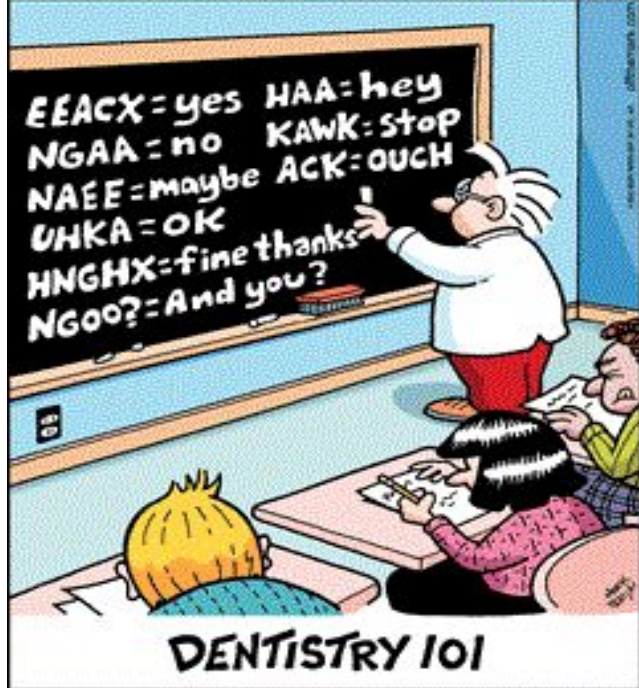
1. Focus on 'you' instead of 'I' and 'me'
2. Emphasize positive or pleasant facts
3. Show the benefit to the receiver

Eg-

We attitude- 'I am delighted to announce that we will extend the shopping hours.'

You attitude- 'You will now be able to shop more with the extended hours.'

Readers react positively when emphasis is shown to them.



COURTESY

Courtesy is more important and advantageous in business writing than it is in face to face communication or conversation. Courteous message strengthens present relations. It also helps in creating goodwill.

- 1.It should respect the receiver
- 2.Unbiased
- 3.Use pleasant words like appreciate, please, thank you
- 4.Message should be positive

CORRECTNESS

At the core of correctness is proper grammar, punctuation and spelling. However, a message may be perfect grammatically and mechanically but may still insult a customer or reduce customer confidence in you.

1. Make use of appropriate and correct language in the message

2. Verify correctness of facts and figures

3. Use proper punctuation

4. Ensure the message is well timed



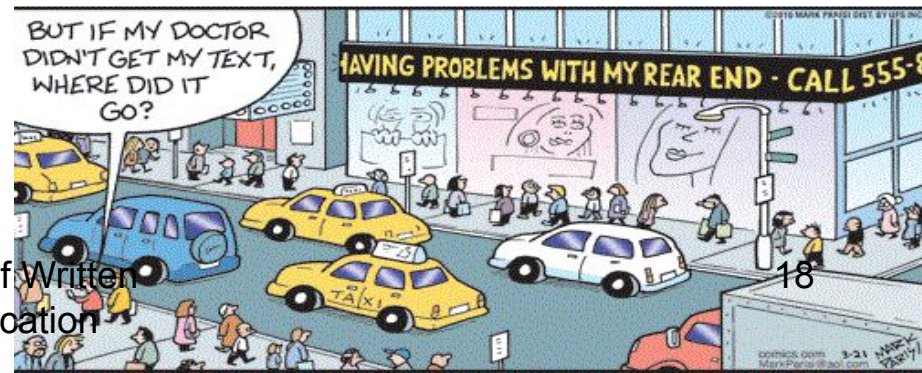
SOME DO'S AND DON'T'S IN CORRESPONDENCE

DO'S

- Letterhead must be attractive and must give the full name, full address and other details accurately
- When a number of addresses are given, make it clear where the correspondent is supposed to reply to you
- Ensure there are no spelling mistakes
- Letter should be to the point ,precise and clear
- Check enclosures
- Be courteous

DONT'S

- Do not delay a reply but also do not be in hurry
- Do not be confused or long winded
- Don't be rude. Be polite
- Do not make a personal attack
- Do not miss relevant points when replying to letters
- Do not write to the wrong authority
- Do not use technical jargon unless the situation demands



