

## FUNDAMENTAL OF COMMUNICATION

### INTRODUCTION

We are living in a world which is totally networked with communication. With the advent of fast technology, the world has become a global village. The information sharing among various groups in society at national and international levels has become very smooth, effective and efficient. With the click of small button on computer, you can easily get any information according to your needs and choice. You cannot just think of a world or situation where there is no exchange of ideas, feelings, emotions, reactions, propositions, facts and figures. From ancient time, communication has been the most important activities of the human lives.

### COMMUNICATION:

As already discussed, communication plays a significant aspect (role) in our lives. Nowadays, people spend, maximum time, communicating with each other's. It is important for the survival of our society and it plays an outstanding role in the functioning/working of different professional organization. In fact, communication has a decisive role to play in today's business and professional worlds, as it helps people seek required information and take important decisions.

### COMMUNICATION – ITS MEANING

There are various definitions and meaning interpreted by different scholars.

**T.S. Matthews** says that Communication is “something so difficult that we can never put it in simple words. But we do need a definition to understand the concept.”

In his book Communication in Business, **Peter Little** defines “communication as the process by which information is transmitted between individuals and/ or organizations so that an understandable response results.”

**W.H. Newman and C.F. Summer Jr.** defines communication as, “Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons”.

Thus, “Any act by which one person gives to or receives from another person, the information about that person's needs, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional, it may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes.”

In simple words; Communication is the exchange of ideas, opinions and information through written or spoken words, symbols or actions. Communication is a dialogue, not a monologue. In fact, communication is more concerned with a dual listening process.

### **WHY COMMUNICATION IS IMPORTANT OR NEED OF COMMUNICATION:**

Communication has the central role in our lives. Modern organizations employ people of diverse cultural and religious backgrounds. Hence the need of communication plays an important role.

1. It plays a vital role in today's Business and professional world as it helps people seek required information and take important decisions.
2. It directly affects the success of both the job seekers and employees.
3. To get optimum results at the workplace.
4. An effective communication skill helps to establish a good relationship with each other and thus avoid misunderstanding.

### **TYPES OF COMMUNICATION BASED ON THE COMMUNICATION CHANNELS**

1. Verbal Communication
2. Nonverbal Communication

#### **Verbal Communication:**

Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey.

**Verbal Communication** is further divided into:

1. Oral Communication
2. Written Communication

#### **Oral Communication**

In oral communication, spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influenced by pitch, volume, speed and clarity of speaking.

### **ADVANTAGES OF ORAL COMMUNICATION ARE:**

1. It brings quick feedback.
2. In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

### **DISADVANTAGE OF ORAL COMMUNICATION**

1. In face-to-face discussion, user is unable to deeply think about what he is delivering.

## Written Communication

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used. Written Communication is most common form of communication being used in business. So, it is considered core among business skills.

Memos, reports, bulletins, job descriptions, employee manuals, and electronic mail are the types of written communication used for internal communication. For communicating with external environment in writing, electronic mail, Internet Web sites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases are used.

### ADVANTAGES OF WRITTEN COMMUNICATION INCLUDES:

1. Messages can be edited and revised many time before it is actually sent.
2. Written communication provide record for every message sent and can be saved for later study.
3. A written message enables receiver to fully understand it and send appropriate feedback.

### DISADVANTAGES OF WRITTEN COMMUNICATION INCLUDES:

1. Unlike oral communication, Written communication doesn't bring instant feedback.
2. It consumes more time in composing a written message as compared to word-of-mouth.

## NONVERBAL COMMUNICATION

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker.

Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflect the situation more accurately than verbal messages. Sometimes nonverbal response challenge verbal communication and hence affect the effectiveness of message.

1. Appearance Speaker: clothing, hairstyle, neatness, use of cosmetics
2. Surrounding: room size, lighting, decorations, furnishings
3. Body Language: facial expressions, gestures, postures
4. Sounds: Voice Tone, Volume, Speech rate

## TYPES OF COMMUNICATION BASED ON PURPOSE AND STYLE

1. Formal Communication
2. Informal Communication

### FORMAL COMMUNICATION

In formal communication, certain rules, conventions and principles are followed while communicating message. Formal communication occurs in formal and official style. Usually professional settings, corporate meetings, conferences. In formal communication, use of slang and foul language is avoided and correct pronunciation is required.

### INFORMAL COMMUNICATION

Informal communication is done using channels that are in contrast with formal communication channels. It's just a casual talk. It happens among friends and family. In informal communication use of slang words, foul language is not restricted. Usually, informal communication is done orally and using gestures. In an organization, it helps in finding out staff grievances as people express more when talking informally. Informal communication helps in building relationships.

### SEVEN C'S OF EFFECTIVE COMMUNICATION

There are **7 C's of effective communication** which are applicable to both written as well as oral communication.



#### 1. Completeness –

The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly.

A complete communication has following features:

- Complete communication develops and enhances reputation of an organization.

- Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
- A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
- Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
- It persuades the audience.

## 2. Conciseness

Conciseness means wordiness, i.e., communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication.

Concise communication has following features:

- It is both time-saving as well as cost-saving.
- It underlines and highlights the main message as it avoids using excessive and needless words.
- Concise communication provides short and essential message in limited words to the audience.
- Concise message is more appealing and comprehensible to the audience.
- Concise message is non-repetitive in nature.

## 3. Consideration

Consideration implies “stepping into the shoes of others”. Effective communication must take the audience into consideration, i.e., the audience's viewpoints, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete.

Features of considerate communication are as follows:

- Emphasize on “you” approach.
- Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.

- Show optimism towards your audience. Emphasize on “what is possible” rather than “what is impossible”. Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

#### 4. Clarity

Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once.

Clarity in communication has following features:

- It makes understanding easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear message makes use of exact, appropriate and concrete words.

#### 5. Concreteness

Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence.

Concrete message has following features:

- It is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.
- Concrete messages are not misinterpreted.

#### 6. Courtesy

Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic.

Courteous message has following features:

- Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
- Courteous message is positive and focused at the audience.
- It makes use of terms showing respect for the receiver of message.
- It is not at all biased.

## 7. Correctness

Correctness in communication implies that there are no grammatical errors in communication.

Correct communication has following features:

- The message is exact, correct and well-timed.
- If the communication is correct, it boosts up the confidence level.
- Correct message has greater impact on the audience/readers.
- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the message.

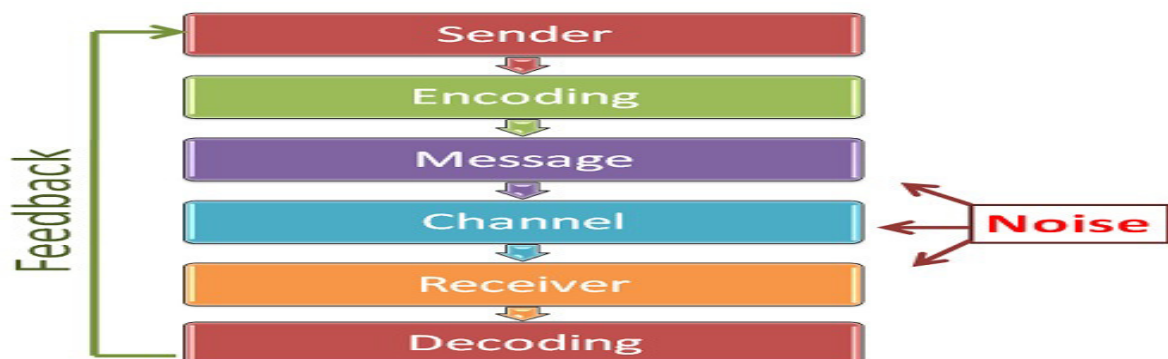
## THE COMMUNICATION PROCESS

The **Communication** is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a **shared understanding**. How do we describe communication process?

“The transmission of the sender’s ideas to the receiver and the receiver’s feedback or reaction to the sender constitute the communication process”.

## COMMUNICATION PROCESS

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are Seven major elements of communication process:



1. **Sender:** The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.

2. **Encoding:** The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message. The sender's knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.
3. **Message:** Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sighs, sounds, etc. or any other signal that triggers the response of a receiver.
4. **Communication Channel:** The Sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication mediums.
5. **Receiver:** The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust and relationship with the sender.
6. **Decoding:** Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.
7. **Feedback:** The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal

## **EFFECTIVE LISTENING**

1. Listening is the active process of receiving and responding to spoken (and sometimes unspoken) messages.
2. to pay attention to sound listen to music
3. to hear something with thoughtful attention: give consideration

Listening is the key to all effective communication. Without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated.

Listening is a dynamic process. Listening means attentiveness and interest perceptible in the posture as well as expressions. Listening implies decoding (i.e., translating the symbols into meaning) and interpreting the messages correctly in communication process.

### **ELEMENTS AND LEVELS OF LISTENING:**

There are four elements of good listening:

1. attention—the focused perception of both visual and verbal stimuli
2. hearing—the physiological act of 'opening the gates to your ears'
3. understanding—assigning meaning to the messages received
4. remembering—the storing of meaningful information

### **LISTENING DIFFERS FROM HEARING**

- Hearing implies just perceiving the sounds while listening means listening with understanding whatever you are listening. Both the body as well as mind is involved in listening process.
- Listening is an active process while hearing is a passive activity.
- Hearing is an effortless activity while listening is an act requiring conscious efforts, concentration and interest. Listening involves both physical and psychological efforts.

