



HUM 120

EXPOSITORY WRITING

Lecture 21





Previous Lecture

- Email Structure
- Dos and Don'ts
- Vocabulary and Useful Expressions

Letter Writing



Introduction

-  • Communicate with people at distance
-  • Discuss matter of common concern
-  • Maintain good relations
-  • Record of information

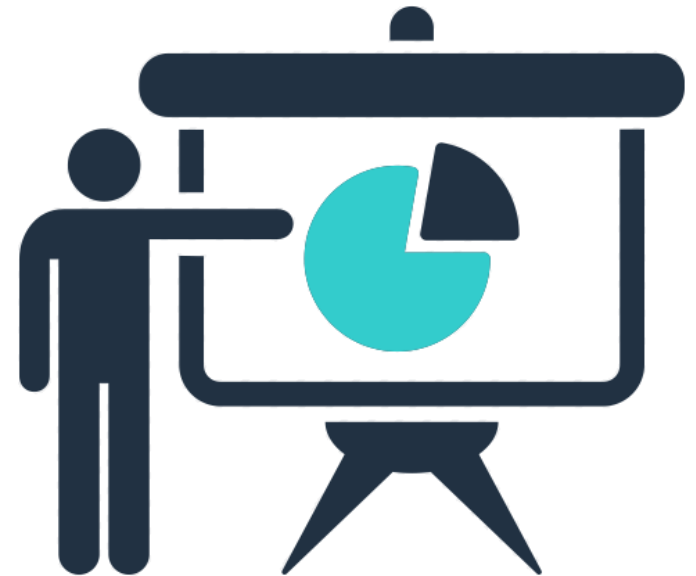


Letter Writing



Purpose








- Keep in touch
- Job application
- Enquiries
- Convey information
- Complaints
- Business Transactions