Mechanics of Letter Writing

Planning Written Message

- Identify the purpose and type
- Develop clear perceptions of the audience
- Context of the message
- Apply techniques for adapting messages to the audience
- Organizing and outlining of message
- Prepare the first draft

7 Essential Letter-Writing Techniques

- 1) Keep It Short And To The Point
- 2) Make It Clear, Concise, And Logical
- 3) Focus On The Recipient's Needs
- 4) Use Simple And Appropriate Language
- 5) Use Short Sentences And Paragraphs
- 6) Review And Revise It
- 7) Double Check Spelling And Grammar

Routine Letters

- Good-News Message
- Thank You Message
- Appreciation Message
- Routine Claims
- Routine Requests
- Routine Messages About Orders and Credit

Steps to be followed

- Identify the principal idea (pleasant or routine idea)
- Present sufficient supporting detail in logical sequence
- Ensure accuracy of facts or figures
- Structure the message to meet legal requirements and ethical dimensions

Organization:

- Place the major idea in first sentence.
- Present supporting details in logical sequence.
- Include final idea that is courteous and indicates a counting relationship with the receiver; may include sales promotional material.

August 02, 1990
Mr. Robin Williams,
Personal Assistant,
BRED & Co.,
Derry, UK

Dear Mr. Williams,

We at DMC are pleased to hear that Mrs. Kate West, President of BRED & Co., is visiting our company. We warmly welcome her visit and assure proper hospitality.

I am writing to you to enquire about her routine and her flight details. The routine if sent to us will facilitate our representative to receive her at the airport and arrange for her stay. Also her schedule will help us arrange for her to see our company. Also if she can tell us when she would like to have the meeting scheduled, it would be convenient for us to arrange for it. I request you to consult her and send her routine as soon as possible to me.

We are eagerly looking forward to her visit.

Warm Regards,
Christopher Jones,
Hospitality Head

Word Flash!

✓ Deadline

✓ Meeting

✓ Downsize

Bad News Letters

- 1) Minimizing damage to the relationship
- 2) Showing that the decision is fair and reasonable
- 3) Stating the bad news clearly and firmly

Basic Steps to Make the Best of a Bad Situation

- 1) Begin with a positive or at least a neutral opening

"Your company has offered a quality product to the athletic community for the past 25 years."

Continued...

2) Provide background details about the nature of the bad news

"We arrived at your restaurant about 1 p.m. The hostess seated us promptly, but we then waited approximately 20 minutes for the server to arrive at our table.....When we asked Helen to have our steaks re-cooked, she angrily grabbed our plates. After 20 minutes of additional waiting, we finally left, paying the cashier for our beverages."

Continued...

3) In the third paragraph, state exactly what you want the manager to do with your bad news.