### **CHARACTERISTICS OF GOOD AND EFFECTIVE LISTENER**

Good and effective listener tries to give maximum amount of thought to the speaker's ideas being communicated, leaving a minimum amount of time for mental exercises to go off track. A good listener:

**Is attentive-** Good listener must pay attention to the key points. He should be alert. He should avoid any kind of distraction.

**Do not assume-** Good listener does not ignore the information he considers is unnecessary. He should always summarize the speaker's ideas so that there is no misunderstanding of thoughts of speakers. He avoids premature judgments about the speaker's message.

**Listen for feelings and facts-** Good listener deliberately listens for the feelings of the speaker. He concentrates totally on the facts. He evaluates the facts objectively. His listening is sympathetic, active and alert. He keenly observes the gestures, facial expression and body language of the speaker. In short, a good listener should be projective (i.e. one who tries to understand the views of the speaker) and empathic (i.e. one who concentrates not only on the surface meaning of the message but tries to probe the feelings and emotions of the speaker).

**Concentrate on the other speakers kindly and generously-** A good listener makes deliberate efforts to give a chance to other speakers also to express their thoughts and views. He tries to learn from every speaker. He evaluates the speaker's ideas in spare time. He focuses on the content of the speaker's message and not on the speaker's personality and looks.

**Opportunists-** A good listener tries to take benefit from the opportunities arising. He asks "What's in it for me?"

### **ACTIVE AND PASSIVE LISTENING**

Passive listening is not much different from hearing. For instance, many of us have found ourselves in situations where our minds would drift, we would lose our motivation in listening, and consider the information we hear as "a background noise" or pretend that we're listening just "to be polite." We think that we are listening, but in fact we are simply letting this information go past our brain.

Active listening implies listening with a purpose. We might listen to gain information from the speaker, not just to "fill in the awkward silence." When listening actively, we obtain directions, pay attention to details, solve problems, get to know people, share interests, feelings, emotions, etc.

In active listening you engage yourself into the message that you hear, interact with it, pay attention to sounds, expressions, intonation, as well as take note of what you do not understand.

To conclude, effective listening enhances the communication quality. It makes all attentive. It encourages optimistic attitude, healthy relations and more participation. It leads to better decision-making in an organization. Effective listening is directly related to our ability to do team work.

### **SUMMARY**

The process of communication involves exchanging facts, ideas, opinions or emotions between two or more persons. Feedback is an essential aspect of communication. The main purpose of communications is to inform, or to bring round to a certain point of view, or to elicit action. 29 Communication can be used for any or more of the following objectives: information, advice, order, suggestion, persuasion, education, warning, raising morale and motivation. The executives need information to plan and organize; employees need it to execute their job satisfactorily. Information must be from a reliable source. Giving advice is very important objective of communication. Advice is given to the subordinate to influence his opinion or behaviour. Effective advice is both man oriented and work-oriented. Counselling is another objective of communication.

The counsellor is a man of greater skill or knowledge, on some specific subject and he offers his counsel without any personal interest or involvement. Order is a directive to a subordinate to do something in a particular way. Orders may be written or oral, general or specific, procedural or operational, mandatory or discretionary. Suggestions can be voluntary and anonymous; submitted through suggestion boxes. Employees should be encouraged to give suggestions. If employees do not abide by the norms of the organization, or violate the rules and regulations, it may become necessary to warn them. Warning is a forceful means of communication, for it demands immediate action. But in order to retain its effectiveness, it should be used sparingly and discreetly. Communication is the life blood of business. No business can develop in the absence of effective internal and external communication. Besides, communication skills of employees are given high weightage at the time of their appointment as well as promotion.

## KEYWORDS

1. Sender/Transmitter is the person desirous of passing the information.
2. Receiver is the person to whom the information is to be passed on.
3. Feedback is the response from the receiver.
4. Communication is a process by which information is transmitted between individuals/organisations.
5. Brain drain is the possibility of misunderstanding at any step. It is also called breakdown

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## UNIT 3: BUSINESS LETTER

### INTRODUCTION

One of the most important forms of non-verbal written communication is 'Letter Writing'. An effective letter can do wonders. A verbal communication may or may not be as effective as a small letter. Right from the past centuries, letters had been drafted and used as authenticated means of communication in the society. With the passage of time, the forms, styles, structure, purposes, presentation and technology have brought significant changes in the art of letter writing. In business organisations worldwide, the people from different cultural beliefs work-together for common goal and letter binds them in unanimity of work-culture. Any letter whether it is personal, official or business reflects the personality traits of its writer. There are various principles and pre-requisites of effective letter writing.

Globalization has bought the entire world come closer. Various countries of the world have developed business relation with one another. In the business world, it is impossible to meet and talk with our business partners or fellow employees or customer or clients or suppliers. Therefore, we seek the help of different modes of communication. We adopt oral and written modes of communication. But oral communication such as telephonic conversation etc doesn't provide enough suffice to both the parties – the listener and the speaker. Therefore, people depend on the written mode of communication such as letter, email, memorandums and reports etc. Hence, written mode of communication is regarded as the most effective and time –saving method of communication. It is also regarded as the back bone of Business Communication.

## **NATURE AND FUNCTIONS OF LETTERS**

Correspondence is one of the chief means of keeping oneself in touch with those separated by the distance. Despite the availability of modem means of quick and convenient ways of transmitting human sound, letters are as important today as they were centuries ago. With the growth of commerce and industry their usefulness has increased. Business communicators have identified a number of factors which one has to bear in mind in writing letters. Over the years these have crystallized into a set of principles which can enable a person to write successful letters. Before we discuss these principles, let us briefly look at the basic nature and function of business letters.

## **PERSONAL LETTERS**

If we think for a while, we will recall that we started 'conversing' with our mends and relations 'by post' at a very young age. And we will continue to write letters throughout our life. Such letters are called personal letters. The object of a letter of this type is to establish a personal contact or to keep alive a personal relationship. It is a means of contact between us and our reader and has a certain intimacy, even 'privacy' about it. A personal letter must, therefore, evoke in the reader the sensation of an actual meeting. It

must be frank and intimate, lively and interesting, and should be written in an informal style.

Formality has no place in personal letters we should not write to our friend or relative as though he or she were an audience we are addressing. Reflects personality Every letter we write bears the hallmark of our character and personality. As we go through the following very brief correspondence between Ram and Lakhan, we will discover how their personalities are reflected in it. Both letters reflect politeness, simplicity and a sense of humour. Ram must have felt amused to read exactly the same words which he had “written.

Mark also how politely Lakhan indicates that his name was not spelt correctly. Another thing to note is the simple manner in which both have shaken off the sense of ‘guilt’ that must have weighted upon their minds because of their behaviour that night towards each other.

Dear Professor Lakhan

I am sorry about last night, when I sat next to you and did not say a word. You must have thought I was a very rude man; I am really a very shy man.

Sincerely yours

Ram

Dear Sir Ram

I am sorry about last night, when I sat next to you and did not say a word. You must have thought I was a very rude man; I am really a very shy man.

Sincerely yours

Lakhan

P.S. And now you’ve made it worse, for you have spelt my name wrong.

## BUSINESS LETTERS

When we enter a profession, we shall have to write dozens of letters every day as part of our routine work. Many of these will be written to persons we have never met and perhaps we can never hope to meet. We will be writing letters to other firms and companies, customers, suppliers, associate organizations, government officers, credit agencies, employees, etc.

Such letters are called business letters. Their aim is to achieve a definite purpose, such as selling a product, making an enquiry, seeking information or advice, mollifying the injured feelings of a customer, creating goodwill, etc. A business letter must therefore appeal to the reader’s interest and induce in him the proper mood.

To achieve this it should have the necessary built in attraction. It should open the mind of the reader to the message. There is one sure way of doing it: place yourself in the position of your correspondent and anticipate his feelings and reactions. A good letter writer, after having written a letter, asks himself, 'How would I react to this?'; 'What would my feelings be if I received such "a letter?"

This test enables him to look at his letter from the reader's point of view and make the necessary changes. "If he (the person you are replying to) is rude, be especially courteous. If he is muddle-headed, be specially lucid. If he is pig-headed, be patient. If he is helpful, be appreciative. If he convicts you of a mistake, acknowledge it freely and even with gratitude".

Much of the ill-will generated by unimaginative letters can be eliminated. The ability to adapt oneself to the reader's point of view is the basic requirement of a good letter. Look at the following letter written by the Maintenance Engineer of a factory campus to a senior officer whom he knew personally and with whom he had good relations.

Letter occupies a key position in the field of communication. Different types of letter are written according to the writer purpose. An aesthetically fine letter, written scientifically, reflects the skills and ability of the writer. It is the responsibility of the writer to make sure that what he wants to say, to whom he is going to write a letter and also why the letter is being written.