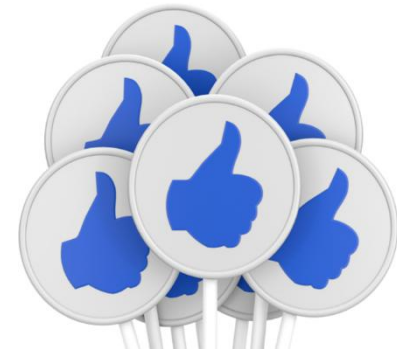


Letter Writing

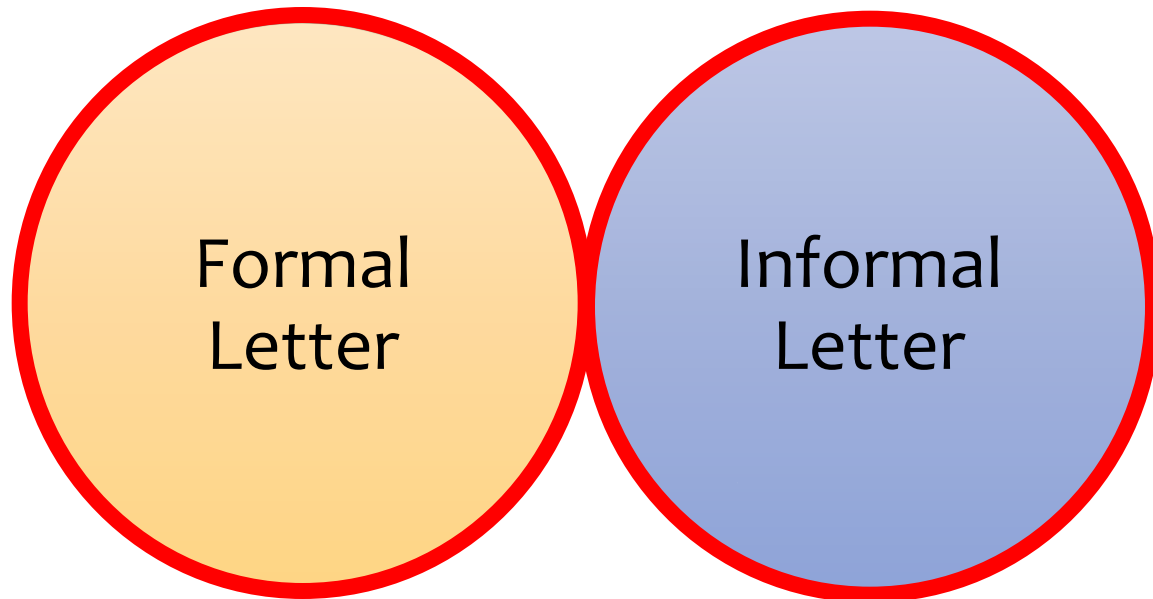


Advantages

-  • Nothing needed to receive a letter
-  • Permanent physical record of communication
-  • Difficult to falsify because of an individual's signature or the notepaper of a workplace
-  • Hand-written letter becomes more interactive and personal
-  • Enclosure of small objects
-  • Free from all malwares and viruses
-  • Improvement of writing skills







Letter Writing



Letter Writing



Informal Letter

-  • Also called Personal letters
-  • Friendly style
-  • Addressed to family and friends
-  • Divided into following sections:
 - Heading
 - Salutation
 - Body
 - Subscription
 - Signature

Letter Writing



Informal Letter: Format [1/4]



• Heading

- Sender's address (top right hand corner of the letter)
- Date
- No full stops



• Salutation

- Greetings
- Dear followed by the name of friend/fellow
- Followed by a comma

Letter Writing



Informal Letter: Format [2/4]



• Body

- Opening sentence: *“I am writing to you after a long time, lovely to hear from you.”*
- Main message – brief messages written in a conversational manner
- Closing sentence – express regards and hopes of a writer: *“Please give my regards to..., I am looking forward to hearing from you.”*

Letter Writing



Informal Letter: Format [3/4]






- Subscription
 - Varies depending upon the nature and relation with the addressee
 - Your affectionate daughter/son, or Yours affectionately/lovingly (for relations)
 - Yours sincerely (for friends)
 - Yours is a possessive, no apostrophe

Letter Writing









Informal Letter: Format [4/4]

-  • Signature
 - Signature/writer's name right below the subscription
-  • P.S. or Post Script: To add information when the writer has already signed off
-  • R.S.V.P.: To extend invitation which requires a response

Letter Writing



Formal Letter

-  • Also known as official or business letters
-  • Official letters: to individuals holding official positions
-  • Institutes and governments departments
-  • Receiver's address included within a official letter
-  • Short and direct in business setting (less time)
-  • Subject/reference line

Letter Writing



Formal Letter: Format [1/3]



• Heading

- Sender's complete address followed by the name



• Inside Address

- Details of the person being addressed alongside name of the company/organization



• Salutations/Greetings

- Varies depending upon the acquaintance. E.g., If the addressee is new to you then, “Dear Sir/Madam”, “Sir/Madam”, etc.
- If the addressee is someone known to you then, “Dear Mr. Naeem”, “Dear Ms. Minhas”, “Dear Mrs. Kashif”, etc.

Letter Writing



Formal Letter: Format [2/3]



- Subject
 - Introduction of topic of a letter
 - Brief single sentence



- Body
 - Introduction, main message, conclusion



- Complimentary Closing/Subscription
 - Depends on salutation used. E.g., in case of an addressee not known to you, it will be “Yours faithfully,”
 - In case of an addressee known to you then, “Yours sincerely,”

Letter Writing



Formal Letter: Format [3/3]



- Signature
 - Under the complimentary closing
 - Sender's name and designation



- Enclosure (Abbreviation: Encl.)
 - Additional document with letter
 - Listed after the signature



- Carbon copy (Cc): Includes the name of all the individuals receiving a copy of letter
 - Cc written after Enclosure