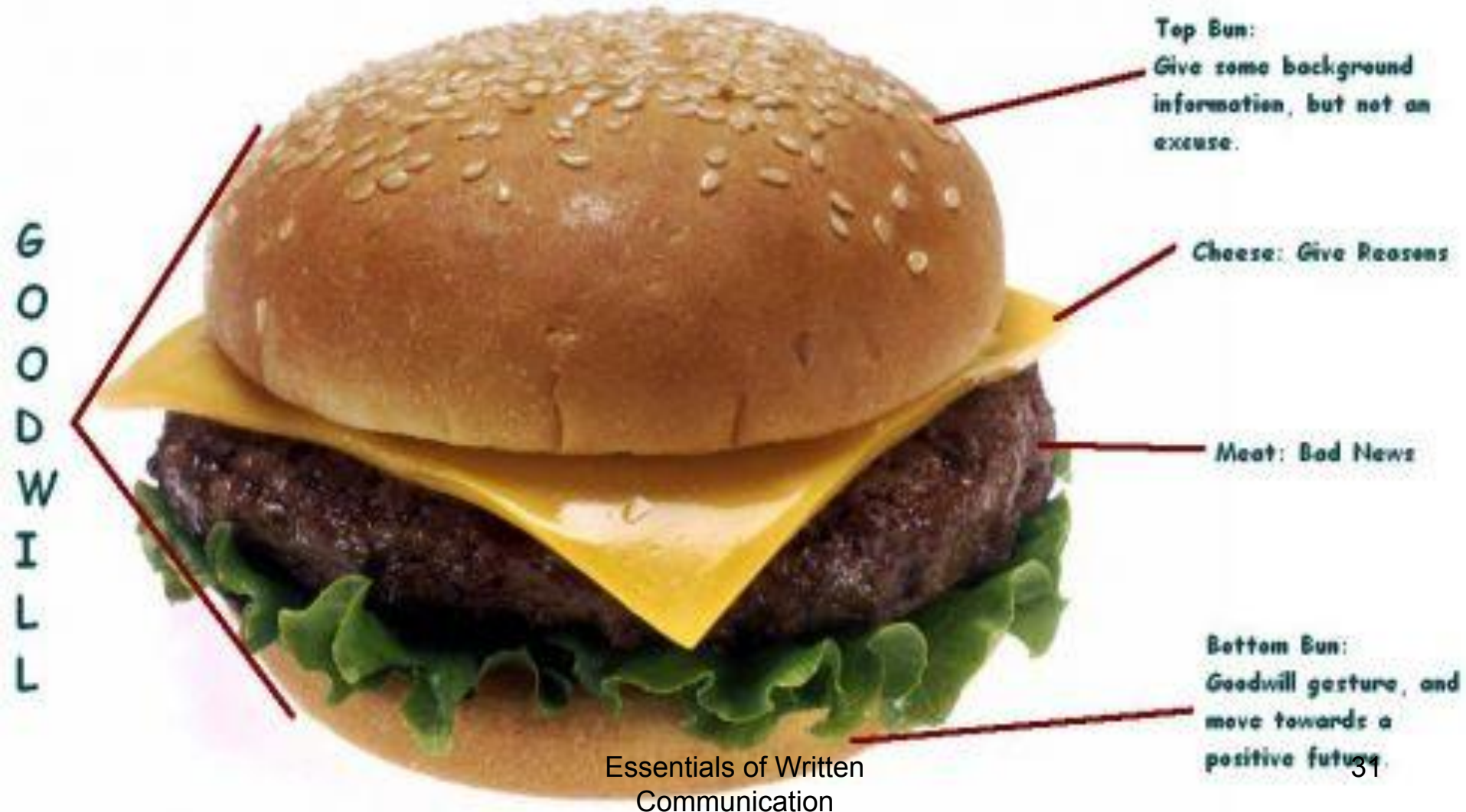
"I just wanted to bring this situation to your attention so you can train servers to be more careful with customers' cooking preferences."

Continued...

4) In the final paragraph, close on an upbeat note with a positive look to the future, suggesting confidence in the ability to restore good relations:

"I am sure this episode can be quickly addressed to ensure that future visits will be comfortable and enjoyable."

CheeseBurger Approach



Few points to remember

- Avoid negative words like "can't," "bad," "unfortunate," "regret," "mistake," "terrible," and the like.
- Most organizations appreciate heart-felt feedback even when it is bad news.
- Leave the door open for a future relationship.

Persuasive Letters

- To convince others to think a certain way and/or take an action.
- Written daily to a variety of audiences

PERSUASIVE WRITING - BY TJREAVIS

WWW.TOONDOO.C



How about this!!

Dear Bo\$\$

In thi\$ life, we all need \$ome thing mo\$t de\$perately. I think you \$hould be under\$anding of the need\$ of u\$ worker\$ who have given \$o much \$upport including \$weat and \$ervice to your company.

I am \$ure you will gue\$\$ what I mean and re\$pond \$oon.

Your\$ \$incerely,
Norman

\$o who is \$marter!!

Dear **NO**rman,

I k**NO**w you have been working very hard. **NO**wadays, **NO**thing much has changed. You must have **NO**ticed that our company is **NO**t doing **NO**ticeably well as yet.

NOw the newspaper are saying the world`s leading eco**NO**mists are **NO**t sure if the United States may go into a**NO**ther recession. After the **NO**vember presidential elections things may turn bad.

I have **NO**thing more to add **NO**w. You k**NO**w what I mean.