**The following step should be considered in order to achieve effective business letter:**

1. Planning
2. Writing.
3. Revising.
4. Editing.

**Planning:** Writer has to determine the purpose for writing the letter, about subject matter and also the person to whom the letter is written.

**Writing:** Prepare first draft of business letter.

**Revising:** It is up to the Writer can add or delete information if he wants.

**Editing:** The writer reads the complete document to check any spelling, punctuation, and grammar mistakes.

**GUIDELINES /PRINCIPLES OF AN EFFECTIVE BUSINESS LETTER:**

1. Simplicity: A business letter should be simple. It should be written in a lucid (easy) language so that it is clear to the receiver.
2. Conversational style: An effective letter is one that gives an impression of face to face communication. The letter should be written in a conversational style.

3. **Avoid Ambiguity:** The writer should be clear about what he wishes to convey. The letter should be written in such a way that it reflects the goal clearly and easily.
4. **Public relation:** Business letters reflect the image of the organisation. They should be drafted keeping in mind the objective of enhancing the organisations goodwill, image and public relations.
5. **Courteous:** The business letter should be courteous. Courtesy implies that the letter language should be polite and appealing.
7. **Persuading:** The basic idea behind business letter is to persuade the reader in ones favour. The letter should be written in such a way that the readers believe what the letter says.
8. **Positive language:** The words of the letter should be chosen with care. As far as possible the language of the piece of letter should be positive. The use of negative words should be avoided.
9. **Due emphasis:** Proper emphasis should be put on the content of the business letter .The writer should himself be clear in his mind what he wants to convey.
10. **Coherence:** The information present in the letter should be arranged in a logical way.
11. **Tactful approach:** The writer should adopt a tactful approach while writing a business letter. Generally good news is conveyed directly where as a bad news or a complaint adopts indirect or middle approach.
12. **Brief but complete:** Brevity is the soul of correspondence. In short the receiver must know what the sender wants to transmit.

### **STRUCTURE OF BUSINESS LETTER:**

1. Sender's address OR Heading.
2. Date.
3. Reference number.
4. Addressee's Address.
5. Subject
6. Attention Line and Salutation.
7. Body.
8. Complimentary close.
9. Signature
10. Enclosures

Heading_____
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(ii) Date \_\_\_\_\_

(iii) Your Reference \_\_\_\_\_

Our Reference \_\_\_\_\_

(iv) Inside address \_\_\_\_\_

\_\_\_\_\_ (v) Attention

\_\_\_\_\_

(vi) Salutation \_\_\_\_\_

(vii) Subject \_\_\_\_\_

(viii) Body \_\_\_\_\_

(ix) Complimentary close \_\_\_\_\_

(x) Signature \_\_\_\_\_

(xi) Enclosure \_\_\_\_\_

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LUDIDANA FOOD PRODUCTS LIMITED

Registered Office:

115, Bhagat Singh Marg, Ludhiana- 141001

Telephone: 223115 Telegraphic Address: Food pros

Generally, the name and address are printed on the top middle of the page and any other information is indicated in the margins. To give a balanced appearance to the letter, a maximum one-fifth of the total space should normally be used for the letterhead.

(ii) Date: Some letterheads contain a printed line indicating where the date should be typed, in others, the typist chooses the right place for it. It should be typed two spaces below the last line of the letterhead. The date, month and year should be indicated in the upper right-hand corner as:

1. 2 August, 2017

or

2. August 2, 2017

Both methods are acceptable. One should follow the practice invogue in one's firm. But if you have a choice, perhaps the first method ofindicating the date if preferable; it proceeds in the logical order of day,month and year. The point to note is that the names of the month and the year are written in full and no suffix and as 'nd' or 'th' (2nd or 15th)is added to the day.

(ii) Reference: Some letterheads contain two lines to indicatereferences:

Telegrams: OILS

Telephone: 213467

HARI OM OIL MILLS

Gokhale Market, Bombay Road

Akola- 44400 1

Your Reference:

Our Reference

If yours is a reply letter, give the correspondent's reference numberagainst the first and your reference number against the second line.Some companies prefer to indicate the reference number of thecorrespondent in the body of letters:

Thank you for your Letter No. AB/46/P497 of August 2, 2001.The first method is more advantageous as the number displayed atthe top enables the receiving company to put your letter quickly into theproper file for action and this leads to saving of time.

The reference number of the organization you are writing to shouldbe written exactly as indicated in its letter. The small and capital letters,and the punctuation marks should be reproduced correctly. It would beannoying to the reader to waste his time in looking for the proper filewere the reference number incorrectly reproduced.

(iv) Inside Address: The full address of the person ororganization you are addressing to should be written two spaces belowthe date arid two spaces above the attention line, or if there is no attention line, two spaces above the salutation in the left margin. Thenames of persons, firms, streets, roads, etc. should be written asindicated in the source you got the address from. These details shouldnot be abbreviated.

For example, if you are writing to Sri Girdhari LalKadam, do not write his name as 'Sri G.L. Kadam' or 'Sri Girdhari L.Kadam' or 'Sri G. Lal Kadam'. It is bad business manners to

do so. Special care should be taken to spell the addressee's name correctly. Misspelling his name may give him the impression that you have little respect for him.

Many companies have a separate despatch section. This section reproduces on the envelope what you write as the inside address. So if you do not write the address carefully, your letter may not reach its destination. In the case of letters addressed to an incorporated company, opinions differ. Some persons are of the view that limited companies should be treated like firms. They argue that, after all, it is some human being who will reply on behalf of the company. Others say that it is absurd to write 'Messrs' before the names of companies which impersonal bodies constituted by law. If one did so, one would find oneself writing such absurdities as 'Messrs Bharat Aluminium Limited', 'Messrs Lookwell Garments Limited, etc.

In such circumstances, the best thing would be to write to the concerned officer of the company. If you do not know which officer should be addressed, write to the secretary because each company is required by law to have one:

The Chief Accounts Officer Bharat Airways Limited Ashoka Marg New Delhi-110001 The Secretary North India Machinery Limited Jawahar Lal Nehru Marg Chennai-600002.
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In a letter addressed to an officer by name, write 'Sri' (abbreviated form of Sriman) before his name. If the officer is an unmarried woman add 'Kum.' (abbreviated form of Kumari) and if married 'Smt.' (shortened form of Srimati), before her name. In the case of a married woman, Smt. is followed by her name and the husband's surname, e.g. Sri D.P. Dhaka Kum. Sheila Asthana Smt. Nirmala Rani Asthana.

Add 'Mr.' (the shortened form of Mister) before the name of an officer, if your letter is addressed by name. In the case of a married woman write 'Mrs.', her Christian name, and then the husband's surname: Mrs. Sally Howarth. Sometimes a woman may write 'Mrs.' And then her husband's name: Mrs. John Howarth.

If your letter is a reply letter, write the name as given below her signature. The first method is preferred in legal documents, cheques and other such important records. If the woman is unmarried, write 'Miss' before her name: Miss Sally Lowe.

The latest trend which is catching on in India too, is to write Ms. Or Sushri before a woman's name, irrespective of her marital status.

(v) Attention Line: To ensure attention, sometimes a letter which is addressed to a firm or company is marked to particular officer (either by designation or name) in that organization. This is done by writing an attention line two spaces below the inside address and two spaces above the salutation. This line is generally underlined:

1. Attention: The Sales Manager
2. Attention: Sri A.B. Nair

(vi) Salutation: The salutation in a letter, an essential ingredient, is like greeting a person when you meet him. It is placed two spaces below the attention line or if there is no such line, two spaces below the inside address. The choice of salutation depends upon the personal relationship between the writer and the reader, and on the form of the inside address. If you are addressing a firm, a board, a club, a society and association, an agency or a post box or newspaper box number use 'Dear Sirs'. Remember that the attention line does not alter the salutation.

While writing to an officer by designation, write 'Dear Sir' or 'Dear Madam', as the case may be. If you write a letter to an officer by name the salutation will be 'Dear Sir', 'Dear Smt.' or 'Dear Kum.' followed by his or her surname. If he or she does not write any surname; use the second part of the name after the salutation:

1. Dear Sri Mazumdar
2. Dear Smt. Gupta
3. Dear Kum. Ramaswamy
4. Dear Sri Lal

If the correspondent is a close friend of yours, you may address him or her by first name:

- (i) My dear Hari
- (ii) Dear Tribhuwan
- (iii) My dear Sheihi
- (iv) Dear Ismat

In government departments, letters which are addressed by name are known as demi-official letters. (D.O.). They are written to draw the personal attention of the concerned officer and to ensure prompt action. Sometimes sales and circular letters are addressed as 'Dear Customer', 'Dear Member',

'Dear Reader',

'Dear Subscriber', etc.

(vii) Subject: The purpose of the subject line is to let the reader know immediately what the message is about. Like attention and reference lines, it saves time. If the letter has to be passed on to some other officer or department, it can be done quickly. The usual practice is to type this line in a double space between the salutation and the first line of the body of the letter. There are, however, some organizations which prefer to have the subject line between the attention line and the salutation. Example of both is given below:

The Jindal Steel Corporation  
443, Gokhale Street  
Jarimagar- 361 001  
Attention: Sri P.R. Shindey  
Subject: Payment of Bill No. P/843 of 14 August, 2001  
Dear Sirs,

Some organizations do not write the word 'subject' but this has not yet caught on in India. The subject must be mentioned if it has been indicated in the letter you are replying to. If you are initiating the correspondence, it would be advisable to write it if you think that a number of letters will be exchanged on the subject.