Letter Writing



Basic Letter Formats

Block Format

- All elements on left-hand margin
- Typed quickly

Modified Block Format

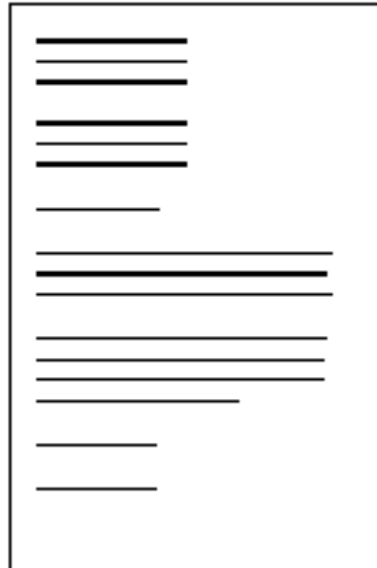
- Two exceptions only
- Date and closing on right hand side

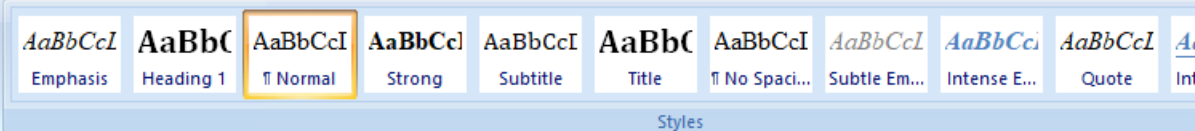
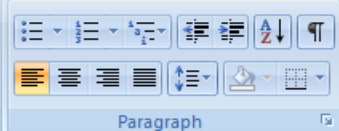
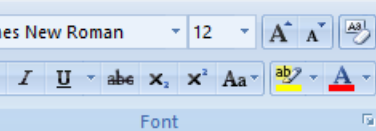
Letter Writing



Block Format

- Most common layout of a business letter
- Entire letter is left, justified and single spaced
- Double spacing between paragraphs only





Date : October 31, 2006

Mr. Fasihuddin
Managing Director
Lever Brothers Pakistan Limited Fatima Jinnah Road
Karachi, SINDH 75530

Phone: +92 21 5660062/21 5660069 Fax: +92 21 5681705 <http://www.leverlink.com>

Dear Mr. Fasihuddin:

Please accept this letter as formal notification that I am leaving my position with Lever Brothers Pakistan Limited on November 15.

Thank you for the opportunities you have provided me during my time with the company. If I can be of any assistance during this transition, please let me know.

Sincerely,

Favaz Yasin

Sample:
Block
Format
Letter

Letter Writing



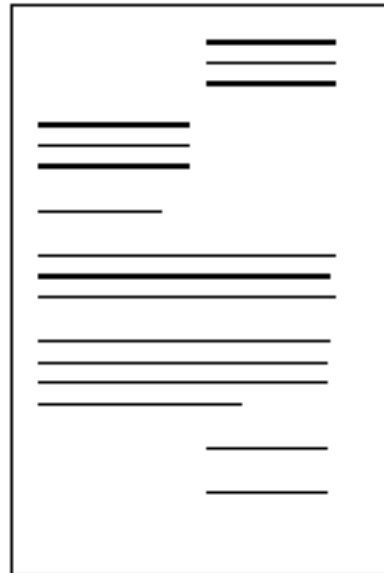
Modified Block Format

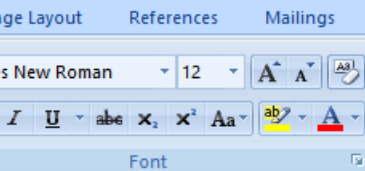


- Same as the Block Format



- The only exception is that closing and Date is placed on the right side





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Sincerely,






Favaz Yasin

Sample:
Modified
Block
Format
Letter

Letter Writing







Guidelines

-  • Provide factual information
-  • State your message with clarity
-  • Avoid the use of slangs
-  • Avoid grammatical errors
-  • Be respectful by using a polite tone in letter writing

Letter Writing







Kinds of Letter

-  • Inquiry Letter
-  • Complaint Letter
-  • Cover Letter
-  • Good News Letter
-  • Bad News Letter

Letter Writing







Inquiry Letter [1/2]

-  • A letter of inquiry asks someone for specific information.
-  • In some cases, such as a request for promotional material, the recipient will have a clear interest in responding to your letter.
-  • In other cases, such as a request for specific information on a product, the recipient may or may not be as motivated to respond quickly.
-  • Consequently, always make the tone of the letter friendly and make it easy for the recipient to identify and provide the information you need.