Yours truly,

Manager

Persuasive Requests

Content:

- Convince Receiver
- Point out way(s) in which receiver will benefit
- Incorporate primary appeal
- Identify specific action required

Organization:

- Use inductive sequence of ideas
- First sentence must draw attention and reveals the subject of message
- Introduce appeal in 1st two or three lines and reinforce it throughout rest of message
- Point out receiver benefits
- Associate desired action with receivers award for taking action
- Final paragraph

Tips:

- Do not make your letter more than one typed page.
- Do some research before you come up with reasons supporting your arguments.
- Do not fill your letter with numbers and poll results.
- Try to include quotes in your letter.
- When stating the arguments against, try to come up with a solution to them; or find information that proves those arguments wrong.

Warnings:

- Do not threaten anyone in your letter or yell at the person you are presenting your letter to.
- Don't swear or use vulgar language in your letter.
- Do not lecture or be overly redundant.
- Do not be over confident or sound arrogant.
- Try to make the person you are sending the letter to be on your side

To,
Mr Smith,
ABD Corp,

Respected Mr. Smith,

Subject: An Offer too Good to Refuse!!!

Before you roll your eyes thinking, 'Oh God! Not another one!', and chuck this into a bin, just read a few of the lines below.

Imagine the mellow sun and the grainy sand. Imagine the soft rolling of the waves of the sea. Imagine a place where you can sleep when you want, wake up when you want, do what you want, and live the way YOU want.

Sounds great doesn't it?

Welcome to Really Amazing resorts. At RA resorts, we promise to deliver the best service, the best food, the BEST of everything for just for you.

.....
And on account of our first anniversary, we're giving you a 65% discount on rooms and 40% discount from normal price on food and beverages! So hurry.

Call 1-800-Really Amazing to know more.

Thanking You,
Myname Lettersender.

A quick check to your written communication!!

You are a team leader and you need to get a report submission by the end of day from an employee who is already overloaded with the work.

How will you write to him??

Hi Anil,

How are you doing?

I would like to acknowledge the fact that you are a valuable asset for the organization . The way you are putting efforts for this project is truly commendable and has been well received by client and management.

I know you are already having many tasks to work on but it would be highly appreciated if you can complete the attached report and submit it by the end of day.

Keep up the good work!

Thanks & Regards,
Alka

Application letter

Written when someone needs a job

- Since the application seeks to sell his services,
- kind of sales letter
- Objective to obtain an interview



These are of two types

- SOLICITED-written in response to an advertisement
- UNSOLICITED-written at the writer's initiative
- written on the principles of the 'you' attitude
- You attitude means "what I have got that an employer can use profitably?"

Enclosure-

- Good policy to mention the number or nature of documents enclosed with.

Format of application letter

Dear sir

with respect to your advertisement in abc website , I think my credentials meet all your requirements.

so I am keenly interested to give an interview for that job. looking forward for a positive response from your

Yours sincerely

xyz



Interview letter

Details to be included:



"A high-pain job? Yes, I believe we have that."

Time, date and place of the interview

Name of authority before whom candidate has to appear

Request to produce his/her certificates

Candidate should be informed whether he/she is entitled to any T.A or D.A

Letters of appointment

- Convey the appointment with words of congratulations.
- Request the appointee to convey his acceptance.
- Date and time is mentioned when to report for the duty.
- If it is an imp. Vacancy being filled in, tell the appointee what work is expected of him
- Mention whether the appointment is permanent or temporary.
- Salary , allowances and other benefits

Collection letter

- These letters are periodical statements of accounts
- Has to deal with a problem of collecting the dues and retain the customers as well
- No standard approach is appropriate for writing collection letter



Guidelines to be followed

- Tone should be positive
- The 'you' attitude should be used to convince the debtor
- Friendly approach should be used
- Before forcing the debtor to pay An appeal should be made to his fairness, self respect
- Humorous collection letters should be used

Examples of humorous collection letters

Dear sir
Roses are red,
Violets are blue,
Send us a cheque
And we'll love you

*unless your cheque is already en route, we expect one by return mail. Our records show that your balance of RS..... remains unpaid.

Yours sincerely



Dear sir

How do you do?