(viii) Body: Primarily a letter is to convey a message and the main purpose of the message is to produce a suitable response in the reader. This is done mainly through the body of the letter. It is, therefore, important to organize and arrange the material very carefully.

The qualities of an effective letter have already been discussed. What is said there applies to this part of the letter. In the paragraph, reference, to any correspondence which has already taken place should be given and in the second the main message should be stated.

The paragraphs that follow should contain further details, if necessary. In the closing paragraph you must state clearly what action you expect the reader to take, or you may end the letter indicating your expectations, wishes, or intentions.

The paragraphs are not given any headings unless the letter is very long and deals with several important points. Participial endings sound very trite and should be avoided as far

as possible. If, however, you, close your letter with a phrase containing a present participle e.g., 'Hoping to hear from you soon', you should add 'I am' as shown below:

1. Hoping to hear from you soon,
2. I am
3. Yours faithfully,
4. R. Narayanan

(ix) Complimentary close: The complimentary close is a courteous leave taking—a polite way of ending a letter. It is typed two spaces below the last line of the body of the letter. The close must agree with the salutation as shown below:

The salutation

(i) Sir, The complimentary close

Yours faithfully,

OR

Yours obediently,

OR

(ii) Dear Sirs, Yours respectfully,

Dear Sir,

Dear Madams, Yours faithfully,

Dear Madam, OR

(iii) Dear Sri Nayar, Yours truly,

Dear Smt Sobti,

Dear Kum. Loiwal,

My dear Sri Dheer, Yours sincerely,

My dear Smt. Das

My dear Kum. Nigam,

(iv) Dear Shyam,

My dear Ashutosh, Yours sincerely,

Dear Lata, OR

My dear Sheila, Yours ever,

(v) Dear Member,

Dear Customer, Yours sincerely,

Dear Reader,

Dear Subscriber,

In (i) above obediently is used when, for example, a student writes to his teacher. Respectfully is rarely used in business correspondence. However, it may be used by an individual in writing to a high dignitary.

(x) Signature: The signature is the signed name of the writer. It is placed below the complimentary close. The name of the writer is generally typed four spaces below the closing line, providing enough space for the signature:

Yours faithfully,

(S.D. Gupta)

For a partnership firm, anyone of the partners may sign either by writing in ink the name of the firm or by putting his signature below the typed name of the firm.

SHYAM LAL HARI PRASAD & CO.

Shyam Lal

The firm may, however, delegate the authority of signing letters to an officer by executing a legal instrument called the Power of Attorney in his favour. Such an employee will put per pro. or pp. before the name of the firm and sign below it.

Per Pro. Shyam Lal Hari Prasad & Co.

T.R. Wagle

Routine and unimportant letters of the firm may be signed by other officers thus:

For Shyam Lal Hari Prasad & Co.

Sohan Lal

OR

Per Pro. Shyam Lal Hari Prasad & Co.

Sohan Lal

This will show that the firm is not legally bound by 'Sohan Lal'. Per pro. or pp. is the abbreviated form of per procuratorem, a Latin phrase meaning agency or on behalf of. In the case of registered or incorporated companies, the company responsibility line may or may not be there. Important officers of a company, such as the Managing Director, Manager, Secretary, Financial Controller, and Chief Engineer, have the authority to sign letters on behalf of the company. This authority may be the result of the execution of the Power of Attorney in their favour or as allowed by custom.

Legal authority as indicated as in the case of partnership firms by adding Perpro before the name of the company. Since the name of the company is given in the letterhead, it need not be repeated before the name of the company.

Since the name of the company is given in the letterhead, it need not be repeated signature. Thus, an officer of a company may sign in either of the following ways and in all these cases he will be binding the company legally.

Yours faithfully	Yours faithfully,
Narain Dass	on behalf of SMITH INDIA
LIMITED	
Managing Director	Narain Dass, Managing Director

(xi) Enclosure: If there is anything attached to the letter, it must be indicated against the enclosure line which is typed two spaces below the identification marks. Generally, the abbreviated form Encl. is typed against which the number of enclosures is indicated:

Encl. 2

If, however, the documents attached are important they are specified:

- |   |
|---|
| Encls: 1. Agreement dated 1 September, 2017.<br>2. Cheque No. P4637 of 4 September, 2017. |
|---|

## CHARACTERISTIC OF LAYOUT OF A BUSINESS LETTER

(i) Stationery: For making a favourable initial impression it is necessary to choose good quality paper. The extra expense on this account is more than compensated by the impression it creates on the reader. White paper should be preferred as the letters stand out clearly on it and make easy reading. Some firms use tinted paper to suit their trade. If such paper is used it should be of a light shade and the ribbon of the typewriter should also be chosen to harmonize with it. The standard size of the paper used for business letters is 8½ by 11 inches. Other sizes used are 8 × 10 inches, 5 × 10 inches, 5½ × 8½ inches and 7½ × 8½ inches.

(ii) Typing: Most business letters are typed. There are two reasons for it. Typing saves time and gives a tidy appearance to the letter. Care should, however, be taken to get the letters neatly typed. Many business organizations do not mind paying a little extra to hire the services of efficient typists: They rightly consider the extra expense a good investment – an investment that pays rich dividends.

(iii) Margins: Margins in a letter add to its attractiveness. Generally, a one inch margin is left on the sides and one and a half inches left on the top and the bottom in a standard size letter. In letters of smaller sizes margins are suitably reduced. The letter should be set neatly within the space thus left so as to give a picture-frame appearance.

(iv) Punctuation: The modern tendency is to omit unnecessary commas and full stops and to use what is called open punctuation. In this style, no commas and full stops are used in any part of the letter except in the body in which the usual punctuation marks are used.

Another punctuation style is known as mixed. In it a comma is put after the date, the house number (if any), the salutation, and the complimentary close and a full stop follows the last line of the inside address. The third style called closed punctuation is conventional; in it the main parts of the letter are punctuated as follows:

Date: 11 September, 2006

Inside Address: Sri S.P. Shrivardhar,  
Managing Director,  
Triveni Steel Corporation,  
43, Gokhale Marg,  
New Delhi – 110 004.

Salutation: Dear Sri Shrivardhar, Complimentary close: Yours sincerely,

(v) Envelopes: Envelopes should be chosen to suit the size of the paper on which the letter is typed. If a window envelope is used, the letter should be folded such that the inside address lies just beneath the window. The number of folds should be as few as possible.

### **STYLES OF PRESENTATION**

There are several styles which are used for writing business letters. Choosing a particular style is a matter of individual taste and preference. If your firm has already chosen a style, use that. But in case you get an opportunity to select the style of your choice, choose one that suits you best. The styles used by business organisation include the following:

- (i) The Indented Style
- (ii) The Block Style
- (iii) The Complete-block Style
- (iv) The Semi-block Style
- (v) The Hanging-indented Style

- (i) Indented Style: This is perhaps the oldest form of a business letter. In it each new element is indented two to four spaces. Generally, closed punctuation is used in this style. It requires more time to type, but those who advocate this style say that

the pleasing form it presents more than compensates for the extra time and energy spent.

- (ii) **Block Style:** In this style the date line, the complimentary close, and the signature are aligned with the right margin; all other parts except the letterhead are set flush left. Divisions between the parts and between the paragraphs of the body of the letter are indicated by double spacing whereas, there is single spacing within each part and paragraph. This style saves stenographic time inasmuch as most of the parts and all the paragraphs are aligned with the left margin and so not much time is lost in indentation.
- (iii) **Complete-block style:** All parts of the letter, except the printed letter head, are aligned with the left margin. A letter in this form saves more time because indentation is not required for any part. But some correspondents do not like it because it appears imbalanced and heavy on the left side. Generally, open punctuation is followed in this form.
- (iv) **Semi-block style:** This is like the block style except that the paragraphs of the letter are indented. Those who use it say that it is easier to read paragraphs which begin with an indented line because one is used to seeing this style in print. In this style, mixed punctuation is used.
- (v) **Hanging-Indented Style:** This style is like the block style except that the first line of each paragraph is aligned with the left margin whereas, all other lines in each paragraph are indented four or five spaces. Its appearance is unusual and may perhaps catch attention quickly but this fact could be a disadvantage as well. It may distract the reader by focusing his attention on the form rather than the message of the letter. Since this form involves many indentations, the typing consumes a lot more time. Therefore, this style was never popular in the world of business. In it the mixed punctuation is used.

### **SALES LETTER:**

A sales letter is written for promoting the sales. It promotes growth. They are considered to be low cost OR a form of direct mail in which an advertiser sends a letter to a potential customer. Sales letters play a major role in business activities like product introduction, product distribution, and product definition

### **OBJECTIVES /PURPOSE OF SALES LETTER:**

1. Getting readers Attention.
2. Creating Interest and desire for the product.
3. Offering Convincing Proof.

4. Increasing customer's base.
5. Promoting business idea and goodwill.
6. Launching a marketing campaign.

#### **PARTS OF SALES LETTER:**

It should be organised in three parts.