Letter Writing



Inquiry Letter [2/2]

-  • A letter of inquiry asks someone for specific information
-  • Clarify your intent in the introduction
-  • Specify your needs in discussion
-  • Conclude precisely
 - Degree requirements
 - Equipment costs
 - Performance records
 - Or any other

1102 West 30th
Lawrence, KS 66321
August 4, 19XX

Dr. Maria Gomez-Salinas
Director of the Diabetes Clinic
St. David's Hospital
1000 Greenberg Lane
Wichita, KS 66780



Dear Dr. Gomez-Salinas:

I am writing you in hopes of finding out more about the new Glucoscan II blood glucose monitoring system, which a representative at Lifescan informed me that your clinic is currently using.

Originally, I saw Lifescan's advertisement of this new device in the January 19XX issue of Diabetes Forecast and became very interested in it. I wrote the company and got much useful information, but was recommended to write several current users of the system as well.

For a technical report that I am writing for a technical writing class at Johnson County Junior College, I need some help with the following questions:

1. How often does the Glucoscan II need to be calibrated in practical, everyday use conditions?
2. How accurate is the Glucoscan II compared to other similar systems that your patients have used?
3. What problems do your patients experience with this new device?



The Lifescan representative indicated that your clinic is one the leaders in implementing new technology for diabetics, and therefore I am eager to hear from you. In the report I will acknowledge your contributions, and I will send you a copy of the completed report if you wish.

Thank you for your time, and I hope to hear from you soon.

Sincerely,

Anita Teller

Student, Medical Technology

Johnson County Junior College



Letter Writing



Complaint Letter

- Also known as **Claim Letters**
- Letter written to bring mistakes into notice
- Usually written by a buyer to a seller highlighting all the problems faced at the time of receiving the order and its payment for resolution
- Written after phones and emails
- Formalizing a situation by bringing it in written form
- Highlights customer's dissatisfaction with the provided service/product

Complaint Letter

Sender Name
Sender's Title or Position
Sender's Organization Name
Sender Street Address
City, State, Zip Code

Date: DD/MM/YYYY

Recipient's Name
Recipient's Position or Title
Recipient's Organization Name
Recipient's Street Address
City, State, Zip Code

Dear Sir/ Madam,

I am writing this letter to bring your attention that I am not satisfied with your quality of services provided at _____ (business name). I am talking about the services I took on DD/MM/YYYY and want to let you know I was very upset with your staff's performance. They used to deal with me quite inefficiently and did not show their interest which they must show while dealing with regular customers.

I have been a regular client of your business but now I am completely disappointed. I expect quality services from you and request you to address this issue with immediate attention. I expect full compensation and look forward to your replies within shortest time.

Yours Sincerely




Write Your Name Here



Letter Writing







Complaint Letter: Introduction

-  • In the introduction, politely state the problem. Although you might be angry over the service you've received, you want to suppress that anger.
-  • Angry comments don't lead to communication; they lead to combat. Because the angry reader won't go out of their way to help you, your best approach is diplomacy.
-  • To strengthen your assertions, in the introduction, include supporting documents such as the following:
 - Serial numbers, dates of purchases, invoice numbers, cheque numbers, names of sales people involved in the purchase
 - Also state that copies of these documents are enclosed

Letter Writing





Complaint Letter: Discussion

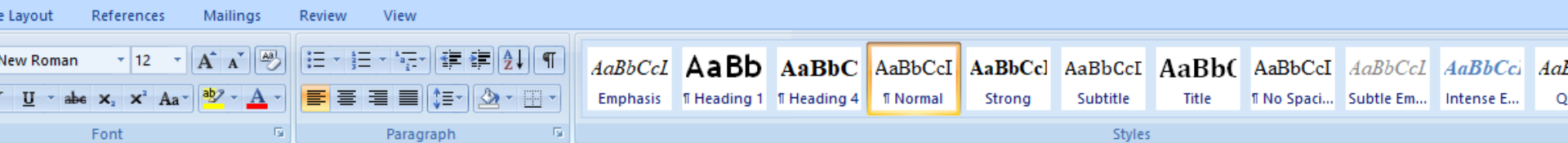
-  • In the discussion paragraph, explain in detail the problems experienced.
-  • This could include dates, contact names, information about shipping, breakage information, or itemized listing of defects.
-  • In a complaint letter, everything should be explained with proof.
-  • Help your audience understand the extent of the problem.