Some pay when due,

Some pay when overdue,

Some never do,

How do you do?

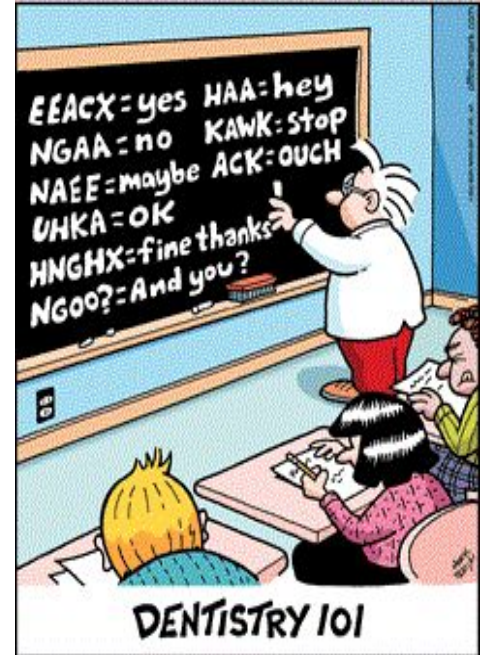
Your bill for Rs.....is long overdue.

Circular letters

Communicating a message to a large number of customers and suppliers circulate the same message

Attractive style and appropriate tone proves quite effective

Use of the 'you' attitude , catchy words and sentences and different colours are some ingredients of an effective circular letter



Objectives

- To obtain publicity for a cause, a campaign
- To make the reader interested in their contents
- To impress the reader with facts and information about the firm
- To gain the confidence of the reader

Situation that need circular letter

- Opening of a new shop
- Change in address of the firm
- Introduction of a new product
- Price reduction and clearance sales
- Obtaining an agency
- Merger with a new firm

Sales letters

- Publicity has a major role to play in competitive society. publicity and advertisement are an impersonal form of salesmanship
- No business can be done successfully without publicity
- Sales letter is a part of publicity and advertisement.

Advantages of sales letter

- Easy to avoid salesman but not sales
- Quite cheap
- It can quietly wait till the addressee has enough leisure to go through it
- Addressed to a particular class of customers, age group , professional group
- Sales letter gets direct and free entry even into the 'NO ADMISSION WITHOUT PERMISSION' room

Functions of the sales letter

- Attracting attention
- Arousing interest
- Educating and convincing
- Stimulate desire
- Securing action

off the mark .com by Mark Parisi



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Save 50% on Your Electricity Bill

Communicating Electronically



- Identify the appropriate use of communication technology, including its legal and ethical implications.
- Identify the effective use of email and instant messaging in business communication.
- Understanding the principles for writing effectively for the WEB.

netiquette:)

"Netiquette" stands for "Internet Etiquette", and refers to the set of practices created over the years to make the [Internet](#) experience pleasant for everyone.





Emails



Turnaround time very fast.

Different from conventional compositions and your speech.



Email

- It facilitates the fast, convenient flow of information among users at various locations and time zones.
- It reduces costs .
- It increases efficiency .
- Go Green: Reduces paper waste.





Email Etiquette

Professionalism: by using proper email language your company will convey a professional image.

Efficiency: emails that get to the point are much more effective than poorly worded emails.

Protection from liability: employee awareness of email risks will protect your company from costly law suits.

Context

- Useful Subject Lines

Terse, crisp and lucid.



Ex:

Subject: Need Dabur report by Tuesday

Dave – I need Dabur's report for
Tuesday's class in Chandigarh.



Send Save Now Discard

Draft autosave at 6:08 PM (0 minutes ago)

To: dave.michigan@qbeao.com

Add Cc | Add Bcc

Subject: PA_ITI_003:Code deliverable

Attach a file Insert: Invitation

Rich text toolbar with icons for bold, italic, underline, font color, background color, link, list, indent, quote, link, unlink, and plain text options.

Check Spelling

Dave,
Please find attached PA_ITI_003 code deliverable.
The code has been prepared keeping all the requirements in consideration as per document(REQ_TI_003).
Your feedback would be highly appreciated.