1. Introduction: Topic sentences/Key sentence is the first sentence in all types of letter. It should describe an introduction to what and why are you writing.
2. Main Paragraph: Detail information should be provided about your request.
3. Conclusion: Summarize your purpose. It should motivate the reader.

#### **Summit Electric Company, Inc.**

327 Park Avenue  
Houston, TX 45678  
204-555-5412  
info@summit.com

Dear Sir

With summer approaching, you must be thinking of how to keep your office cool, so that you and your colleagues can continue to work efficiently. Realizing your needs, we have manufactured room-coolers for different capacities. We have given detailed specifications in the enclosed pamphlet. You would be happy to know that we are giving a guarantee for five years against all manufacturing defects and repair, or replace any part that causes trouble, at our own cost.

At the end of the pamphlet you will find a card, please fill it and mail it and we shall send our technician to inspect your office, examine your requirements, and suggest you about the appropriate location of coolers so that your entire office may be maintained at the proper temperature throughout summer.

If you place the order before 30 July, we shall give you a special discount of 5 percent. Our man will transport the coolers to your office and install them whenever you want. And this extra service is totally free.

It is our belief that you would like to avail yourself of this special offer.

Yours sincerely  
 Jean Lee  
 General Manager

## INTERVIEW CALL LETTER

Your application would be carefully examined and your name would be shortlisted

- (i) if your qualifications and experience are found suitable for the post you have applied for and
- (ii) if the reports and references are favourable. You may then be called for an interview. Some organisations may require you to participate in a group discussion also.

If you perform well and have an edge over other candidates, you may be offered the job.  
 Here, we are giving one sample each of an interview call letter and appointment letter.

Reference	L	PP-A/169
7 July, 2007 Jiwan Aluminium Corporation 203-A, Bharati Nagar Chennai- 601 001 Sri V.L. Narasingham Kutty Kunj 13, Wisheshwar Marg Bangalore-560014 Dear Sri Narsingham, Please refer to your application dated 11 May, 2007 for the post of the Office Manager. You would be glad to know that your name has been shortlisted for interview and group discussion which we are organising on 25 July, 2007. Please report at 10 a.m. on that day to our secretary. The Personnel Department is located on the second floor of the building. On arrival, contact the Receptionist who would guide you how to reach this Department. Please bring testimonials and certificates in original. These will be returned to you after perusal. You would be paid II class sleeper class fare for journey to and from Chennai to attend the interview. A T.A. form is sent herewith. Please fill it in and hand over to our secretary immediately on arrival.		

Best wishes,  
Yours sincerely  
Arpit Mohan  
Assistant Personnel Manager

### LETTER OF APPOINTMENT

A letter of appointment is essentially a direct approach, good newsletter. The good news is given in the very beginning of the letter. Reference may be made to the candidate's interview or written examination and group discussion followed by personal interview or the C.V. on the basis of which an offer may be made.

**It is an information giving letter covering the following points:**

- Congratulations to the candidate appointed/the employer's pleasure in making the offer.
- The date and time of joining.
- The nature of duties.
- Service conditions including duty hours, salary, allowances, perquisites etc. The name/designation of the person to whom he is supposed to report for duty and is going to be answerable.
- Requesting the appointee to convey his acceptance of the offer.

Jiwan Aluminium Corporation  
203/A, Bharati Nagar  
Chennai- 601 001

Reference:

PP-A/207

12 December, 2017

Sri V.L. NarasinghamKutty Kunj

93, Wisheshwar Marg

Bangalore-560014.

Dear Sri Narsingham

Please refer to your application dated 12 Dec, 2017 for the post of the Office Manager.

Nature of appointment

You will be on probation for six months and confirmed after the expiry of this period if your performance is satisfactory. Place of posting Initially you will posted at the headquarters but the company may transfer you in the same capacity to any of its branch offices which at present are located in Calicut, Nagpur and Ahmedabad.

Allowances You will be entitled to dearness allowance, house rent allowance,

travelling allowance and daily allowance according to the company rules. Other benefits You will also be reimbursed 100% medical expenses which you may incur on your illness or that of your spouse and children provided you are treated by an authorized medical attendant at his consulting room or on his advice at one of the company approved hospitals. Transport At present the company transports its employees from certain fixed points in the city to the office and back. You would be entitled to avail of this facility.

However, this facility may be withdrawn any time without assigning any reasons. If you come to office in your own car, you would be entitled to a car allowance at Rs.800/- per month, which, may be revised at company's discretion. If this offer is acceptable, please convey your consent latest by 27 December, 2017 and report for duty by 12 January, 2018.

If we do not hear anything from you or you fail to join duty within the specified period, we would assume that you are not interested in the job. Consequently, this offer would automatically stand cancelled.

Best wishes,

Yours sincerely

Rachit Mohan

Chief Personnel Manager

## **RESIGNATION LETTER**

You would sometimes quit an organisation to join another. You may occasionally do so because of personal reasons such as to unsuitability of climate, inability to look after property, need for being near to close relatives, etc.

But very often the job is changed because of other reasons such as getting a higher position, being by passed for an expected promotion, better pay package, better prospects for professional growth, etc. For quitting an organisation you would have to write a resignation letter.

There is no rule to say what such a letter should contain. You could just write one sentence and be done with it: "I resign from my post of Sale's Manager and request you to relieve me after three months' notice period expiring on 26 February, 2017".

Usually, however, a resignation letter contains three main points: statement of resignation and request for being relieved, reasons for resignation, and expression of thanks for courtesies extended during the tenure of service with the organization.

23, SDA Flats  
Ramapuram  
Indraprasth Extension  
Saleempur-522007.  
30 November, 2006  
The General Manager  
Jindal Steel Works  
Pindla Industrial Area  
Vijaynagar  
Saleempur-522009

Sir,

As you are aware, ever since I joined the company I have not been keeping good health. I had to take leave on medical grounds thrice during the short period of one year's service. The doctors have now advised me a change of place as the climate of this area does not suit me.

I, therefore, submit herewith my resignation letter with the request that I be relieved immediately. However, if this is not convenient, I may be relieved after one month's notice period expiring on 30 December, 2017.

I enjoyed working in this organization and I regret that I have to leave it. The experience here has been rewarding in many ways. I thank you and the colleagues for all the guidance, help and cooperation in the discharge of my duties.

Yours faithfully,

Rajesh Kumar

(Senior Mechanical Engineer)

### **JOB ACCEPTANCE/CONSENT LETTER**

A job acceptance or consent letter is a favourable response, direct approach letter. It should, therefore, be a brief letter covering the following points:

- Thanks to the appointing authority.
- Agreeing to abide by the conditions of service.
- If necessary, mention the date and time of joining.

Some organizations take the candidate's acceptance on a copy of the appointment letter itself as in the letter reproduced above.

Sir / Madam,

Sub.: My appointment as .....

I thank you for your offer of appointment. I hereby agree to abide by the terms and conditions of service contained in your letter Ref ..... of ..... I will be reporting for duty on ..... in the forenoon.

Yours faithfully,

### **JOB REFUSAL LETTER**

A job refusal letter is an indirect approach letter. The writer of such a letter is well advised to begin with a friendly comment or a few words of gratitude to the authorities for having made him the offer. Then the refusal should follow in clear yet positive words. In the end, the writer must put in a word of thanks on friendly talk.

Sir / Madam,

It was indeed a pleasure meeting you at Gurgaon. I was deeply impressed by the warmth of the people I met there and the pleasant atmosphere in the entire office. I was especially to receive the generous offer of appointment sent by you.

I would have loved to join your team had I not, in the meanwhile, accepted another job at Faridabad.

I thank you again for the kind and courteous treatment shown to me.

Yours faithfully,

### **LETTER INFORMING NON-SELECTION**

Like the job refusal letter, this one should also be an indirect approach letter. A straight and curt letter of rejection or non-selection would sound impolite. It should, therefore, be written in the following manner:

Dear Mr/Ms,

It was a pleasure meeting you on ... at ... in our office. You did very well in the interview.

Your C.V. is also very impressive. We wish we could make you an offer that we regret, we find difficult to do at present. Your application and C.V. are in our file.

We assure you that we will get in touch with you as and when we can accommodate you. We are sure a bright and capable person like you will be an asset to any organization.

Best Wishes.

Sincerely

## LETTER OF CONFIRMATION

Dear Mr.

Re.: Confirmation of Services.

I am pleased to convey to you the Board of 'Directors' Resolution confirming your services in the Purchase Department from 15th July.

You will now be drawing your salary in the grade ..... You are also entitled to the 'Provident Fund Scheme' of the Company and the various kinds of leave and Medical Benefits as are available to the other confirmed staff of the company.

I am sure you will continue working with the same efficiency with which you impressed the Directors during the probation period. I wish you a satisfying and rewarding future in the company.

Yours sincerely,

## LETTER OF PROMOTION

Dear Mr. ....

I am pleased to inform you that you have been promoted as Secretary in the Shares Department of the Company. You are requested to take charge of the new assignment on 15th July.