Letter Writing



Complaint Letter: Conclusion

-  • End your letter positively.
-  • Remember, you want to ensure cooperation with the vendor and you want to be courteous, reflecting your company's professionalism.



October 29, 2007

Attn: Mr David Choi
Sales Manager
Everlong Batteries
171 Choi Hung Road
Hung Hom
Hong Kong

Dear Mr Choi

Subject: **Re. Order No. 768197**

I am writing to inform you that the goods we ordered from your company have not been supplied correctly.

On 22 October 2007 we placed an order with your firm for 12,000 ultra super long-life batteries. The consignment arrived yesterday but contained only 1,200 batteries.

This error put our firm in a difficult position, as we had to make some emergency purchases to fulfil our commitments to all our customers. This caused us considerable inconvenience.

I am writing to ask you to please make up the shortfall immediately and to ensure that such errors do not happen again. Otherwise, we may have to look elsewhere for our supplies.

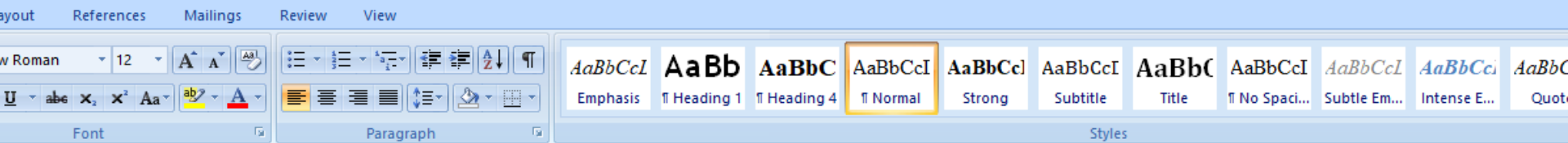
I look forward to hearing from you by return.

Yours sincerely

J. Wong

J. Wong
Purchasing Officer

Sample:
Complaint
Letter



October 26, 2007

The Administrative Officer
 Exhibition Services
 Exhibitions International
 33 Kadoorie Avenue
 Kowloon

Dear Sir/Madam

I attended your exhibition Sound Systems 2007 at the Fortune Hotel (22-25 January) and found it informative and interesting. Unfortunately, my enjoyment of the event was spoiled by a number of organisational problems. I explain each of the problems below.

Firstly, I had difficulty in registering to attend the event. You set up an on-line registration facility, but I found the facility totally unworkable. Even after spending several wasted hours trying to register in this way, the computer would not accept my application. I eventually succeeded in registering by faxing you.

Secondly, the Sound Systems 2007 exhibition was held at one of Hong Kong's most prestigious hotels, but frankly the venue was better suited to a medium-sized business conference than to a large exhibition open by registration to the public. The lack of space led to serious overcrowding at the venue, particularly at peak visiting times (i.e. lunch times and early evening). On one or two occasions I was also seriously concerned about the physical safety of attendees.

The final point I want to make concerns product information. It is very enjoyable to see and test a range of excellent sound systems, but it is also important to be able to take away leaflets on interesting products, so that more research can be done before deciding which system to buy. However, by the time I attended the exhibition all the leaflets had been taken.

Could I please ask you to look into these matters - not only on my behalf but also on behalf of other attendees, and in fact on behalf of your company, too.

I look forward to hearing from you.

Yours faithfully

Michael Leung

Sample: Complaint Letter



Conclusions

- Basics, Purposes and Advantages of Letter Writing
- Formal vs. Informal Letters
- Inquiry Letter
- Complaint Letter