Regards
Mahak| Accenture Services Private Limited -IDC | Mobile- 91-9810677777

"Failing to plan is planning to fail"

- For time critical messages starting with URGENT : is a good idea.
Subject : URGENT: need Dabur Report.
- For requests starting with REQ:can signal action is needed.
Subject: REQ:Report needed by EOD.
- Non-urgent information that requires no response from the other person use FYI(For your information).
Subject:FYI: Chocolates @ BDC.04A.216⁶⁵

- Answer all questions, and pre-empt further questions.
 - Imagine for instance that a customer sends you an email asking which credit cards you accept. Instead of just listing the credit card types, you can guess that their next question will be about how they can order, so you also include some order information and a URL to your order page. Customers will definitely appreciate this.



The Don'ts



- Never use subject line as:

Subject : Information

Please send me information all the information regarding Business Communication.

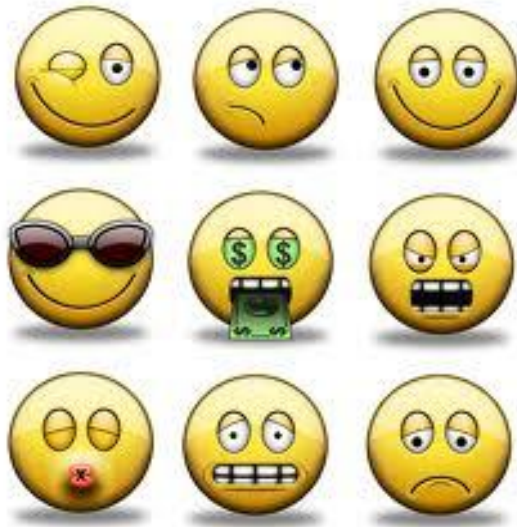
Subject : BC syllabus and important topics wrt to exams

- Do not attach unnecessary files.
- Do not write in CAPITALS.
- Don't forward virus hoaxes and chain letters
- Don't reply to spam.
- Do not overuse the high priority option

- Take care with abbreviations and emoticons. Careful use of jargons and technical words.

Info,rep,stat

BTW,LOL,ROFL,BRB



Effective System for Handling Email



- Set up separate accounts for receiving messages that require direct attention.
- Keep your mailbox clean.
- Setup folders to organize messages for quick retrieval.

NETIQUETTE

- Check mail promptly.
- Do not contribute to email overload.
- Use email selectively.
- Do not send messages when you are angry.



- Exercise caution against email viruses and hoaxes.

Instant Messaging(IM)

- Never directly jump to other's end.
- Remember to keep it short and simple.
- Use it for quick decision.



STEP 1

Conduct research and analysis of self, career, and job



STEP 2

Identify a job listing using traditional and electronic sources



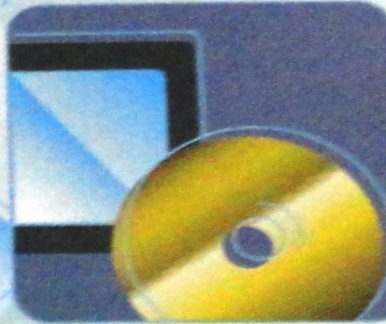
STEP 3

Prepare targeted résumé and application message in required formats



STEP 4

Consider supplementing the résumé: Portfolio (print or electronic) or video recording

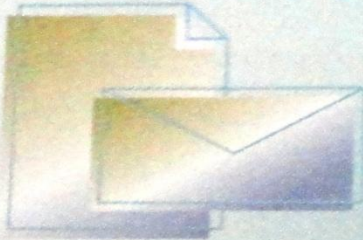


STEP 5

Interview with companies



RÉSUMÉ PRESENTATION AND DELIVERY OPTIONS



Print (Designed)

- Mailing to company accompanied by application letter
- Mailed follow-up to electronic submission



Scannable

- Print résumé formatted for computer scanning



Electronic Postings

- Email to network contacts, career and corporate sites, and career service centers
- Online form
- Electronic portfolio at personal website
- Beamer to PDA or cell phone

Resume

- One Size Resume/CV Doesn't Fit All
- Know Your Potential Employer
- Clearly Identify Your Skills
- Be Concise
- Look Sharp
- CV Contents is More Important than Resume Formats
- Be Specific
- Don't Rush, Take Your Time

FunnY B0Ne!!