In taking this decision, the Board of Directors have placed on record their appreciation of the efficient, competent and sincere performance of your duties during the last 7 years. Please accept my hearty congratulations on your promotion.

Your salary-scale in the next cadre will be ..... and from 15th July. Your basic salary will be fixed at..... in the said scale. You will also be entitled to all other allowances and perks applicable to the Executive Staff- II of the company.

Other service conditions remain unchanged. Please acknowledge receipt of this letter.

Yours sincerely,

## SUMMARY

A job application letter is written to sell one's services and it should therefore, have all the qualities of a sales letter. Before applying, a careful analysis of the job requirements is essential so that the required skills and areas of knowledge can be highlighted in the letter. There are two types of letters of application. In the first, all information about qualifications, experience etc. is given in the letter itself. In the second type the resume, usually containing the following information, is enclosed: personal details, educational qualifications, specialised training, experience and achievements, special honours, awards and distinctions, personality traits relevant for the job and three references.

The letter should not look like a letter forwarding an enclosure. Instead, it should be impressive informative, precise, and free from hackneyed expressions; Special care should be taken to draft the opening and the concluding paragraphs. The opening paragraph should be able to catch the attention quickly and the last paragraph to induce the intended action.

If you are called for the interview and do well, you may-be offered the job. Sometimes you may quit one organisation to join another. For doing so a letter of resignation is to be submitted to the competent authority. Such a letter has usually three points: statement of resignation, reasons for resignation, and courteous leave taking.

## KEYWORDS

1. Application Letter is written/drafted for the purpose of applying for a job/vacancy mentioning the required qualifications and other formalities required by the organization.
2. Enclosures are the documents supporting the mentioned detail sent with the letter of application. Resume is the information regarding personal and other detail like educational qualification, experience etc. sent for the purpose of considerations by the employer.
3. Interview Call Letter is the letter issued from the employer/its agency to the candidates inviting him/her to appear for the interview after scrutinising and sort-listing of the eligible candidates.
4. Resignation Letter is drafted for the purpose of leaving/quitting the current job describing genuine reasons and reasonable grounds.
5. Job Acceptance Letter is drafted by the candidate giving thanks to the employer mentioning date of joining and agreement to abide by service conditions.
6. Job Refusal Letter is drafted by the candidate mentioning the reasons for refusing the job due to some reason in humble language.

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## DEPARTMENTAL COMMUNICATION

### INTRODUCTION

Communication plays a significant aspect (role) in our lives. Nowadays, people spend maximum time communicating with each other's. It is important for the survival of our society and it plays an outstanding role in the functioning/working of different professional organisation. In fact, communication has a decisive role to play in today's technical and professional worlds, as it helps people seek required information and take important decisions.

The word Communication is derived from the Latin word Communicare, which mean "to share". Communication is an activity or process of expressing feeling or ideas and of giving people information.

**Pauley and Riordan** write "Communication is the act of transmitting an idea from one person to another. Communication always requires at least two people, the sender of the message and its receiver".

Therefore, the process or activity of transferring information through the exchange of ideas, feelings, intentions, attitudes or commands, as by speech, gestures, writings behaviour is known as Communication.

According to **G.G.Brown**, the information transferred must be simple/understandable to the receiver. The communication process is complete once the receiver understands the sender's message. Sender refers to the speaker or writer and receiver refers to audience or reader. In general, communication is a means of connecting people or places.

Thus, communication, in brief, is a process of sharing information.

### BARRIER OF COMMUNICATION

Communication is a process involving transmitting and receiving information. If the message sent by the sender is received in the same way as it was intended, the process of communication is called successful. But sometimes this does not happen due to some barriers in the process of communication. Barriers affect adversely the effectiveness of communication.

Communication is a complex process involving shared assumptions and unspoken agreements between individuals. Understandably, there are frequent errors and misunderstandings in communication.

Communication is a two-way dynamic process which involves sender and receiver. Communication can be successful only when the receiver understands the sender message. But if there are some errors in the understanding then the message is lost or some hurdle is there.

The word 'Barrier' means Hurdle or blockage. The elements which obstruct the free flow of information from the sender to receiver are called the **Barrier to Communication**. Hurdles or Problems which influence the exchange of information in the communication process are called '**communication barriers**'

**There are many types of barrier; some of them are listed below:**

1. Semantic Barrier.
2. Psychological barrier.
3. Organization Barrier.
4. Personal barrier.
5. Physical barrier.

**Semantic Barrier:**

Semantics is the study of the meaning of words and phrases. It is related with encoding and decoding of the message e.g. cookie. Semantic barriers occur when the sender and receiver have different understandings of the message sent e.g. cookie. Another example of a semantic barrier is technical language.

Different industries tend to use different terms in different ways. Unless everyone working at a particular company knows what a particular term means, miscommunication often results due to the semantic barrier. After all, there are often many different people from different fields working in the same company, such as engineers, psychologists and biomedical scientists.

**Semantic barrier is caused due to the following reason:**

1. Unclear Message.
  - a. Incorrect language.
  - b. Lack of Coherence.
  - c. Wrong selection of words and phrases.
  - d. Lack of ideas.
2. A word with different meaning.
3. Use of technical words – using technical words in front of common man as he/she can't understand the technical terms.
4. Body language.

**Psychological barrier:**

Psychological barrier refers to people's state of mind. Fatigue, anxiety, pre-conceived ideas, personal problem all act as Psychological barrier. To make communication positive mental level of sender and receiver should match.

**The most common Psychological barrier are as follows:**

1. Different perceptions and opinion.
2. Emotions.
3. Closed minds.
4. Cultural differences.
5. Distrust of communication.

**Organization Barrier:**

All the factors which obstruct the communication in the organisation are known as organizational barrier. Formal and informal are the two-basic channel of communication and both are important to carry message.

**The following are responsible for Organizational barrier:**

1. Status relationship.
2. One way flow.
3. Superiors fear.
4. Organizational structures
  - a. Excessive supervision.
  - b. Distance between employees and top management.
5. Congested Seating.
6. Physical Barrier.
7. Distances barrier.

**Interpersonal barrier:**

Communication between two people is called interpersonal communication but when the sender and receiver don't understand each other than Interpersonal barrier exist.

**This barrier can arise due to:**

1. Poor Vocabulary.
2. Ambiguity. (one word with many meaning)
3. Emotions
4. Cultural differences.
5. Communication Selectivity. (only important msg according to you)
6. Poor listening Skills.

**Intrapersonal Barrier:**

Communication which take place within oneself.

**This type of barrier can be created due to:**

1. Wrong assumption.
2. Varied/Different perception.
3. Different Background.
4. Blocked categories (only thinking what is good).
5. Categorical thinking. (Known everything)

**NOTICES AND CIRCULARS**

Besides memoranda and office orders, there are other forms of communication like notices, circulars, questionnaires etc. They are widely used in organizations for the purpose of information giving and exchanging with the other members of the staff.

All of them follow more or less standardized format, though an organization is always free to evolve its own style. But that really does not count much. What is more important is the purpose that these forms of written communication are supposed to serve within the company.

**Notices**, generally supposed to be pinned on a wall notice-board, are a popular and effective way of reaching out to the general staff for whom they are meant. Many notices require signatures of staff or some other indication of agreement with some proposal, policy decision, etc. A sample format is given below

**MODERN FOOD INDUSTRIES**

Lawrence Road, New Delhi

**NOTICE**

Would all members of staff who would like to attend the farewell dinner on Friday 21, August for Mr. Ahuja please sign their names below and also indicate the number of guests they wish to bring.

A.K. MADAN

13 August, 20.....

Name

No. of Guests

- |          |       |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

It is important to note that it is always more effective to request than to command, demand or threaten. The approach of the management should be polite and persuasive if

they wish the staff or work force to conform to certain arrangements or refrain from actions that are deemed to be dangerous or undesirable.

It is better to say:

“Members of staff are requested to.....”

“The management should appreciate the cooperation of the staff.....”

“Members of staff are kindly requested to retrain from.....” rather than:

“Workers will not.....” “All workers will.....”

“Members of staff are not permitted.....”

Workers are more likely to respond to notices that obviously try to foster good industrial relations.

### **CIRCULARS**

Notices seeking the opinions of the staff are often circulated in order that each person has one and can fill it and give his or her own comments on a specific matter. As a secretary, one is quite likely to be asked at some time to draw up a questionnaire asking staff or their opinions/comments on tips already given or to give suggestions of their own.

For example, an organization decides to celebrate fiftieth anniversary of the country's independence and the management wants to celebrate the occasion by involving the staff in a suitable way. They may give the following suggestions:

1. Grand evening dinner (each member of staff is allowed one guest).
2. Day coach trip (staff only).

Evening tea party for the families with entertainment for the children.

The secretary has to compile a questionnaire that gives people the opportunity to state their preference for one of these suggestions with space for comments, and any other suggestion that they might like to give:

#### **HIMALAYA DRUG COMPANY**

The Mall, SIMLA

#### **STAFF CIRCULAR**

The management invite the opinions of all members of staff on how they would like to mark the occasion of the country's fiftieth anniversary celebrations on 14 August, 20.....