- To acquire a creative development position within the entertainment industry that would utilize my vast (2 years) technical experience!!

My goal is to be a meteorologist. But since I have no training in meteorology, I suppose I should try stock brokerage!!

I demand a salary commiserate with my extensive experience!!



What should resume have?

- Career Objective
- Career Summary
- Education
- Related Experience
- Languages
- Volunteer Work
- Skills
- Honors and activities.



ritika trehan

Master of Architecture (Urban design)	Centre for Environmental Planning and Technology, Ahmedabad	2004-2006
Bachelor of Architecture, (honors) (RIBA Part I and Part II Accredited/equivalent)	University of Mumbai, India	1999-2004

PROFILE

Passionate research and proclivity to enhance the urban environment with the influence of social, economic, cultural, legal, political, ecological, and aesthetic forces — shaping the built.
Ability to produce fine work and succeed in team environment - both as team leader & member.
Ability to work under constraints & pressure, to generate productive results by given deadline.
Strong design, aesthetic and presentation skills

ACHIEVEMENTS

Founder and director of 'Abstract Layers', a dynamic platform to connect to like-minded people.

Consolation prize winner, 2001-2002

Aluminum Furniture Design Competition for bachelors, by Non-Ferrous Materials Technology Development Center, Hyderabad

Special mention Louis Kahn trophy '02 and honorable mention G.Sen trophy '04 at N.A.S.A. (both, group work)

M. Arch: **91 Rank** with 92.63 Percentile in **GATE exam** in all over India

Gate Scholar, **CRDU, CEPT; Ahmedabad**

Conference management member in **International Conference for Humane Habitat** (ICHH) for years 2000 TO 2005, Both as Delegate and as host.

SOFTWARE SKILLS

AutoCad 2009, Photoshop cs3, CorelDraw X9, Microsoft Office, Adobe dreamweaver cs3 and familiarity with Rhino 4.0 and V-ray rendering.

EXTRA CURRICULAR ACTIVITIES

Keen interest in learning programming languages and web designing.
Keen interest in **Short Film making**, Architectural and abstract **Photography**.
interested in **film appreciation** and studying various aspects of **cinema**.

address

502, Priyanka apt, Neelam nagar,
Mulund (East) Mumbai 400 081
India

phone

00-91-90 22 355 774
00-91- 99 30 654 557

email

ritika@abstractlayers.in
trehanritika@gmail.com
**Essentials of Written
Communication**

Bachelor of Architecture, 2004
Masters in Urban Design, 2006

PROFESSIONAL EXPERIENCE

STUP Consultants Pvt. Ltd.; Mumbai (12 MONTHS)

ARCHITECT AND URBAN DESIGNER
(JANUARY 2008 - DECEMBER 2008)

EMPHASIS: Conceptualizing of Design Visions and Strategies with Detail Design Development and Project Reports, Designing Building Topologies, Presentations Business Development & Strategic Visioning for the Urban Development practice, Competitions,

CRDU, CEPT; Ahmedabad (18 MONTHS)

URBAN DESIGNER AND RESEARCH ASSOCIATE
(APRIL-2006 to DECEMBER-2006)
(MARCH-2005 to JANUARY-2006)

EMPHASIS: Urban design projects - Site study & analysis, Research, Design Development, Presentations

Vijay Dhavale & Associates, Mumbai, INDIA (21 MONTHS)

ARCHITECT (Jan-2007 to Nov-2007)
JUNIOR ARCHITECT (Jan-2003 to oct-2003)

EMPHASIS: Architecture Design, Material Research, Design Computation, Construction Details & Post occupancy evaluation

Ar. Satish and Associates; Mumbai, INDIA (6 MONTHS)

JUNIOR ARCHITECT (Nov-2003 to Apr-2004)

EMPHASIS: Graphic Design, Design & Presentation, Model making, Material research & landscape design

website

<http://www.abstractlayers.in>
abstract layers



Memos

- A memo is a document typically used for communication within a company.
- Memos can be as formal as a business letter and used to present a report.
- Generally memos are sent to co-workers and colleagues, you do not have to include a formal salutation or closing remark.

Purpose of a Memo

- Usually you write memos to inform readers of specific information.
- You might also write a memo to persuade others to take action, give feedback on an issue, or react to a situation.
- However, most memos communicate basic information, such as meeting times or due dates.





Audience Analysis

- The typical audience for a memo is your co-workers and colleagues.
- It is helpful, however, to inform readers about the context.
- Inform why the meeting is occurring in the first place.

Format of a Memo

Memo has a "to," "from," "subject," and "date" entry.

- [Heading](#)
- [Message](#)
- [Tone](#)
- [Length](#)
- [Format Guidelines](#)

Memo

To: John Smith
From: Albert Johnson
Date: 9/15/2010
Re: Your call from August 28, 2010

Message:

Hello John,

Thank you for your prompt response to my inquiry. However, my original question still remains. Looking forward to your response.

Regards, Albert

Kinds of Memo

Directive Memo

- “The purpose of this memo is to let all members of the ABC department know that doughnuts will be provided every Friday morning at 8 a.m.”

Response Memo

- The purpose of this memo is to provide the audience with desired information. It usually has four parts:
 - purpose statement
 - summary
 - discussion
 - action

Trip Report Memo

- A trip report memo is usually sent to a supervisor after an employee returns from a business venture. The structure is listed below:
 - purpose statement
 - summary
 - discussion
 - action



"That's fine, just take out that part where the chief executive had me by the throat."

Minutes of Meeting MOM

Minutes are the official record of an organization. It is crucial that they are accurate since they are the legal record of the proceedings and actions of the organization .

Content

- Kind of meeting (regular, special, etc.).
- Name of the organization.
- Date, time and place of the meeting.
- Approximate number of members present.
- Establishment of a quorum and recording of the action taken on the minutes of the previous meeting.

Case Study

Meeting Invite

- As a offshore team member you are facing some difficulties in the requirement document received from client.

Prepare a meeting invite stating your concern and to have a meeting(on-call) with him.

Responses recorded

To:

Optional:

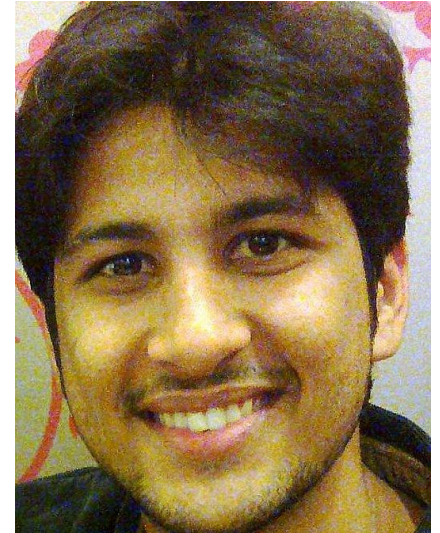
Subject:

Agenda

Availability

Meeting ID(if required)

Contact number



To

Background Building.

Date/Time availability.

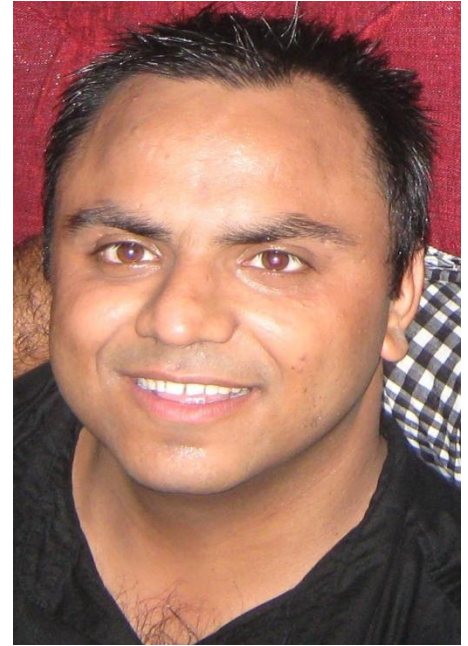
Suggestions.



To
CC

Time and Date
Agenda
Impact on Business
Timeline

Accept or Decline the Meeting Invite



Thank You!!

Question??