Please indicate below your preference for one of the following suggestions already received and add any comments you might have about them.

If you have any other suggestions, please add them to the list in the space provided.

1. Day trip by coach to scenic spot/ place of interest staff members only

2. Afternoon tea party for staff families + entertainment for children

OR

3. Grand evening dinner party- staff members + one guest each

Any other suggestions: Please return all questionnaires to my office by 31st July.

Thank you.

Managing Director

### REPORT:

A nurse in a hospital reports the doctor regarding the condition of the patient. The bank manager sends the reports to the head office on the status of the deposits, advances, overdraft limit etc. In the above examples we can judge the importance of the word Reports.

They are considered as the important form of technical writing. Reports, thus are the part of our lives, be it school report, doctor report, news reports on TV, Radio and newspaper. It is considered as the major form of technical/business/professional communication.

The word report has been derived from the Latin word reportare which means to carry back. A report thus means 'to carry back to someone who was not present at the event.'

In general, it means 'to give an account of something seen, heard, done etc.'

According to C.A. BROWN, In the figure below made, 're' means 'back' and 'portare' means 'to carry'.

Report Re + Portare

Thus, a report means to carry back information to the person who requires it. "A report is a document, which describes an opinion, situation etc. through observation, enquiry, collection of data etc."

### SIGNIFICANCE OF REPORT:

A report is a basic management tool used in the decision making; hence it is extremely important for all organizations.

The following list will give an idea of the importance of the report. Hence Reports develop certain skills in the writer.

- 1) A report is the only tangible product of a professional.
- 2) Report enables decision making and problem solving.
- 3) Reports help the authorities in planning new ventures and in evaluating men and material.
- 4) Reports are an important means of information, dissemination within and outside the organization.

- 5) Reports serve as a measure of growth, progress or success of an organization.
- 6) Reports serve as valuable repository of information.
- 7) Reports reveal gaps in thinking.

### **OBJECTIVES OF A REPORT:**

The significance of a report can be analysed in its characteristic features, which are given below

- 1 It is significant because it informs about a departments, company's or individual's progress.
- 2 It tells the fact of an event for future or management action.
- 3 It helps to take a well-informed stand on a problem or a controversy.
- 4 It is also significant in monitoring business operations.
- 5 It brings about new policies and procedures.
- 6 It helps in decision-making.
- 7 Finally it helps in organizational control and taking right action.

### **Therefore, the reports must be**

1. Accurate
2. Concise
3. Clear
4. Well structured
5. Decisive

### **TYPES OF REPORT**

Report can be classified on the basis of function, Communicative form, periodicity, nature and length. Reports vary in their purpose, but all of them will require a formal structure and careful planning in presentable manner using clear and concise language.

### **On the basis of function:**

1. Informational
2. Analytical reports

### **On the basis of communicative form:**

1. Oral Report
2. 2. Written report.

### **On the basis of periodicity:**

1. Routine

2. 2. Special report

**On the basis of nature and length:**

1. Formal
2. Informal

**Other Reports:**

1. Technical Reports
2. Newspaper reports
3. Audit report

**On the basis of function:**

**Informative Report:** It includes the minutes of a meeting. It tells about an assigned duty. It includes all details of information that is to be submitted to an authority.

**Analytical Report:** It is written after a thorough investigation and analysis of a given problem and situation. It plays an important role in decision-making. It is also called as investigative or interpretative report.

**On the basis of communicative form:**

**Oral Report:** In this report, a reporter orally discusses an event or an incidence to the person who requires it.

**Written Report:** Herein a report maker submits report in writing to the person who requires it.

**On the basis of Periodicity:**

**Routine Report:** It is repeated over a period of time. It may be submitted annually, quarterly, monthly, weekly or daily.

**Special Report:** Special reports are related to a single occasion or situation. Special reports deal with non-recurrent problems.

**On the basis of nature and length:**

**Informal Report:** This report is subjective in matter. It describes personal problem of the report maker. It is not concerned with any organization.

**Formal Report:** It is objective in matter. It follows all traits of technical communication. It deals with official matter.

**STRUCTURE OF A REPORT:**

**Front Matter:**

1. Cover Page
2. Frontispiece
3. Title Page

4. Copyright Notice
5. Forwarding Letter
6. Preface
7. Acknowledgement

8. Table of Contents

9. List of Illustrations

**Main Body**

1. Introduction

2. Discussion

3. Conclusion

10. Abstract & Summary

4. Recommendation

**Back Matter:**

1. Appendix

2. List of References

3. Bibliography

4. Glossary

5. Index

**Front Matter**

**Cover Page:**

It bears title of a report, its number, data, name of the person who makes it and name of the authority to which it is submitted. Frontispiece: It bears a figure, a photograph, a map etc. to arouse an interest in a reader.

**Title Page:**

It bears an element of a cover page. Besides it bears the approval of the authority, distribution list and report number.

**Copyright Notice:**

It remarks: "all rights are reserved with..."

**Forwarding Letter:**

It is like a covering letter. The report writer writes it to the report receiver. It makes a link between the report writer and the report receiver.

**Preface:**

It contains all parts of a forwarding letter. It presents the report to the report reader in a lucid manner.

**Acknowledgement:**

It bears the name of those persons and organizations that have helped the report writer in making it.

**Table of Contents:**

It is needed when a report is very long. It helps the reader to find a particular topic easily.

**List of Illustrations:**

It is needed when a report contains more than one table of contents.

### **Abstract & Summary:**

Only a long report needs an abstract or a summary. An abstract is shorter and more concise than a summary.

### **Main Body:**

#### **Introduction:**

It introduces the subject and the background of the report to the report reader.

#### **Discussion**

It discusses the report in details and also its upcoming problems

#### **Conclusion**

It results from all past discussions and arguments.

#### **Recommendations**

These are suggestions made to solve a problem.

#### **Back Matter:**

#### **Appendix:**

It contains the information, which is left to be included in the main text for some reason.

#### **References**

When a report writer borrows some information from other sources, he pays his credits to them in references.

#### **Bibliography:**

It is a list of the books consulted during or for further study.

#### **Glossary:**

It is a list of the words, which might be unfamiliar to the report reader.

#### **Index:**

It is needed in a long report. It helps a report reader to locate a particular piece of information in the text easily.

### **STYLE OF A BUSINESS REPORT:**

According to Walter Peter "Style is the Man". It means that man is known by his style. A writer is known by his writing style.

Similarly, a teacher is known by his teaching style." Style adds beauty and grace to the function of something and somebody.

Herein technical feature of writing can add grace and distinction to the report writing. We have briefly discussed some necessities, which will distinguish the writing of a report from the writing of other literary and technical form.

### **The following point should be necessary to make your report stylish:**

#### **Concrete & Objective Words:**

These words make a report objective. It means that a report tells about the problem or the situation of the office, not of the report maker. These words help the report writer directly to hit the problem in minimum words.

### **Active Voice**

Active voice helps the report writer to write things in a straight way. He avoids making a fuss about a problem or a situation.

### **Readability**

It is a very important feature of report writing. It judges whether or not a report is readable. In a busy corporate life, a corporate can respond to a readable report only.

### **Precision**

A report writer should write on a problem in point to point. It will save time of both writer and receiver. Big corporate avoids answering long reports.

### **Conciseness:**

Shakespeare, a famous dramatist of the world, once said, "Brevity is the soul of Wit". It is an art to express maximum matter in minimum words. But the report writer should be careful lest he should cut an important piece of information.

### **Simplicity:**

Wordsworth said 'Simplicity is the grace of writing.' It is very difficult to write simple. Simple writing is also impressive and easy to understand. These two features—simplicity and conciseness are highly demanded in corporate communication.

### **Consideration**

The report writer should consider the level of understanding of the receiver. He should know beforehand about the attitude of the report receiver.

### **CHARACTERISTICS OF THE REPORT:**

The following points are the characteristic of a report:

1. **Relevance:** the facts presented in the report should be not only accurate but also relevant. Irrelevant facts make a report confusing.
2. **Reader-orientation:** a good report is always reader oriented. While drafting a report it is necessary to keep in mind the person who is going to read it.
3. **Objectivity of recommendations:** recommendations should come as a logical conclusion to investigation and analysis.
4. **Simple and unambiguous language:** a good report is written in simple, unambiguous language. It is a document of practical utility.
5. **Clarity:** a good report is absolutely clear. Clarity depends on proper arrangement of facts. Reports writer must proceed systematically.

6. Brevity: a report should be brief. Brevity should not be achieved at the cost of clarity. Nor should it be at the cost of completeness.
7. Grammatical accuracy: remember that faulty construction of sentences makes the meaning vague and ambiguous.
8. Special format: the technical report uses a particular format including cover, title page, table of contents etc. they have to be prepared according to a set standard.
9. Illustrations: most technical reports contain illustrations which may be table, graphs, maps drawing, charts or photographs.
10. Homogeneity: a report should deal with one topic.
11. Documentation: technical reports acquire more value when adequately documented in an appropriate style.

### **PROJECT REPORT:**

A project can be defined as a sequence of unique, complex and connected activities having one goal or purpose and that must be completed by a specific time, within budget and according to specification. At the end of the project the person or the team who has accomplished it writes a report explaining the details.

But only when they submit their project reports their project is considered as complete. Such reports generally include the title page, certificate, acknowledgement, contents, abstract, the main body consisting of three or four sections, appendices, references, glossary, etc.

### **RESEARCH PAPER:**

Research paper is written to disseminate new knowledge which is acquired through research. The incentive of a research paper maybe one's professional advancement. A research article is based on original research carried out by the author.

The research might have been carried out in the laboratory or in the field. It might be theory based, or a part of action research to develop certain methods, equipment, procedures, systems and so forth. The main purpose of a research article is to add to the existing knowledge, understanding, and scope of a particular subject.

A research article could be either published in a journal or presented in a conference in order to achieve its objectives.

### **CHARACTERISTIC OF THE RESEARCH PAPER:**

1. A research paper is the most important form of expository discourse.
2. It is highly stylized and contains a high concentration of certain writing techniques.
3. It is objective in nature and the presentation of information is accurate, concise, direct and ambiguous.

4. It contains almost all the formal elements that a technical report includes.
5. Most research papers are characterized by the use of visual aids and scientific and technical or specialized vocabulary.
6. A research paper is a documented prose work. All-important analyses have to be supported by adequately evidence. In short, documentation is essential for all research papers.

## PRESENTATION

It is a powerful medium of communication ideas. Speaking before an audience is an opportunity to provide a platform to the speaker to express his/her point of view. Presentation involves a pre-planned and organizes structure. In business world, the term 'presentation' is used in preference to 'public speaking'.

According to Ricky "*Presentation is an opportunity to communicate your point of view or ideas to an audience. This can be formal or informal, impromptu or prepared, individual or group*".

Presentation can be made through two methods namely – Verbal and Non – Verbal communication.

Verbal/Orally communication of presentation can be summed up within three steps according to Bovee et al:

1. Planning
2. Writing
3. Completing

## PRESENTATION PURPOSE AND ITS OBJECTIVES

Before any presentation or planning, one has to decide the purpose of making presentation. The purpose of presentation is not only to decide the content and style but also the amount of audience interaction. **There can be many purposes/objective of presentation:**

- |                     |                           |
|---------------------|---------------------------|
| 1. To inform        | 6. To sustain reputation. |
| 2. To persuade.     | 7. To widen sales base    |
| 3. To entertain     | 8. To enlighten           |
| 4. To motivate      |                           |
| 5. To demonstration |                           |

1. **To Inform:** This basic aim of presentation to provide information to the audience. The information is based on facts and figures. In this audience interact with the speaker in limited manner.

2. **To persuade:** The second purpose of presentation is to persuade people to take a particular action or to collaborate with them in solving a problem or making a decision. In this audience interaction is very important. Speaker also help in influencing the audience.
3. **To entertain:** Sometimes Oral presentation is used for entertaining the audience. The speaker can use certain strategies such as use of humour etc
4. **To motivate:** Motivation is very important for any kind of Presentation.
5. **To demonstrate:** To help listener to learn something practical.
6. **To sustain reputation:** To maintain the reputation of the company.
7. **To widen sales base:** For increasing the customers.
8. **To enlighten:** To make aware.

#### **Steps to Successful Presentation:**

- |                               |   |
|-------------------------------|---|
| 1. Decide upon the objective. | 5. Preparation of Visuals, Handouts and |
| 2. Manner of presentation.    | Feedback forms                          |
| 3. Mode of presentation.      | 6. Rehearse                             |
| 4. Preparation of script.     | 7. Presentation                         |

#### **PRESENTATION - ANALYSING AUDIENCE AND LOCALE**

All audiences have one thing in common i.e. they are at the receiving end of any communication. It is the responsibility of the speaker to have prior knowledge of the audience beforehand such as age, sex, interest, background, nature, size of the audience. Always at the start of the presentation it is important to make an Eye contact with your audience.

#### **For effective presentation, it is necessary to develop an audience profile.**

1. Identify the primary audience (decision makers/opinion moulders).
2. Audience Size.
3. Audience composition (their need, interests, attitudes, cultural barriers)
4. Judge audience level of understanding.
5. Project audience expectation and preference.
6. Estimate audience reaction.

**Cultural Diversity of the audience is also important in analysing audience,** because multiculturalism will affect how the speaker message is conceived, composed, delivered, received and interpreted. Whether you present locally or in a foreign country, some audience will have linguistic or cultural background different from you. They might not be conversant with English or with your accent. Therefore, know your audience in

advance so that you can structure your presentation and style to make them feel comfortable.

## LOCALE

This word is the modification of the French word 'Local'. Locale is a place or area; especially with reference to events connected with it. Every location has its unique physical environment. **The speaker should also insure about the:**

1. Place of presentation (large auditorium/small conference rooms)
2. A Podium or table provided.
3. Public address system available.
4. Seating arrangement, room temperature and lighting.
5. Visual-aids available.

Therefore, we can conclude that the knowledge of the audience and locale is important.

## Organising OR Structuring Content

A successful presentation requires adequate knowledge. It is considered that art of speaking is the fruit of persistent effort. It is the responsibility of the speaker to prepare the material at the planning stage. Organising the content of the presentation beforehand is just like preparing a dish before it delivery." **The contents of the presentation should be organised in the following manner:**

1. Introduction.
  2. Main Body.
  3. Conclusion.
1. **Introduction:** The introduction prepares the audience for the main body of the presentation. It includes introductory remarks, reason for making this presentation and outline of the presentation.
  2. **Main Body:** It is considered as the platform of Discussion. Your discussion should be well supported by documents, examples. There should be a time limit on the points to be covered.
  3. **Conclusion:** Here you restate and review your main points giving the gist of your presentation, making the final remarks and end on the positive note.

### **Preparing outline:**

An outline can be used as Final script. It is considered as a mechanical framework in which are fitted bits and piece of your presentation material. It helps the speaker to keep the presentation both audiences cantered and within time limit.

### **The outline should be prepared carefully and may include**

1. Give Heading in complete sentence.
2. Note down Sub heading also.
3. Includes notes where you will use Visual Aids.
4. Write down transitional sentences such as 'In conclusion', 'In addition'.
5. Body language can be useful for making the presentation effective.

### **MEMORANDUM**

A **memorandum** is by definition, "a written statement that you prepare specially for a person or committee in order to give them information about a particular matter". In an organization it takes the form of "a short official note that you write to a person or to several. people, especially people who you work with".

It has been derived from the Latin word 'memorare', changed to 'memorandus' (notable) and means literally 'to mention' or 'tell'. Every business irrespective of size, they are of, need an efficient system by which colleagues can communicate with each other, either in the same building/office or often in departments or sections situated in different locations.

The telephone is no doubt an immediate method but it is often necessary to have some written records of requests, instructions, actions suggested or taken, etc. For this system of internal correspondence, memoranda or memorandums (memorandum in the singular) are used.

They may be for the attention of one person only or in the form of a circular for the attention of several people, whose names will appear in the bottom left-hand corner. They are used for passing on or making requests or information, for requesting and reporting actions and for acknowledgements. They are not used for lengthy reports.

### **THE MEMO FORMAT**

A memo is a form of written communication, but it is not a letter. Its format, therefore, is also different from that of a letter. Most companies have their own printed memoranda

sheets with the main company heading and also the heading of the department or section and often one or two-coloured sheets attached which can be tom off as copies for filing.

A typical headed memorandum sheet might look like this

UNITED BREWERIES LIMITED

MEMORANDUM

No. ....

Date:

To: ..... From: .....

Sub.: .

(1) .....

(2) .....

cc. to .....

Signature

It is to be noted that memos do not carry a salutation ('Dear.....') or a complimentary close ('Yours.....').

### Tips for writing a Memo

Just as an effective letter requires careful planning, so does a good memorandum. In her book 'The Perfect Memo' (double day), Dr. Joan Minnuiger advises us to follow the following two-phase method of writing memos:

#### Phase 1:

The Exploratory Phase

- Put down everything you want to say about the subject.
- Use personal pronouns.
- Don't judge what you have written in this phase.

#### Phase 2: The Crafting Phase

- Underline every item that is vital to your reader; Omit those that aren't.
- Jot down the purpose of the memo at the top of the page.
- Divide your underlined items into separate categories.
- Write a heading for each category. Example. "When to 250 deliver parts" (instead of timetable).
- Determine the order of importance of each category to the reader and number them.

- Start writing your memo.

**Phase 1 Category.** Then go down your list. Use the headings as subheads throughout the text. Place background or support information at the end. To achieve a more personal human touch, here are some tips from the editors of 'Communication Briefings'.

- **Use 'you' and 'your'.** Instead of saying "Everyone is requested to provide input on course content", say, "Please send me your course content ideas".

- Include a name. Example: "John, I'll send that material to you by 3 o'clock Friday." • Picture your reader. Write to a person with a title, not to a title with a person.

- Use conversational words and phrases. Say, "As you suggested" and- "Please let me know" instead of "Kindly advise".

As a final test: Read your memo out aloud to find out if it sounds conversational and natural.

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# FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)

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